



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## Memorandum

TO: Administration Committee

DATE: October 2, 2013

FR: Deputy Executive Director, Policy

W. I. 1661

RE: Contract – Value Pricing Pilot (VPP) Parking Pricing Regional Analysis Project:  
CDM Smith, Inc. (\$560,000)

This memorandum requests the Committee's approval to enter into a contract in the amount \$560,000 with CDM Smith, Inc., to implement the parking pricing regional analysis project. CDM Smith, Inc. is located in San Francisco, CA.

### Background

For the last several years, MTC has provided technical analysis of parking policies and technical support to local jurisdictions as a component of their planning for downtowns, town centers and transit station areas. Staff have produced a number of reports, educational videos, and case studies and conducted several rounds of workshops ([www.mtc.ca.gov/planning/parking](http://www.mtc.ca.gov/planning/parking)). While these efforts have resulted in local successes, our ability to conduct a regional analysis of parking pricing has been limited due to the lack of a regional parking database and integration into the regional travel and land use models.

MTC has received a grant from the Federal Highway Administration (FHWA) Value Pricing Pilot (VPP) Program for the *Parking Pricing Regional Analysis Project*. This project will establish a regional parking database and a set of models to analyze regional parking pricing policy options. It will also create and demonstrate local parking analyses tools to be used by jurisdictions, using the regional parking database.

This effort will be coordinated closely with the work that is underway to create a GIS parcel-based database, the UrbanSim model and visualization tool, and MTC's travel model systems. MTC staff will work closely with the Association of Bay Area Governments (ABAG), Caltrans, local jurisdictions, congestion management agencies, transit agencies and other relevant stakeholders in the conduct of this project.

### Issues to be Addressed

Development, analysis and implementation of regional parking pricing strategies has been limited by the lack of data and models to conduct in-depth analysis. By establishing a robust parking database, integrated with land use and transportation information used for the transportation modeling systems, and land use and transportation model simulations, the project will address a series of technical and policy issues, as listed in Attachment A.

Parking requirements are typically set by local governments based on Institute of Transportation Engineers (ITE) standards or the practices of adjoining communities, often without adequate

information about local parking conditions, alternative approaches, and the likely impact of various policies. While there are a number of innovations in various cities across the Bay Area and the country - including San Francisco, Redwood City, Berkeley, Seattle, Portland, Los Angeles, New York and Sacramento. Many other local jurisdictions lack the resources to address how to change their parking policies to best meet their community goals. By establishing a regional framework, collecting data for 25-50 locations in the Bay Area, testing the impact of various strategies, and establishing methods for local analysis, we will establish a stronger foundation for local parking policy development.

**Request for Proposal & Evaluation Process**

On July 11, 2013, MTC issued a Request for Proposals requesting consultant assistance in the above-mentioned effort. An email advertising the availability of the RFP on MTC's website was sent to over 500 individuals/firms. MTC received three proposals, which were reviewed by an evaluation committee of MTC and ABAG staff. The evaluation criteria included individual and team expertise and experience, approach to completing the project, cost effectiveness and communication skills.

Cambridge Systematics, Inc. (Oakland, CA), Kimley Horn and Associates, Inc. (Oakland, CA) and CDM Smith, Inc. (San Francisco, CA) submitted proposals with budgets as shown below:

<b>Firm</b>	<b>Location</b>	<b>Proposal Budget</b>
Cambridge Systematics, Inc.	Oakland, CA	\$559,940
Kimley Horn and Associates, Inc.	Oakland, CA	\$500,000
CDM Smith, Inc.	San Francisco, CA	\$559,230

The evaluation committee rated the CDM Smith, Inc. team as the significantly superior team relative to the other two written proposals based on the team's extensive experience on relevant, related projects, their depth of understanding of the project elements, their understanding of the development process for parking policies, extensive knowledge of local Bay Area cities' parking policies and issues, as well as their overall project approach and cost effectiveness. While the proposal from Kimley Horne and Associates came in at a lower price than the other two proposals, it did not demonstrate a full understanding of the details necessary to create a regional parking database that would be fully integrated with the regional travel and land use models. The evaluation committee elected to recommend CDM Smith, Inc. without conducting interviews.

**Recommendation**

Staff recommends that this Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract with the CDM Smith, Inc. in an amount not to exceed \$560,000 to implement the VPP Parking Pricing Regional Analysis Project.

  
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Ann Flemer

## Attachment 1: Issues to be addressed in VPP Parking Pricing Regional Analysis Project

Implementation of parking pricing strategies has been limited by the lack of data and models to conduct in-depth analysis of potential impacts. By establishing a robust parking database, integrated with land use information for the regional land use and transportation modeling systems, and running model simulations, the project will address the following:

- Where is local parking supply greater than demand, and where is demand greater than local supply, at what level will prices for parking affect supply and demand? Does this vary consistently by type of place?
- What would be the impact of reduced parking requirements on distribution and types of new development in different areas of the region?
- How much demand exists for housing with lower amounts of parking? At what prices and in which areas?
- What would be the impact of unbundling parking from rents on residential demand in urban areas, and how would it alter demand in less urban areas?
- What would be the transportation, environmental and financial impacts of a charge placed on parking spaces?
- Could some planned or proposed parking structures be downsized through a combination of pricing and access improvements for other modes of transportation?
- What would be the impact on employment location and types, and affordability of a regional parking cash-out program?
- What are the most effective actions the regional agencies can take to support pricing parking policies?
- Under what conditions might cities and transit agencies want to enact or enforce various priced parking policies?
- Under what conditions do individuals perceive parking pricing policies to be appropriate?
- How common are the conditions that would lead to successful local parking pricing policies in the San Francisco Bay Area?
- What are the specific approaches to parking pricing programs and the components that are most important for a successful program?

## REQUEST FOR COMMITTEE APPROVAL

### Summary of Proposed Contract

Work Item No.: 1611

Consultant: CDM Smith, Inc.  
San Francisco, CA

Project Title: VPP Parking Pricing Regional Analysis Project

Purpose of Project: This project will analyze parking pricing policy options at a regional level, connected with the land use and transportation models of ABAG and MTC, and create tools for parking analyses by local jurisdictions.

Brief Scope of Work: This project will establish a shared regional parking database and a set of models to analyze parking policies. The project will include regional analyses of parking policy options, and the development and implementation of tools for use by local jurisdictions.

Project Cost Not to Exceed: \$560,000

Funding Source: 100% Value Pricing Pilot Program

Fiscal Impact: Funds are included in the FY 2013-14 Agency Budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with CDM Smith, Inc. to implement an Parking Pricing Regional Analysis Project as described above and the Deputy Executive Director's October 2, 2013 memorandum, and that the Chief Financial Officer is authorized to set aside funds from the FY 2013-14 Agency Budget for this purpose in the amount of \$560,000.

Administration Committee:

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Adrienne J. Tissier

Approved: Date: October 9, 2013