

City of Cambridge

Traffic, Parking, and Transportation Department

Request for Proposals – First Street Area Parking Planning Study

The City of Cambridge, acting through the Purchasing Agent, is seeking to perform a First Street Area Parking Planning Study, through its on-call house doctor contracts to provide such services. Time is of the essence for these services due to ongoing community concerns regarding current and future parking supply and demand, and the desire of the City to address these concerns in the short term.

Purpose

The City of Cambridge recently released a Request for Proposals (RFP) for Real Estate Disposition, Parking Spaces and Ground Floor Retail Space-First Street Garage, which is available online at the Purchasing Department's web site. City Councillors and residents of the East Cambridge neighborhood have expressed concerns about the parking availability in the area and the impact that leasing 420 parking spaces in the First Street garage to a private entity could have on parking supply and demand in the future both within the garage and in the adjacent neighborhood. In addition to the proposed Disposition, development continues to occur in the surrounding neighborhood, potentially further impacting the supply and demand for parking in the area. As a result, the City has determined there is a need to conduct a more detailed study of parking issues within the area near the First Street Garage to inform the discussions and decision-making associated with the potential disposition of this property. The scope of services described below is intended to provide input into the report that the City must produce as part of Municipal Ordinance 2.110 Section 010, which controls the disposition of City property.

Study Area

The study area for this project is the area within the following boundaries:

- Linskey Way to the south.
- Land Boulevard to the east.
- Third Street to the west.
- Monsignor O'Brien Highway to the north.

Schedule

The work under this task order must be completed by April 15, 2019. Proposers should provide a detailed project schedule—including deliverables—that lays out major milestones, including review timeframes by City staff.

Scope of Work

In their proposal, the consultant should provide a detailed scope of work that is responsive to the tasks listed below, and that includes any sub-tasks or further work breakdown that the consultant feels is appropriate to properly conduct the required work. The proposal should also detail any assumptions that the consultant has made, as well as any additional data or support that they believe are necessary.

Task 1: Project Management

Because of the urgent nature of this study, the selected consultant will need to work closely with City staff to ensure that the project is proceeding on schedule and within budget, and that the work is being completed according to the scope and meeting the needs of the City and the community. As a result, the City requires an experienced and knowledgeable project manager who is familiar with the East Cambridge context and the City's policies with respect to parking and transportation. To enhance this required coordination, the consultant shall conduct bi-weekly project management phone calls and assume at least one additional in person meeting during each month that the study is underway.

Task 2: Data Collection

The consultant shall compile the following data from available sources (please note the data that will be provided by the City, listed at the end of this RFP):

- **First Street Garage:** Data on occupancy, utilization, and duration of stay shall be compiled on an hourly, daily, and monthly basis, broken down as appropriate by user groups and customer categories. Data shall also be compiled on the issuance of monthly access passes, broken down by user and customer groups. The consultant shall also investigate other data that might help explain patterns of demand, such as weather, special events, season, and other relevant explanatory data. Data shall be compiled for the past five years, based on reports available from the garage Parking Access/Revenue Control System (PARCS).
- **Development Projects (current and planned):** Data on current and planned development projects shall be compiled based on available Traffic Impact Studies certified by the Traffic, Parking, and Transportation Department, including square footage by land use, parking supply, trip generation, and mode split. This information will be presented in table format as well as graphically on a map.
- **Existing Parking Supply:** The existing on-street and off-street parking supply by count and type of parking will be compiled and mapped based on available data sources and direct observations including:
 - **Nearby Garages:** As feasible/available, the consultant shall document the occupancy/utilization of private parking garages and parking lots located within the study area, either by obtaining data from the PARCS or by direct observation. Note that for parking facilities that are required to comply with their Parking and Transportation Demand Management Ordinance, the City has the authority to inspect those facilities, while data from other parking facilities will need to be obtained on a voluntary basis, if possible. If manual data is being collected,

observations should be conducted on at least two days, either two weekdays or a weekday and a Saturday, depending on the type of land use served by the parking facility.

- On-Street Parking; The consultant shall document and map existing parking regulations within the study area and perform observations to document parking occupancy and duration within the study area. Data will be collected on an hourly basis over the course of three separate 18-hour periods (exact time periods of data collection will be determined in coordination with City staff). For parking areas that do not have marked stalls, the consultant should propose a methodology for determining the number of available parking spaces.

Task 3: Community Engagement

The consultant will conduct the following community engagement activities, with the assistance of and in coordination with City staff.

- Community Meeting: The consultant will organize one public meeting early in the study to explain the study process and gather information about neighborhood parking issues from local residents, employees, and key stakeholders.
- Survey: The consultant will create and administer an online survey in coordination with City staff, to gather information from the public regarding concerns about neighborhood parking issues. The consultant will administer the survey—including providing a paper version that residents without ready access to the internet to complete—and compile the results. The survey is not expected to contain more than ten questions.
- Required City Council and Planning Board Hearings: As part of the Municipal Ordinance 2.110 disposition process, the City is required to hold hearings with both the Planning Board and the City Council. Although these hearings will be scheduled and organized by the City, the consultant will be expected to provide support to City staff in advance of and during these hearings, solely to explain the methodology, analysis, and results of this parking planning study.

Task 4: Analyze Parking Supply and Demand

Based on the data that has been collected, the input received from the community engagement activities, and other information gathered and developed as part of the previous tasks, the consultant will provide an analysis of parking supply and demand within the study area within a specific planning horizon. The likely time frame for this analysis will be 2030, although the specific time frame and parameters of the scenarios will be determined in consultation between the consultant and City staff. The scenarios will assume completion of current and planned development projects that are expected to occur within the chosen time frame. The analysis should attempt to take into account long-term predicted trends in parking demand, including changes in travel behavior, the potential impact of autonomous vehicles, and other factors. This analysis will be focused on answering/understanding two questions, one specific and the other more general.

- Question 1: Focusing solely on the First Street Garage itself, determine the feasibility of the City making 420 parking access passes within the garage available to a third party, on a lease/disposition basis for a period of 30 years (as contemplated in the recently-released

RFP). This analysis will include considering how making this parking available will impact existing garage users, as well as any impacts that can be anticipated on other immediately adjacent off-street parking facilities and on-street parking.

- Question 2: Looking at the entire study area, consider a future scenario where the City has leased 420 parking access passes to a third party for a period of 30 years, and evaluate the impact on parking supply and demand within the study area. This evaluation should focus on the impacts on both off-street parking facilities and on-street parking within the study area. To ensure planning consistency, assumptions for this scenario should be consistent with the assumptions included in the *Envision Cambridge* citywide plan whose planning horizon is the year 2030.

Task 5: Project Report (Draft and Final)

Based on the results of the analysis in Task 4, the consultant will produce a draft project report that includes (at a minimum) the following elements:

- Introduction and problem statement
- Summary of the data compiled, along with a supporting electronic appendix that contains all of the data that was compiled.
- Summary and minutes from the public meeting, compiling the most important information received from the meeting.
- Summary and compilation of the survey results, along with a supporting electronic appendix that contains the raw survey results.
- Map of current and future planned development projects.
- Methodology and results from the parking supply and demand analysis, including map(s) and detailed analysis/answers related to the two questions noted in Task 4.
- Executive summary of the report, to be presented in a graphical and user-friendly format that describes the methodology, analysis, and conclusions.

The project report will be submitted to City staff in draft form, and will then be subject to one round of review, comments, and edits. Based on that review, the consultant will finalize the project report, which will then be included in the report required under Municipal Ordinance 2.110 Section 010.

Budget

The consultant shall provide a detailed project budget broken down by tasks, and any specific sub-tasks that the consultant identifies in their detailed scope of work. Because there are unknowns associated with this study, the consultant should include a 10% budget contingency above their cost estimate, which can be used only at the direction of the City for specific additional work items that are approved in advance.

Data/Support to be Provided by the City of Cambridge

- Daily occupancy/utilization data for the First Street Garage over the past five years, broken down by user groups

- Number of monthly parking access cards issued over the past five years for the First Street Garage, broken down by user groups.
- Daily/transient parking activity over the past two years for the First Street Garage, broken down into duration of stay.
- Copies of Traffic Impact Studies completed within the past five years for projects within the study area.
- Parking registration forms/data for all off-street parking facilities located within the study area.
- Any parking supply and demand reports submitted to the City for garage facilities within the study area.
- Data on current and future development plans within the study area, including projections and mode share/parking ratio assumptions made as part of the *Envision Cambridge* citywide plan.
- For all parking facilities within the study area with Parking and Transportation Demand Management plans, authorization from the City to inspect private parking garages, as authorized under Municipal Ordinance 10.18.050, Section (h)(ii).
- For parking facilities within the study area that do not have Parking and Transportation Demand Management plans, the City shall work to assist the consultant in obtaining parking supply and demand data and/or authorization to inspect the facility, on a voluntary basis.