I. BACKGROUND, SCOPE OF WORK, AND OBJECTIVE

A. BACKGROUND

Provision of adequate affordable housing is a priority for the City of San Diego; therefore, it is vital that the City explore innovative parking regulations that encourage well-designed projects and maximize living space. Inflexible or outmoded parking requirements contribute to land use inefficiencies, increased costs, and bar augmenting the City's stock of affordable housing. The goal of this project is to develop a regulatory framework that tailors parking requirements for affordable housing projects that is sensitive to their context and other key factors that determines the parking demand and increase the use of alternative modes of transportation for each project. For the purpose of this study, regulated affordable housing is defined as a project that receives government funding; has tenant/owner income restrictions; has occupancy restrictions (such as number in household, senior tenancy or special needs requirements); and/or are deeded as long-term affordable units. The projects could be for-sale, rentals, temporary shelters and/or some variation.

This Request for Proposal (RFP) is being issued in order to solicit proposals from qualified Proposers to provide the City with Consultant Services for Parking Regulations for Affordable Housing Projects based on specification reports and data as set forth in this request.

Interested parties who have successfully performed at least three similar contracts within the past seven years are invited to submit a Proposal in response to this RFP. Previous experience with public agencies is desirable.

B. SCOPE OF WORK

1. Collect, Analyze, and Define Methodology

The selected consultant will evaluate the current parking demand associated with different types of regulated affordable housing projects in San Diego, as well as provide analysis for the parking demand in similar projects in selected peer cities. The consultants should demonstrate how specific factors, contexts, and other characteristics of regulated affordable housing projects affect parking demand. This should be achieved through research, literature review, and collection and analysis of parking data for regulated affordable housing projects. The consultant is to define a methodology to collect and analyze local parking data; review the existing parking requirements, and parking management strategies associated with various affordable housing projects, to determine how effectively they address actual parking demand

2. Facilitate Data Collection, Review Progress and Produce Final Report

The consultant is to work with City staff and a formal project team, made up of local stakeholders, to review progress, provide input, and facilitate the data collection. The data collection sites should represent a verity of areas to enable a conclusion as to the impact of bus stop and trolley station proximity, on-street parking availability, distance to employment centers, etc., on parking demand.

The number of each representative data collection sites will be determined by the estimated cost proposed by the consultant in the proposal. The consultant is expected to produce a final report that includes a decision-making tool that may be in a form of table(s), matrices, or formula(s) that accurately determines parking requirements for affordable housing projects, depending on various factors, such as proximity to mass transit access, area demographics, etc., within the city of San Diego. See Section II, Specifications for specific requirements.

C. OBJECTIVE

The City of San Diego's City Planning & Community Investment department is seeking proposals to award a contract to a qualified licensed traffic engineering firm, or a qualified transportation planning and parking consultants firm, to evaluate the parking demand in regulated affordable housing projects and develop innovative parking regulations that take into account the projects' variables that determine parking demand.

The City reserves the right to award all requirements specified in this RFP as a lot to a single Proposer, or to award requirements specified in this RFP in any group or combination of requirements to multiple Proposers, as may be in the best interest of the City.

TERMS AND DEFINITIONS

The following specific terms and definitions are used herein:

1. Must, shall or will: Used throughout this RFP to indicate mandatory requirements.

2. BAFO: Best and Final Offer

3. Contract Administrator: Successful Proposer's point of contact for implementation of project specified per this RFP. Contact information for Contract Administrator will be provided after award of contract.

4. RFP: Request for Proposal

II. SPECIFICATIONS

A. PERFORM THE STUDY

TASK 1: COORDINATE WITH AGENCIES & STAKEHOLDERS

The consultant will assist the City in identifying and forming a Project Working Group (PWG) that will participate in an advisory capacity and provide feedback on the consultant's work throughout the duration of the project. The PWG is to include, but is not limited to staff from:

a. City of San Diego (various departments)

b. San Diego Housing Commission
c. Southeastern Economic Development Corporation (SEDC)
d. Centre City Development Corporation (CCDC)
e. San Diego Association of Governments (SANDAG)

Representatives from various interest groups such as development and builders should be identified and invited to join the PWG.

In addition, a Technical Working Group (TWG), will be formed to meet with the consultant on a regular basis to provide guidance to consultant's work. The TWG will be comprised of internal City staff from various departments.

The consultant will develop a schedule and timeline for all activities, events and meetings to take place during the project.

Deliverables:

1.1 List of PWG members/stakeholders
1.2 PWG meetings dates/schedule and timeline
1.3 Meeting agenda, handouts, minutes
1.4 Project binders
1.5 Project Web site and/or wiki

TASK 2: PUBLIC OUTREACH & PARTICIPATION

The project should provide opportunities for stakeholders to participate and learn about the process. Working with the PWG, the consultant will develop a public outreach strategy to inform the community members of the project and its goals as well as receive input on relevant parking demand issues.

The strategy may include, but is not limited to the following: two public workshops (minimum); focus groups interviews; educational brochures; project Web site and/or wiki; and/or presentations/updates to public officials.

Deliverables:

2.1 Detailed public outreach strategy
2.2 Project schedule and timeline
2.3 Workshop plans

TASK 3: REVIEW & SYNTHESIZE EXISTING INFORMATION

Conduct research and literature review of relevant parking policies, strategies, and regulations, as well as their effectiveness. Include review of bicycle and motorcycle parking requirements. Review relevant documents and previous studies including but not limited to the City's land development code, the Downtown Comprehensive Parking Study in progress by Wilbur Smith

Associates, the 2005 City of San Diego Multi-family Residential Parking Study by Katz, Okitsu & Associates. Review SANDAG's study, Smart Growth Trip Generation and Parking Demand Guidelines, currently underway.

Deliverables:

3.1 A summary report of research, literature and relevant findings applicable to this study

TASK 4: DEVELOP PARKING DATA COLLECTION METHODLOGY

Through the PWG, identify locations of affordable housing projects throughout the city. Develop a data collection methodology to account for actual parking demand within a representative sample of existing affordable development projects with consideration to project variables that include, but not limited to the following:

1. Demographic characteristics of residents (auto ownership, age, ability, etc.)
2. Income level per State's Housing & Community Development's most recent classifications (Extremely Low Income: less than or equal to 30% AMI; Very Low Income: 31 to 50% AMI; Low Income: 51 to 80% AMI; Moderate Income: 81 to 120% AMI)
3. Type of project: mixed-use development/rental/for-sale
4. Quantity for number of bedroom(s)
5. In-fill development
6. Type, frequency, and span of public transit service
7. Proximity to transit stations
8. Utilization of transportation demand management and transit pass programs
9. Walking proximity to job centers, grocery stores and other major trip generating locations
10. Pedestrian orientation and area walkability
11. Land use intensity and/or density
12. Area type (downtown, urbanized, urbanizing)
13. Age of project (based on year built)
14. Year of occupancy
15. Development type, such as senior housing projects, special needs projects, and homeless shelter projects
16. On-site parking demand (vehicles, motorcycles, bicycles)
17. Off-site parking demand (vehicles, motorcycles, bicycles)
18. Visitor parking demand

Deliverables:

4.1 A GIS-based database and map that identifies the locations of affordable housing projects. The database is to be ready to provide maps based on selected variables, each with their own layer.

4.2 Detailed summary of the methodology used to assess the projects' variables

4.3 A summary for each project, including the variables

TASK 5: COLLECT DATA

The City will furnish the following information for the projects done by its Redevelopment Division:

1. Income level per State's Housing & Community Development's most recent classifications
2. Type of project: mixed-use development/rental/for-sale
3. Quantity for number of bedroom(s)
4. Infill development
5. Age of project (based on year built)
6. Year of occupancy
7. Development type, such as senior housing projects, special needs projects, and homeless shelter projects

The consultant is to review the data availability and determine the needed data to be collected. The consultant is to collect the missing data to address all the variables in Task 4 for the selected affordable housing projects.

Deliverables:

5.1 A summary for each project that includes data for all the selected variables.
5.2 A GIS database for each project and all the selected variables.

TASK 6: CORRELATE PROJECT VARIABLES AND PARKING DEMAND

Analyze project variables identified in Task 4 to correlate them with the number of needed on and off-street parking spaces for vehicles, motorcycles, and bicycles. For example, 0.8 on-site parking space per bedroom, for projects with up to 20 dwelling units; multiply the number of required parking spaces by 0.8 if the project is located within ½ mile of a trolley station. Provide a methodology and develop model(s) that quantifies the parking need for vehicles, motorcycles, bicycles. Demonstrate the correlation between project variables and parking needs.

Deliverable:

6.1 Model(s), table(s), matrix/matrices that accurately quantifies parking demand for vehicles, motorcycles, and bicycles for affordable housing projects, based on various variables in Task 4.

TASK 7: CONDUCT CASE STUDY

Conduct a case study analysis of three comparable cities and their approaches to determine parking requirements for affordable housing projects. Comparable cities would be similar to the city of San Diego in terms of size, population, existing public transportation, and possibly

driving characteristics. Compare the parking regulations for affordable housing in the studied cities with regulations in San Diego. Identify what elements in other cities' policies have values to be used in San Diego.

Deliverables:

7.1 A report of affordable housing parking policies, requirements and strategies and relevant transportation demand management strategies utilized in each peer city.
7.2 A comparison chart that shows parking requirements for various sizes of affordable housing projects in studied cities and San Diego.
7.3 A summary of the experiences of other cities that can be useful in San Diego.

TASK 8: EVALUTE THE MODEL FOR NEW PARKING REQUIREMENTS

Compare the current parking requirements for affordable housing projects with the newly developed methods. Provide examples by comparing the current regulations and the newly developed model to determine the parking requirements for five most recently approved projects and for all the affordable housing projects that are under review by the City.

Deliverables:

8.1 A side-by-side table that illustrates the number of required parking spaces for affordable housing projects, current and proposed.
8.2 A side-by-side table that illustrates the number of required parking spaces with the proposed rates, for the last five approved affordable housing projects.
8.3 A side-by-side table that illustrates the number of required parking spaces with the proposed rates, for all the affordable housing projects that are under review by the City.

TASK 9: STUDY AND ADDRESS TANDEM PARKING ISSUES

The consultant is to study the current regulations that allow tandem parking in Tandem Parking Overlay Zone (TPOZ) and survey the projects that qualified under this program to assess its actual utilization. The consultant is to determine the effects of on-street parking and off-street tandem parking on affordable housing projects. In light of State law limiting parking standards applied by the City for projects with density bonus, the consultant's work is to explore adding specific categories of parking deviations that are allowed when granting density bonus. These categories would allow tandem parking or a mix of parking to count toward the minimum parking requirements in areas where tandem parking is not currently permitted.

The task entails the following, but is not limited to:

1. Determine if the projects meet current code for tandem parking to require on-site parking management and administration where certain conditions are met.
2. Identify adequate management and administration measures to ensure appropriate usage of tandem parking.

3. Propose remedial measures if tandem parking is unsuccessful.
4. Evaluate on-street parking demand and supply conditions within the vicinity of sample projects where tandem parking is provided
5. Propose appropriate parking management strategies in areas with on-street parking constraints.
6. Provide guidelines for site designs that are conductive to successful tandem parking.

Deliverable:

9.1 A report that documents and analyzes tandem parking issues.

TASK 10: REVISE AFFORDABLE HOUSING PARKING POLICIES, STRATEGIES, AND REGULATIONS

Based on the methods developed in Task 6, outcome of the case studies in Task 7, and comparisons made in Task 8, provide updated parking regulations framework for affordable housing in San Diego. The framework is to include a model or matrix/matrices that quantify parking requirements for regulated affordable housing projects, taking into account project variables.

Deliverables:

10.1 A framework for Land Development Code update to include new policies and regulations.
10.2 New policies for parking requirements of affordable housing projects to be used to update Land Development Code.
10.3 Text for any needed additions and/or modifications to the General Plan or any other City documents.

TASK 11: ENVIRONMENTAL ANALYSIS FOR UPDATING THE LAND DEVELOPMENT CODE

The consultant will provide the technical analysis that will serve as the basis for the environmental analysis that is congruent with updating the Land Development Code for introducing new parking requirements for regulated affordable housing projects.

Deliverable:

11.1 Technical environmental analysis.

TASK 12: PREPARE DRAFT REPORT

Produce a draft report that summarizes Tasks 1 through 10. Present the report to PWG and the Planning Commission.

Deliverable:

12.1 Draft of the project report.

TASK 13: FINALIZE THE REPORT

Analyze and reflect the comments and suggestions of the PWG and the Planning Commission. Modify the text of policies, if needed. Present the final report to the PWG and the City Council.

Deliverables:

13.1 Technical environmental analysis.
13.2 Final report, 40 bound hard copies and a disc with the digital format of the report.
13.3 Final GIS developed database.
13.4 Above deliverables in a format that could be used to post the report on the City's Web site.
13.5 PowerPoint presentation disc of the report.