



August 7, 2014

Kara Brewton, Economic Development Director
Town of Brookline
333 Washington Street
Brookline, MA 02445

RE: Town of Brookline PTDM Assistance

Dear Ms. Brewton,

On behalf of Nelson\Nygaard Consulting Associates, Inc., I am pleased to submit this proposal to assist the Town of Brookline in the development of Town-wide parking and transportation demand management (PTDM) policy. The proposal includes a review of existing parking and TDM agreements for large scale development projects in accordance with the Town of Brookline's standards. This review will include examining existing Town-specific mode share data, to assist with creating baseline mode splits, as well as researching and drawing from similar best practice communities, which have adopted PTDM and mode split goals for various development types. The resulting PTDM policy will assist in creating mode split objectives that are attainable for Brookline specific developments.

Nelson\Nygaard has considered the needs of the Town of Brookline carefully and assembled a highly knowledgeable team in local transportation, traffic, design, and permitting processes with expertise in tailoring parking and transportation needs to reflect the goals of cities, developers, and the general public.

Project Team

For this project, we have assembled the following Team, whose combined experience is well suited to the task at hand:

- **Jason Schrieber, Principal**, brings nearly 20 years of private and public sector planning experience in the Northeast and nationally. Jason is uniquely qualified to address parking issues with an experienced understanding of municipal needs, private development priorities, and local neighborhood concerns. He has also helped cities, developers, and businesses develop some of the most effective alternative transportation incentive programs in the country, where significant shifts from automobile travel have occurred.
- **Cynthia Lin, Associate**, has worked on various development plans and permitting projects throughout the northeast region, including the Brookline Place Parking and TDM analysis. She brings extensive knowledge on local best practices and national research on the parking and transportation demand management programs and has assisted in setting municipal transportation policy standards for various metro-Boston communities.
- **Liza Cohen, Associate**, supports the firm's expertise in multimodal planning and transportation demand management. She has developed a series of TDM strategies and recommendations that have better equipped large-scale employers and urban and suburban municipalities with the right tools to address alternative options to driving alone. Liza understands how to effectively research and synthesize diverse data sources and analyses into unique community insights, goals, and objectives.

Scope of Work

The scope of work and deliverables for this project are outlined in Attachment A.

Fees

The proposed budget for this work is shown in Attachment B. Please note that we bill our work on a time and materials basis, so that you will pay only for the hours you actually use. Our services will be billed monthly on a time-and-materials basis. Such compensation shall be payable in the following manner:

- Within 30 days of receipt, the amount set forth in the monthly statements submitted to Client by Consultant. These statements will describe the services rendered, fees charged and expenses incurred by Consultant during the previous month.
- Upon Client's failure to pay within 60 days of receipt the full amount set forth in any monthly statement submitted to Client by Consultant, the unpaid balance will bear interest at the rate of 1.5% per month until the unpaid balance plus interest is paid in full. Client shall not be obligated to pay any interest that would exceed the maximum lawful rate.

Timeline

The schedule for this project is outlined in Attachment C.

Additional Services

Please note that work items requested outside the Scope of Work outlined in this letter, such as additional meetings, may require a contract amendment. No additional work will be performed without prior authorization.

Authorization

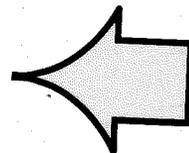
If this proposal is acceptable, you may indicate approval by signing the attached Professional Services Agreement and returning the original for our files. Alternatively, you may issue a purchase order or consultant contract with this proposal attached as an exhibit. This proposal is valid for 90 days from the date of this letter. If you have any questions, please do not hesitate to call me at (415) 284-1544.

Sincerely,



Paul Jewel, President and COO

Agreed for Nelson Nygaard:



Title

Date

Town Of Brookline:

[Handwritten signature]

Nancy Daly

Betsy DeWitt

Neil Rubin

Betsy F

Approved as to form:

[Handwritten signature]

Town Counsel



ATTACHMENT A—SCOPE OF WORK

The scope, presented below, may be subject to refinement based on coordination with the Town. All analysis review will be based on receipt of a completed and finalized analysis reports and components (or a single set of draft materials as approved by the Town).

TASK 1: REVIEW EXISTING DATA

Nelson\Nygaard will review and assess the Town of Brookline’s permitting standards and policies relating to parking and transportation demand management. This includes:

- Review the Town’s existing and pertinent transportation demand management policies and standards for large-scale developments
- Existing Town-wide transportation policies and programs

The team will supplement existing data with local research on existing Town-wide mode shares, scaled down to Brookline’s Census tract level. This will provide a solid baseline for understanding the existing mode share profile for various neighborhood locations throughout Brookline.

TASK 2: BEST PRACTICE CASE STUDIES

Brookline’s Town-wide PTDM policy will draw from best practice policies in similar context communities throughout the United States. The team will research and provide case study examples of up to **three (3) communities** that have enacted PTDM policies to create realistic mode shift goals for these communities. The team will research into why these policies were created, what types of metrics were used to create realistic mode shift goals, the effects of the policies, etc. These case studies will provide baseline for comparing what type of policy approach would be best suited and comparable for Brookline’s context.

Deliverables:

Tech Memo - Brookline Mode Share Analysis and Best Practice Case Studies

TASK 3: POLICY GUIDANCE

Using local experience gathered from Town-specific data sets and national best practices from case study research, Nelson\Nygaard will provide guidelines for the Town of Brookline’s PTDM policy, as related to parking and transportation demand management components.

Deliverable:

Policy Guidance Memo

TASK 4: MEETINGS

This task includes attendance at up to one (1) kick-off meeting, two (2) meetings with staff from the Planning and Transportation Division as well as two (2) public meetings with the Transportation Board.

Deliverables:

One (1) Kick off Meeting

Two (2) Meetings with staff from the Planning and Transportation Division

Two (2) Meetings with the Transportation Board

ATTACHEMENT B—PROJECT BUDGET

Task	
Task One: Review Existing Data	\$1,898
Task Two: Best Practice Case Studies	\$3,366
Task Three: Draft and Final Policy Language	\$3,422
Task Four: Meetings	\$3,666
Direct Expenses (travel expenses)	\$200
TOTAL:	\$12,552

ATTACHMENT C: PROJECT SCHEDULE

		2014																	
		July					August				September					October			
Task	Description	30	7	14	21	28	4	11	18	25	1	8	15	22	29	6	13	20	27
1	Review Existing Data																		
2	Best Practice Case Studies												TM						
3	Policy Guidance																D		
4	Meetings							KO											

KO	Kick-Off Meeting
TM	Tech Memo
D	Final Deliverable



NELSON\NYGAARD BILLING RATES

The schedule of billing rates for any additional work undertaken as part of this project is provided below.

PROFESSIONAL CLASSIFICATION	RATE PER HOUR
Principal X	\$328.00
Principal IX	\$305.00
Principal VIII	\$261.00
Principal VII	\$232.00
Principal VI	\$210.00
Principal V	\$197.00
Principal IV	\$180.00
Principal III	\$169.00
Principal II	\$159.00
Senior Associate II	\$150.00
Senior Associate I	\$140.00
Associate IV	\$129.00
Associate III	\$107.00
Associate II	\$92.00
Associate I	\$77.00
Intern	\$50.00
GIS	\$129.00
Creative Services	\$129.00

These billing rates are effective July 1, 2013 to June 30, 2014.

Cost Reimbursement Charges

Travel costs are based on direct reimbursements for commercial transportation, including vehicle rental. Costs for other commercial services (e.g., printing; computer time, laboratory fees, materials and supplies) are billed as direct reimbursement costs.