

REQUEST FOR STATEMENT OF INTEREST

TITLE: Multi-family Pricing and Transportation Demand Management Pilot Project Request for Statement of Interest

DUE: September 6th, 2013, no later than 5:00 PM

Overview

King County Metro (KCM) has received grants from the Federal Highway Administration and the Federal Transit Administration to support 'right-sized' parking activities and encourage developers to support regional smart growth goals of dense, compact development that leads to non-auto mode share growth. The Right Size Parking Project (RSP) has developed research, tools, and policy guidance on multi-family (MF) residential and mixed use parking to provide support to developers, jurisdictions, and community groups in determining the actual parking demand in prospective MF and mixed use parking projects. The TDM-Smart Growth Initiative provides funding to incentivize MF developments in adopting transportation demand management (TDM) strategies to achieve a variety of outcomes, including efficient parking management and use of non-auto modes of transportation.

Objectives

KCM would like to partner with MF properties in King County to test various parking pricing and TDM strategies that support efficient parking supply and management and encourage tenant use of multi-modal transportation options. To reach this goal, KCM is requesting statements of interest from MF or mixed-use housing developers, owners, property or parking managers/operators, financiers, or other organizations in King County, WA interested in participating in such pilot projects. KCM has grant resources available to support pilot partners in implementing innovative pricing and TDM projects. Information obtained from this request will be used to establish the applicant pool for a forthcoming Request for Proposals (RFP).

The intended pilot projects should support the concepts of 'right-sizing' parking and unbundled parking pricing in MF residential developments in King County. The concept of "right-sizing" refers to the ability to provide the minimum number of parking stalls in multi-family or mixed use developments that are functionally necessary to accommodate actual demand. KCM has developed a Multi-Family Residential Parking Calculator (www.rightsizeparking.org) that provides a data-driven method to estimate parking use based on building, transit, land use, and pricing variables. Unbundled parking pricing refers to the operating practice of charging tenants for parking separate from their rent so they have the choice whether or not to purchase parking. Unbundling is known to be a powerful tool for developers and property managers to help manage the demand for parking, especially when the parking charge is close to the market rate.

Based on RSP research, it is anticipated that more advanced parking pricing approaches can be implemented, especially when combined with innovative parking management and TDM strategies. KCM intends to partner in pilot projects that exercise innovative pricing, management, and TDM strategies. An example of a pilot project could include a MF project that is experiencing a parking shortage or spillover in the neighborhood. The project could introduce a strategy that blends a combination of pricing, TDM, and parking management elements to resolve the shortage of parking. A specific strategy could include the introduction of market-based pricing along with TDM amenities (i.e., transit pass or carshare benefits to support residents parking fewer cars).

Up to \$120,000 is available to support awarded Pilot Project(s). Through the forthcoming RFP, KCM may select one or many pilot project proposals to support.

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RFI Responses

Only those who choose to respond to this RFI will be eligible to respond to the future RFP.

KCM requests submitters to provide a short statement of interest not to exceed (2) pages in length. The letters should address the questions provided below. If web sites, materials, or external documents are provided as support material to your response, reference the external document within the appropriate section of the response and provide an appendix at the conclusion of the letter identifying those external links and references.

RFI Questions

1. **Project interest:** Please describe your experience and/or interest in the RSP parking pricing and TDM concepts, tools, and goals identified in the project overview. This may include the identification of opportunities to operationalize RSP elements to improve existing parking situations, either in general, or to the benefit of a specific development or its surrounding community. To the extent possible, these opportunities should use parking management principles to lower total household transportation costs and increase mobility options for residents. It is not necessary at this point to detail a specific pilot project idea, but you may identify the types of expertise, resources, and support needed for general project feasibility, as well as an estimate of the required time for completion of the project. The project(s) selected following the RFP process may be eligible for support from KCM's available roster of qualified consultants, listed below:
 - VIA Architecture (Planning and Design) - <http://www.via-architecture.com/>
 - Fehr & Peers (Transportation Planning & Engineering) - <http://www.fehrandpeers.com/>
 - Kidder Mathews (Commercial Real Estate) - <http://www.kiddermathews.com/>
 - Rick Williams Consulting (Parking & Transportation Demand Management) - <http://www.rickwilliamsconsulting.com/>
2. **Organization information:** Please provide an overview of your organization, including background information, property portfolio, experience with pricing and/or TDM (if applicable), experience with parking issues or parking management strategies employed in the past, and other information as it relates to the content of this RFI.
3. **Other information:** Please provide any additional information that you consider relevant to these pilot projects or the future RFP.

RFI Response Process

Eligible Applicants

Eligible applicants include developers, owners, property or parking managers/operators, financiers, or other organizations working with multifamily or mixed-use housing developments (existing or in development) within jurisdictions in King County that have coverage by the RSP Website Calculator tool (www.rightsizeparking.org). When appropriate, multiple organizations may partner to form one unified proposal.

Federal grant provisions and reporting requirements will apply to future pilot project partners.

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Response deadlines

Submit applications to Daniel Rowe by email (daniel.rowe@kingcounty.gov) or mail (see below) by 5 P.M. PST September 6, 2013.

King County Metro Transit
Attn: Daniel Rowe
KSC-TR-0411
201 South Jackson Street
Seattle, WA 98104-3856

RFI Process Timeline

- a. Questions: Questions must be submitted to Daniel Rowe by email (daniel.rowe@kingcounty.gov) prior to 5 P.M. PST August 23rd, 2013. All questions will be answered and provided on the RSP website (www.kingcounty.gov/RightSizeParking) by 5 P.M. August 30th, 2013.
- b. RFI response deadline: Letters of interest must be submitted by 5 P.M. PST September 6th, 2013.
- c. Release of the RFP is will follow this RFI process and project implementation is schedule for November 2013.

Resources

Right Size Parking Website Calculator - <http://www.rightsizeparking.org/>

Right Size Parking Project Website – www.kingcounty.gov/RightSizeParking