



Utah Parking Modernization Initiative Phase II

Request for Statement of Qualifications

The Wasatch Front Regional Council (WFRC) in partnership with the Mountainland Association of Governments (MAG), Salt Lake County Regional Development, the Utah Department of Transportation (UDOT), and the Utah Transit Authority (UTA) are inviting firms to submit a Statement of Qualifications (SOQ) in response to this RFSQ.

November 10, 2021

A. Summary Information

Please direct all pre-submission questions regarding this project to Ned Hacker (nhacker@wfrc.org).

PROJECT

Project	Utah Parking Modernization Initiative Phase 2
Source(s) of Funding	Federal, State, and Local
Budget	\$90,000

PROJECT TEAM

WFRC Project Manager (PM)	Julie Bjornstad Wasatch Front Regional Council 41 North Rio Grande St. Salt Lake City, Utah 84101 julieb@wfrc.org
Project Partners	<ul style="list-style-type: none">● Mountainland Association of Governments (MAG)● Salt Lake County● Utah Department of Transportation (UDOT)● Utah Transit Authority (UTA)● Wasatch Front Regional Council (WFRC)

DATES

Posting of the RFSQ	November 10, 2021 8:00 AM MST
Submission Deadline for RFSQ	December 1, 2021 1:00 PM MST <i>Responses submitted after this deadline will not be accepted.</i>
Questions Regarding the RFSQ Due	November 19, 2021 1:00 PM MST
Clarifications to RFSQ Posted	November 23, 2021 1:00 PM MST
Optional Oral Interview	The Selection Team may determine that it is necessary to have interviews in order to make a selection. These interviews may be conducted in person or over the phone.
Notice to Proceed Date	To be issued by WFRC after contract execution.
Project Completion Date	Approximately one (1) year from Notice to Proceed.

INSTRUCTIONS

Submittal Instructions	<p>Responses to this Request for Statement of Qualifications must be contained in a single PDF document submitted by email to the <u>WFRC Procurement Agent, Ned Hacker</u> (nhacker@wfr.org) prior to the submission deadline. Acknowledgement of receipt will be sent.</p> <p>The SOQ has a maximum page limit of five pages, not including resumes or the cover letter.</p> <p>Questions and other correspondence regarding this Request for Statement of Qualifications must be emailed to <u>WFRC Procurement Agent, Ned Hacker</u> (nhacker@wfr.org) no later than 1:00 PM MST on November 19, 2021. Any clarifications or additional information will be shared online on WFRC's Request for Proposals webpage by 1:00 PM MST on November 23, 2021: https://wfr.org/contact/request-for-proposals/</p>
Cost Discussion	<p>This is a Qualifications-Based Selection (QBS) process based on the Brooks Act (40 U.S.C. 11). Cost is NOT a factor in the selection ranking of a consultant to provide services. "As specified in 23 CFR 172.5(a)(1) all price/cost related items which include, but are not limited to direct salaries/wage rates, indirect cost rates, and other direct costs are prohibited from being used..." These discussions are prohibited and may not be considered in the evaluation of SOQs as part of this Selection Process.</p> <p><u>DO NOT</u> include any reference to project specific cost in the SOQ. Any SOQ submitted with ANY discussion of project-specific cost (other than cost control measures) <u>WILL BE DISQUALIFIED</u>.</p>

B. Summary Information

City parking codes regulate the amount of parking that developments must provide. In addition, developers and lending institutions impact the decision about the amount of parking that is provided for a development. Often, the result is parking supply that greatly exceeds parking demand. This oversupply of parking has serious consequences. It can result in too much land being dedicated to parking, reducing economic development potential, increasing costs of housing, and reducing revenue for cities. Parking has often been viewed as a stagnant supply and demand, but in reality, its demand is constantly changing based on daily needs, events, culture changes, and new transportation technologies. Parking policies can also spread destinations apart, reducing the viability of walking, bicycling, and transit use. The cost of providing parking directly affects housing affordability, which is of great concern along the Wasatch Front, because it is often bundled into housing prices.

COVID-19, e-bikes, and a bike renaissance, changes in technology, easier ride-sharing, and the future possibility of shared, autonomous vehicles mean there are significant opportunities at the present to

re-examine, refresh, and right-size parking. In doing so, our economy can be more successful, and our communities can become more livable and more financially sustainable. In short, the goal is to create better cities by developing adaptable parking strategies.

Local municipalities are increasingly interested in and empowered to update parking policies and strategies to maximize economic development. **The purpose of the Parking Modernization Initiative is to provide a set of resources to help communities in Utah modernize their approach to parking.** The consultant shall work with the project partners (the Mountainland Association of Governments, Salt Lake County, the Utah Department of Transportation, the Utah Transit Authority, and the Wasatch Front Regional Council) to develop a guidebook - set of resources and tools - that impel communities in Utah to modernize their approach to parking through the utilization of this Initiative's resources. At the core, this guidebook should be a compelling, easy to use, and effectively communicated guide to help communities in Utah improve livability, optimize land use, and strengthen their economies.

The subject of this RFSQ is the second phase of the Utah Parking Modernization Initiative. The [first phase of the Initiative](#) was completed in April 2021 and focused on data collection, partnership studies, and identification of performance metrics and management strategies. The second phase of the Initiative builds upon phase I and focuses on the implementation of solutions.

It is highly suggested that firms and teams be composed of creative professionals with a variety of backgrounds and professional skills. This is not a "typical" project or scope of work, hence the need to provide a creative team composed of different professional and skill sets.

This RFSQ contains objectives that have been developed in partnership with the project partners, and it is fully realized that not all objectives may be attainable within the allotted project budget. The scope of work for the project will be negotiated with the highest scoring consultant based on the available budget, following an award.

Project Objectives

Objective One: Develop a Parking Modernization Guidebook. The Parking Modernization Initiative supports local community transformations that improve livability and economic vitality. The effort can have robust analyses and terrific best practices, but the resources must ultimately get used to have value. The audience of interested stakeholders needs to be maximized and the resources must be made easy to utilize. The resources should inspire, not just inform. A key concept behind the term "modernization" in the initiative is that in this time of TNCs, online shopping, and the post-COVID telework boom, communities and transit agencies that are using 20-year-old (or more) parking approaches are not evolving with the times. The guidebook should invite change in parking practices and should speak to the local government and transit agency use cases, such as parking regulation reform, large development review, staff reports, transit station planning, and address anticipated community concerns.

Objective Two: Identify Opportunities to Modernize Parking and Provide Regulatory Recommendations

Model code and best practices. The guidebook should provide an implementation framework for communities in Utah and best practices for certain parking strategies identified in phase one, including but not limited to minimum parking standards, shared parking, permit parking, and wayfinding. The objective is to provide a resource to easily allow communities to modernize their parking code. Best practices should

also include forward-thinking policies such as transit passes in lieu of parking. The model code should be a template or workbook for municipalities to modify and customize their changes in parking.

Understand parking and mode choice. Parking supply impacts mode choice and parking demand is impacted by the availability of transportation choices. The objective is to understand both how parking plays a role in mode selection and how proximity to transit, street connectivity, walkability, and other transportation infrastructure affect parking demand.

Transit station access and re-development. UTA survey data shows that a high percentage of transit users access the UTA transit system through active transportation, even at stations where single-occupancy-vehicle access has been prioritized. Implementable policies and best practices are needed to improve station access and park-and-ride planning. The aim is to rethink the land use around transit stations, reduce or replace parking, and reprioritize station access in a manner that is responsive to the UTA survey data. Key to this is to explore how parking and park-and-ride facilities could be redeveloped for transit-oriented development. A cost analysis of providing parking versus other methods of access to stations - what are the ridership and economic trade-offs - would be beneficial.

Recommendations for bicycle and micromobility parking. Micromobility, whether personal or shared, is playing an increasingly important role in urban mobility. A part of modernizing parking is providing adequate and convenient parking for things like bicycles and scooters and providing parking in the right places. These recommendations will allow cities to better encourage and support micromobility use.

Recommendations for new housing types. Many communities are diversifying their housing as the Region densifies and our transit system matures. It is important to understand how communities should consider parking requirements for new housing types such as additional accessory dwelling units (ADUs), microunits near transit, and a range of "missing middle" housing.

Objective Three: Communicate Economic Impacts and Increase Economic Benefits.

Communicate links between parking and economic vitality. Too much parking can depress an area's economy and reinforce detrimental land use decisions while too little parking is feared to keep customers away. Coupling parking and housing supply directly impacts an area's housing affordability, a key issue along the Wasatch Front, both from a cost of construction perspective and in terms of reducing supply of housing - especially when parking stall allocations are fixed at all times of the day. This Initiative aims to understand how land values, housing affordability, and other economic indicators are impacted by parking for various types of urban development with particular focus on how parking should be integrated into transit-oriented developments.

Understanding land dedicated to parking. To effect change, the Region needs to conceptualize how much land is dedicated to parking. Although quantifying total parking area for the Region is likely too cumbersome, a smaller scale understanding or a comparison is desired. One aim of this objective is to specifically understand the impact at transit stations.

Planning flexibility and parking reuse. Parking is a dynamic component of a city. Over time, as land use and technology change, parking needs may also change. Example guidance to municipalities that would be useful is how to be responsive to these changes; how to enable the evolution of parking on a site or transit station over time due to changes in tenants, market demands, or transportation technologies; how to consider site design and opportunities for reuse; and how this reuse creates economic development.

C. Budget

The budget for this RFSQ is \$90,000.

D. Stipulations for Statements of Qualifications

Required Completion and Acceptance Criteria

Progress payments will be made for work in progress. Final invoice payment shall be made after all of the work has been completed and the final estimate, project records, and documentation have been received and accepted by the Wasatch Front Regional Council (WFRC) as accurate and complete.

Applicable Federal and State Regulations

The Consultant shall conform to all applicable state and federal regulations.

Debarment Certification

Federal regulations require certification by prospective participants (including contractors, subcontractors, and principals) as to current history regarding debarment, eligibility, indictments, convictions, or civil judgments. The selected Consultant will be required to certify in accordance with contract Standard Terms and Conditions.

Authorization to Begin Work

Notice to proceed will be given by WFRC as soon as the contract is approved, signed by all parties, and returned to WFRC. The selected Consultant can expect an informal Notice to Proceed via email, followed by a copy of the executed contract mailed to the Consultant's address of record at WFRC.

Required Key Personnel Qualification

The Consultant shall be responsible to ensure all personnel proposed under this RFSQ be qualified through training, experience, and appropriate certification for the tasks assigned and shall have a working knowledge of industry standard practices.

Required Availability of Key Personnel

When Consultants list personnel in the SOQ, key personnel and their roles should be identified. The consultant is agreeing to make the personnel available to complete work on the contract at whatever level the project requires.

Required SOQ Contents

The SOQ from the Consultant should contain the information identified in the attached *Appendix A: Wasatch Front Regional Council Guidelines for Preparing Statement of Qualifications*.

SOQ Evaluation Procedures

The SOQ will be evaluated by the Selection Team in accordance with the criteria described in Section E: Selection Process.

Conditions of Statements of Qualifications

All costs related to the preparation of the SOQ and any related activities such as interviews and contract negotiations are the sole responsibility of the Consultant. The WFRC assumes no liability for any costs incurred by Consultants throughout the entire selection process.

Disposition of SOQs

SOQs and their content become the property of WFRC, and are treated as protected documents. The SOQ of the successful Consultant shall be open to public inspection for a period of one year after award of the contract. SOQs of Consultants who are not awarded contracts shall not be open to public inspection and will be destroyed once the contract is executed with another consultant.

If the Consultant selected for award has required in writing the nondisclosure of trade secrets and other proprietary data so identified, the WFRC Project Manager shall examine the request in the SOQ to determine its validity prior to award of the contract. If the parties do not agree as to the disclosure of data in the contract, the WFRC Manager shall inform the Consultant in writing what portion of the SOQ will be disclosed and that, unless the Consultant withdraws the SOQ, it will be disclosed. If the Consultant withdraws their SOQ, the Consultant will not be awarded the contract.

Ownership of Documents

All model files, scripts, networks, GIS files, plans, data, maps, etc. prepared or obtained by the Consultant as a result of working on this contract, shall be delivered to and become the property of WFRC.

E. Selection Process

Award will be given to the highest ranked firm, based on the selection criteria listed below. The highest ranked firm will be contracted for cost, based on the agreed upon scope of work. If this cost is deemed unreasonable, or not within the project budget, WFRC may contract with the next qualified SOQ.

SOQ Selection Criteria

1. Project Team: (50 Points): The Selection Team will evaluate how well the qualifications and experience of the members of the project team relate to Section B: Project Information. The SOQ should include:

- Project team flow charts including sub-consultants, if applicable.
- Description of the qualifications and experience of key personnel on the project team. (NOTE: Do not include percentages of availability as this may be misinterpreted.)
- WFRC recommends that firms include a list of relevant projects the team has completed, which should include the following items.
 - Name of Project Manager
 - Year
 - Type of Project

- Project Name
- Project Location
- Project Description
- Services Performed/Project Role
- Client or Reference Contact and Telephone Number

2. Capability of the Consultant: (50 Points): Describe the team's experience working together to successfully provide similar services.

The Selection Team will evaluate the Consultant's capability to meet Section B: Project Information. The SOQ should:

- Demonstration of overall qualification to meet Section B: Project Information-specific work
- Describe specific expertise that differentiates your firm's capabilities to perform this type of work. The selection team will be looking for details on specific areas of expertise
- Demonstrate the quality of work your firm upholds, and the overall performance record of the proposed project team.
- Describe your firm's internal quality and cost control procedures.
- Describe your firm's approach to completing the tasks and goals outlined in the scope and RFSQ.

Consultants must meet a minimum composite score of 60 points and no fewer than 30 points for each criteria.

APPENDIX A

Wasatch Front Regional Council Guidelines for Preparing Statement of Qualifications

Five-page maximum length; cover, cover letter, and resumes are not included in total page count. No more than seven-page total. Submittals shall be submitted via email.

- Cover: Content limited to image, project title, firm name, and logos. One page.
- Cover Letter: One page.
- Consultant Team: Relevant experience of proposed project personnel. Limit three pages.
- Project Understanding, Approach, and Schedule: Limit two pages.
- Resumes: No limit.