



Commute.org

REQUEST FOR PROPOSALS

TDM Policy Planning Services

RFP Information	
Issuing Agency:	Commute.org
RFP Title:	TDM Policy Planning Services
Issue Date:	Wed, July 15, 2026
Proposals Due:	Fri, August 14, 2026, 5:00 PM PT
Contract Term:	October 1, 2026 through March 31, 2028
Estimated Budget:	\$200,000
Submit Proposals To:	TDMpolicy@commute.org
Questions Due:	Fri, July 24, 2026, 5:00 PM PT
Submit Questions To:	TDMpolicy@commute.org

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1. Introduction & Background

About Commute.org

Commute.org is San Mateo County's Transportation Demand Management (TDM) agency. The agency's members include nineteen cities and towns as well as the County of San Mateo. Commute.org and its members promote the use of all available transportation options — walking, biking, transit, teleworking, and ridesharing — with the goal of reducing solo driving countywide.

C/CAG Countywide TDM Policy

In September 2021, the City/County Association of Governments of San Mateo County (C/CAG) adopted an updated Countywide TDM Policy and incorporated it into the San Mateo Congestion Management Program (CMP) Land Use Impact Analysis Program. The update was designed to reflect current TDM best practices, establish performance targets, and standardize monitoring and reporting requirements countywide. The Policy went into effect on January 1, 2022, and applies to all C/CAG member jurisdictions unless expressly exempt due to local TDM policies that meet or exceed its trip reduction targets.

Under the Policy, local jurisdictions are required to: (1) notify C/CAG of new development projects that generate at least 100 Average Daily Trips (ADT), and (2) have development project applicants complete a TDM Checklist and commit to ongoing monitoring.

Commute.org's Role

The Policy formally identifies Commute.org as the partner agency responsible for providing technical guidance to local jurisdictions and project applicants, administering monitoring forms, and reporting on policy compliance. The monitoring and reporting process is collaborative and relies on frequent data sharing and communication between local jurisdictions, C/CAG, and Commute.org. Work is funded by the San Mateo County Transportation Authority (SMCTA), which supports Commute.org's outreach to both exempt and non-exempt jurisdictions.

Staff use OneCommute, a cloud-based software platform, to track and report on project compliance. The platform houses project records, generates monitoring forms, and notifies projects when monitoring is due or non-compliant. Planning staff across all jurisdictions may request login credentials; thus far, 12 of the 21 jurisdictions have been onboarded to the platform. Many smaller jurisdictions and those with limited staff capacity have historically found TDM monitoring challenging; the platform is designed to streamline that process and reduce the burden on local staff.

Commute.org also administers the Certified Development Program, which assists developers with meeting their TDM requirements. The program provides development projects with a formal certification of their active participation in Commute.org programs and services — a requirement for many developments subject to the Countywide TDM Policy or other local TDM policies.

Purpose

Commute.org now seeks to expand TDM policy implementation by procuring a qualified planning consultant to provide targeted technical assistance to local jurisdictions.

While Commute.org provides implementation and monitoring guidance and OneCommute is used to track project compliance, a critical gap remains on the development review and permitting side. Many jurisdictions have not yet formally integrated TDM policy requirements into their processes, zoning codes, or standard Conditions of Approval. This RFP seeks a consultant to fill that gap, by working with local jurisdictions and providing guidance on three primary areas:

- Integrate TDM policy requirements into local development review and permitting processes
- Codify the Countywide TDM Policy into local zoning codes and ordinances
- Draft and apply TDM-related Conditions of Approval for development projects

The consultant will work in close coordination with Commute.org and local jurisdiction staff, beginning with a structured assessment of where each jurisdiction currently stands before moving into targeted, on-call technical assistance.

2. Contract Structure

This contract is structured in two phases. Phase 1 is a fixed-scope needs assessment in which the Consultant will meet with all jurisdictions in San Mateo County and produce a Countywide TDM Policy Implementation Gap Analysis. Phase 2 is an on-call technical assistance arrangement, activated following delivery of the Phase 1 Gap Analysis, under which the Consultant provides services to jurisdictions and to Commute.org on an as-needed basis through written Task Authorizations.

This two-phase structure ensures that resources are deployed strategically: Phase 1 establishes a clear picture of where each jurisdiction stands before any assistance is provided, and Phase 2 directs help to the jurisdictions that need it most. Jurisdictions that are already in compliance, have adequate processes in place, or are exempt from the Countywide TDM Policy may require little or no Phase 2 engagement. Others may request substantial assistance over the course of the contract term.

The total contract value for the initial term (October 1, 2026 – March 31, 2028) shall not exceed \$200,000, inclusive of both phases, all labor, and reimbursable direct costs. Phase 1 shall be priced as a fixed fee. Phase 2 will be compensated on a time-and-materials basis, with hours authorized incrementally based on jurisdiction demand and available funding. The total contract value across all terms shall not exceed \$250,000.

3. Scope of Services

Phase 1: Countywide TDM Implementation Assessment (Fixed Scope)

Phase 1 is a structured discovery process. The Consultant shall conduct outreach to all jurisdictions in San Mateo County and produce a comprehensive assessment of where each jurisdiction stands with respect to TDM Policy implementation. This phase is expected to be completed within the first six months of the contract term.

Task 1a – Project Kickoff

Lead a kickoff meeting with Commute.org to align on project goals, the assessment framework, project schedule, and coordination approach prior to conducting jurisdiction outreach.

Task 1b – Assessment Framework Development

Develop a standardized assessment framework that examines the following for each jurisdiction:

- The codification of TDM policies into local zoning or municipal codes, including any specific ordinance language or standards adopted
- The integration of TDM policy requirements into the development review and permitting process, including any checklists, application materials, or staff review procedures in use
- Draft TDM-related Conditions of Approval language and how they are applied and tracked
- Staff familiarity with and capacity to implement policy requirements

Task 1c – Jurisdiction Outreach

Schedule and conduct individual meetings with planning and/or public works/community development staff at each jurisdiction using the assessment framework developed in Task 1b.

Task 1d – Gap Analysis & Presentation of Findings

Review relevant code sections, application materials, and permitting checklists provided by each jurisdiction to supplement and verify information gathered in Task 1c. Synthesize findings into a Countywide TDM Policy Implementation Gap Analysis, organized by jurisdiction, that summarizes the current state of TDM policy integration and identifies specific gaps and opportunities. Present the Gap Analysis to Commute.org and, if requested, to SMCTA, C/CAG, and participating jurisdictions.

Phase 1 Deliverable:

- Countywide TDM Policy Implementation Gap Analysis — a written report presenting findings for each jurisdiction, a summary matrix showing implementation status across all jurisdictions, and prioritized recommendations for Phase 2 technical assistance
- Presentation of Gap Analysis findings to Commute.org and stakeholders

Phase 2: On-Call Technical Assistance (Time & Materials)

Following delivery of the Phase 1 Gap Analysis, the Consultant shall be available to provide on-call technical assistance to Commute.org and participating jurisdictions for the remainder of the contract term. All work under Phase 2 will be compensated on a time-and-materials basis at the hourly rates established in the contract. Work will be assigned through written Task Authorizations issued by the Commute.org Project Manager.

Phase 2 is intentionally flexible. The Consultant should be prepared to respond to Task Authorization requests in a timely manner. The volume and nature of work under Task 2a will depend on each jurisdiction's needs, staff capacity, and available funding, as informed by the Phase 1 findings. The level of engagement under Task 2b will be driven by Commute.org's internal needs.

Task 2a. Jurisdiction Technical Assistance

The Consultant may be called upon to provide direct technical assistance to local jurisdiction staff. Work under Task 2a will be authorized on a per-jurisdiction basis by the Commute.org Project Manager. This may include:

- Drafting or updating development application checklists, submittal requirements, and development review and permitting processes
- Identifying opportunities to streamline the monitoring and reporting of project compliance between jurisdiction processes and OneCommute, and developing recommendations or tools to support data sharing and reduce duplicative effort
- Drafting zoning code or municipal code amendment language to codify TDM requirements, including supporting legislative materials such as CEQA documentation, staff reports, and Planning Commission/Council findings
- Developing standard COA templates, reference guides, or other tools for use across jurisdictions
- Providing training or one-on-one guidance to planning and public works staff on TDM policy requirements

Task 2b. Commute.org Advisory Services

The Consultant shall be available to provide advisory services directly to Commute.org staff for a range of internal needs not tied to a specific jurisdiction. Services under Task 2b will be covered by a standing authorization issued at the start of the contract, not to exceed 20 hours per month. The Consultant shall track and report hours monthly. This may include:

- Advising Commute.org staff on how to interpret TDM Policy requirements for development projects with unique circumstances, including, but not limited to ministerial projects and affordable housing projects
- Reviewing and providing feedback on TDM-related materials, guidance documents, or communications developed by Commute.org
- Helping Commute.org prepare for meetings, presentations, or discussions with C/CAG, SMCTA, or local jurisdiction staff on TDM policy and implementation matters
- Advising on best practices for TDM policy compliance, enforcement approaches, or program design based on experience with comparable programs in other jurisdictions
- Participating in regular check-in calls or project meetings with Commute.org staff to discuss active tasks, emerging jurisdiction needs, or overall program strategy
- Providing general subject-matter expertise and sounding board support to Commute.org as the Countywide TDM Policy continues to evolve

4. Contract Term & Budget

The anticipated contract term is 18 months, beginning October 1, 2026 and ending March 31, 2028. Subject to satisfactory performance and available funding, Commute.org may exercise up to two (2) one-year extension options (April 1, 2028 – March 31, 2029 and April 1, 2029 – March 31, 2030) at its sole discretion.

The total contract value for the initial term shall not exceed \$200,000, inclusive of both phases, all labor, and reimbursable direct costs. Phase 1 shall be priced as a fixed fee as part of the cost proposal. Phase 2 will be compensated on a time-and-materials basis at the hourly rates established in the contract, with hours authorized incrementally based on jurisdiction demand and available funding. Annual budget allocations for Phase 2 will be determined by Commute.org based on available funding and program priorities.

The total contract value across all terms shall not exceed \$250,000. Commute.org intends for this to be an active, working relationship throughout the contract term and values a consultant who is consistently accessible and responsive.

5. Minimum Qualifications

To be considered, proposers must demonstrate the following minimum qualifications:

- A minimum of five (5) years of demonstrated experience providing planning and technical assistance related to transportation demand management, land use, or zoning for public agencies
- Demonstrated experience integrating TDM or VMT reduction requirements into development review or permitting processes in California
- Demonstrated experience with California environmental law (CEQA), including VMT analysis requirements under SB 743
- Experience drafting zoning code amendments and supporting materials for adoption through legislative processes
- Familiarity with the planning and permitting processes of local jurisdictions in San Mateo County
- A licensed professional (AICP, PE, or equivalent) on the proposed project team

6. Proposal Requirements

Proposals must be submitted electronically to Commute.org by email (TDMpolicy@commute.org) by Friday, August 14, 2026 at 5:00 PM Pacific Time. Late proposals will not be accepted. Proposals shall include the following components, in the order listed:

A. Cover Letter

A one-page cover letter signed by an authorized representative, identifying the firm, the proposed Project Manager, and affirming the firm's interest in and qualifications for the contract.

B. Understanding of Work and Technical Approach

A clear and concise description (not to exceed five pages) of the proposer's understanding of the scope of work and proposed technical approach for each task. This section should demonstrate the proposer's understanding of the challenges and opportunities associated with TDM policy implementation at the local jurisdiction level.

C. Firm Qualifications and Experience

A description of the firm's relevant experience (not to exceed 5 pages), including:

- Summary of the firm's background and relevant TDM, planning, and zoning experience
- At least three (3) relevant project examples with client references (name, title, phone, and email for each)
- A statement confirming the firm meets all minimum qualifications listed in Section 5

D. Project Team

Identification of key personnel assigned to this contract, including:

- Proposed Project Manager and their qualifications
- All key staff and sub-consultants, with brief bios and relevant experience
- Percentage of time each team member will be dedicated to this contract

E. Schedule

A proposed project schedule showing key milestones and deliverables by task through the initial contract term ending March 31, 2028.

F. Rate Schedule / Cost Proposal

The cost proposal shall be submitted in two parts, corresponding to the two contract phases:

Part A — Phase 1 Fixed Fee:

- A fixed-fee proposal for Phase 1 (Countywide TDM Implementation Assessment), including a breakdown of estimated hours by staff classification and any anticipated direct costs
- The Phase 1 fixed fee will be used as a direct cost comparison across proposals

Part B — Phase 2 Rate Schedule:

- Fully burdened hourly billing rates for each proposed staff classification (e.g., Principal, Senior Planner, Associate Planner)
- Rates for any sub-consultants, if applicable
- A schedule of reimbursable direct costs (e.g., mileage, reproduction) and the basis for billing
- A statement confirming that all rates are valid through the full contract term and will not increase without prior written approval from Commute.org

G. Standard Forms

The following completed forms must be included:

- Commute.org Standard Professional Services Agreement signature page
- Insurance certification or statement of insurability per Commute.org's requirements

7. Evaluation Criteria

Proposals will be evaluated by a review panel using the following weighted criteria:

Evaluation Criteria	Points
Technical Approach & Understanding of Scope	35
Relevant Firm Experience & Qualifications	25
Project Team Qualifications & Key Personnel	20
Cost Competitiveness	20
TOTAL	100

Cost proposals will be evaluated on the competitiveness of the Phase 1 fixed fee and the reasonableness of proposed Phase 2 hourly rates relative to comparable professional planning services. Phase 2 will not be evaluated on a total project cost basis given the variable nature of on-call work. Commute.org reserves the right to conduct interviews with shortlisted firms prior to making a final selection. Interviews, if conducted, will be held via video conference at Commute.org's discretion.

8. Procurement Schedule

Milestone	Estimated Date
RFP Issued	Wed, July 15, 2026
Questions Due	Fri, July 24, 2026, 5:00 PM PT
Responses/Addendum Issued (if applicable)	Fri, July 31, 2026
Proposals Due	Fri, August 14, 2026, 5:00 PM PT
Proposal Review / Evaluation	August 17 – 28, 2026
Interviews (if needed)	Week of August 31, 2026
Final Evaluation / Selection	Week of September 7, 2026
Commute.org Board Approval	Thu, September 17, 2026
Notice of Intent to Award	Fri, September 18, 2026
Contract Execution	Fri, September 25, 2026
Contract Start Date	Thu, October 1, 2026

9. Questions & Addenda

All questions regarding this RFP must be submitted in writing to Carmen Chen at TDMpolicy@commute.org no later than Friday, July 24, 2026 at 5:00 PM Pacific Time. Questions will not be answered by telephone. Responses to all written questions will be posted as an addendum to the Commute.org website (<https://commute.org/about/#reports>) and distributed to all firms that have submitted questions.

No oral statements by Commute.org or its representatives shall be considered binding. Only written addenda issued by Commute.org shall modify the terms of this RFP. Proposers are responsible for checking the Commute.org website for any addenda prior to submitting their proposals.

10. Terms & Conditions

Right to Reject / Cancel

Commute.org reserves the right to reject any or all proposals, to waive informalities in any proposal, to accept the proposal deemed most advantageous to the public interest, and to cancel this RFP at any time without obligation to any proposer.

Phase 1 — Fixed Fee

Phase 1 services shall be performed for a fixed fee as negotiated with the selected firm and incorporated into the contract. Payment for Phase 1 work will be made on a milestone basis tied to the deliverables described in the Scope of Services. The Consultant shall not incur costs beyond the agreed Phase 1 fixed fee without prior written authorization from Commute.org.

Phase 2 — Task Authorization Process

All work under Phase 2 shall be initiated by a written Task Authorization issued by the Commute.org Project Manager. Each Task Authorization will describe the requested services, estimated hours by staff classification, any applicable deliverables, and the authorized budget for that task. The Consultant shall not commence Phase 2 work or incur costs without a fully executed Task Authorization. Services under Task 2b are governed by a standing authorization issued at the start of the Phase 2 period and do not require individual Task Authorizations. Commute.org makes no guarantee as to the total number of Task Authorizations that will be issued or the total Phase 2 hours that will be authorized under this contract.

Costs of Proposal Preparation

All costs associated with the preparation and submission of a proposal are the sole responsibility of the proposer. Commute.org will not reimburse any firm for proposal preparation costs under any circumstances.

Confidentiality

All proposals become the property of Commute.org upon submission and are subject to the California Public Records Act. Proposers who wish to designate any portion of their proposal as proprietary must clearly identify those sections.

Non-Discrimination

Commute.org is an Equal Opportunity organization. The selected consultant shall comply with all applicable federal, state, and local non-discrimination laws, regulations, and policies in the performance of this contract. Commute.org encourages proposals from Disadvantaged Business Enterprises (DBEs), Minority Business Enterprises (MBEs), Women-Owned Business Enterprises (WBEs), and Small Business Enterprises (SBEs).

Insurance Requirements

The selected consultant will be required to maintain the following minimum insurance coverage throughout the contract term:

- Commercial General Liability: \$2,000,000 per occurrence / \$4,000,000 aggregate
- Automobile Liability: \$1,000,000 per occurrence
- Professional Liability (Errors & Omissions): \$1,000,000 per occurrence
- Workers' Compensation: As required by California law

Standard Professional Services Agreement

The selected consultant will be required to execute Commute.org's standard Professional Services Agreement. A copy of the standard agreement is available upon request. Proposers are encouraged to review the agreement prior to submitting a proposal. Material exceptions to contract terms must be noted in the proposal; however, Commute.org reserves the right to reject proposals that take exception to material contract terms.

Subcontracting

Proposers must identify all sub-consultants in their proposal. Any changes to the sub-consultant team after contract award require prior written approval from Commute.org. Sub-consultants are subject to the same insurance and non-discrimination requirements as the prime consultant.

11. Contact Information

All inquiries regarding this RFP, including questions and proposal submissions, must be directed via email to:

Carmen Chen, Senior TDM Program Manager, Commute.org, tdmpolicy@commute.org

Do not contact any other Commute.org staff or board members regarding this RFP. Unauthorized contact may result in disqualification.

We appreciate your interest in this opportunity and look forward to receiving your proposal.