Background:
King County has been awarded a grant in the Federal Highway Administration (FHWA) Value Pricing Pilot Program for the amount of $1,024,000. The project addresses FHWA's August 2009 solicitation to support policy that builds more livable communities with reduced parking in multifamily housing developments. This project will focus on multifamily residential parking issues in urban and suburban infill environments. The program will engage a diverse range of stakeholders, including developers, financiers, public decision makers, and residents and provide information and products to influence parking pricing and supply decisions.

The project will:
- ➢ Create a dynamic website to estimate parking demand and associated impacts;
- ➢ Produce technical policy and guidelines for use by local jurisdictions;
- ➢ Provide public and private incentives to reduce parking demand; and
- ➢ Develop a process to engage diverse stakeholders and interests around building less parking.

Project Partners:
Management Partners:
- o <u>Federal Highway Administration</u> (FHWA) – Grant oversight
- o <u>Washington State Department of Transportation</u> (WSDOT) – Grant oversight
- o <u>King County</u> (KC) – Project administration and management, technical support

Contractors:
- o <u>Center for Neighborhood Technology</u> (CNT) – Research methodology, analysis, and website production.
- o <u>Urban Land Institute</u> (ULI) – Committee management and outreach.
- o <u>Rick Williams Consulting</u> (RWC) – Committee facilitation and local parking demand data collection.
- o <u>Land Use Consultant</u> (LUC) – guideline development and public sector incentive technical support. Consultant to be chosen through competitive RFP process.

Committees:
- o <u>Project Oversight Committee</u>
  - ➢ FHWA, WSDOT, KC, and ULI Representative
  - o overall project oversight and management
- o <u>Methods Committee</u>
  - ➢ National/local academics, practicing professionals, ITE, and others
  - o review and approve research methodology
- o <u>Development Committee</u>
  - ➢ ULI members representing the development community, including developers, financiers, and city planning staff
  - o stakeholder review, input, brainstorming, product testing
- o <u>Jurisdiction Technical Committee</u>
  - ➢ Land use planning technicians, transportation planners and engineers
  - o Stakeholder review, input, brainstorming, product testing

Scope:
1. **Incentives and Guidelines** - $460,000
   Objective: To develop technical guidelines, tools, and pricing strategies to build housing with less parking. Also, incent projects in King County, WA to reduce parking supply and/or manage existing parking to reduce automobile ownership and usage.

   Process Summary:
   1.1. LUC and RWC to facilitate discussions with Development and Jurisdiction Technical Committees about barriers, solutions, and guideline products.
   1.2. Development and Jurisdiction Technical Committees to inform the development of guidelines and tools to aid a reduction in parking supply.
   1.3. LUC to develop guideline products, including model land use code, policies, toolkits for use by local jurisdictions. These products will also be utilized in incentive programs.
   1.4. Development and Jurisdiction Technical Committees, with support from project partners, to develop incentives for public and private sector. Incentives should address barriers raised by the committees. Incentives should be cost-effective, measurable, and ready to implement within project timelines.
   1.5. LUC to support and measure progress of incentive recipients, including land use code and policy changes.
   1.6. KC and ULI to support, manage and measure progress of incentive recipients, including survey of residential transit pass programs, site planning and design, and more.

2. **Data Collection** - $99,286
   Objective: To collect local parking demand data to provide up-to-date, contextual information to the development community to influence their parking policy and supply decisions. Parking demand information will be focused on multifamily residential, but will include associated commercial and retail uses as components of mixed-use residential developments.

   Process Summary:
   2.1. RWC to manage field research and collect local parking demand information.
   2.2. RWC to report field research findings to CNT and KC for analysis and reporting.

3. **Database/Map Development** - $310,600
   Objective: To collect information on associated independent variables that impact parking demand, analyze information and develop a statistical model to estimate parking demand, and publish information on a dynamic website for widespread circulation and universal use.

   Process Summary:
   3.1. CNT to develop research methodology proposal.
   3.2. Methods Committee to review, revise, and approve final research methodology
   3.3. CNT to collect independent variable information, including transportation, land use, demographic, pricing, and housing variables. Because pricing is such a critical variable, CNT will search for and oversample parking that is priced in a variety of forms

3.4. CNT to conduct statistical analysis and create model to calculate parking demand and associated impacts based on scenario building.

3.5. Development Committee to brainstorm and develop concepts for website content and design.

3.6. CNT to develop website mock-up and beta version of website.

3.7. Development Committee to provide feedback on website mock-up.

3.8. CNT to develop final website product.

4. **Committee Management and Forums**- $97,000
   Objective: To receive quality stakeholder feedback from a diverse development community audience to inform the program products, including guidelines, website, and incentive programs.

   Process Summary:
   4.1. ULI to create Development Committee
   4.2. KC to create Jurisdiction Technical Committee
   4.3. RWC and project partners to facilitate discussions with the Development and Jurisdiction Technical Committees on a monthly basis (discussion topics include methodology, research analysis, website, guidelines, incentives, outreach). Meeting minutes will be prepared and shared with FHWA in a timely manner.
   4.4. RWC and project partners to facilitate forums with additional stakeholders not included in a standing committee, as needed.
   4.5. ULI and project partners to host local professional forums to educate the development community about project findings, products, and implementation

5. **Management and Outreach** - $57,354
   Objective: To manage all aspects of the project, report on project milestones, and conduct outreach efforts to advertise the project findings and message.

   Process Summary:
   5.1. All project partners to develop monitoring and measurement metrics and protocols.
   5.2. KC to collect partner measurements and regularly report to FHWA on a quarterly basis at a minimum and will share all draft products developed for this project with FHWA for its review prior to finalization.
   5.3. KC to collect project partners' final reporting materials and compile into final comprehensive documentation. This documentation will likely be interactive and reside on the project website.
   5.4. KC staff and project partners will support outreach and education efforts, including attending meetings and conferences, producing presentations, webinars, papers, and forums.
   5.5. KC staff to support FHWA Value Pricing Pilot Program meetings and travel requirements.

Proposed Budget:

	Year 1	Year 2	Year 3	TOTAL PROPOSED BUDGET
1. Incentives and Guidelines	$ 220,000	$ 120,000	$ 120,000	$ 460,000
2. Data Collection	$ 99,286	$ -	$ -	$ 99,286
3. Database/Map Development	$ 190,000	$ 70,600	$ 50,000	$ 310,600
4. Committee Management and Forums	$ 51,000	$ 26,000	$ 20,000	$ 97,000
5. Management and Outreach	$ 18,354	$ 14,000	$ 25,000	$ 57,354
GRANT REQUEST	**$ 578,640**	**$ 230,600**	**$ 215,000**	**$ 1,024,240**
KING COUNTY MATCH	**$ 89,560**	**$ 122,500**	**$ 44,000**	**$ 256,060**
TOTAL	**$ 668,200**	**$ 353,100**	**$ 259,000**	**$ 1,280,300**