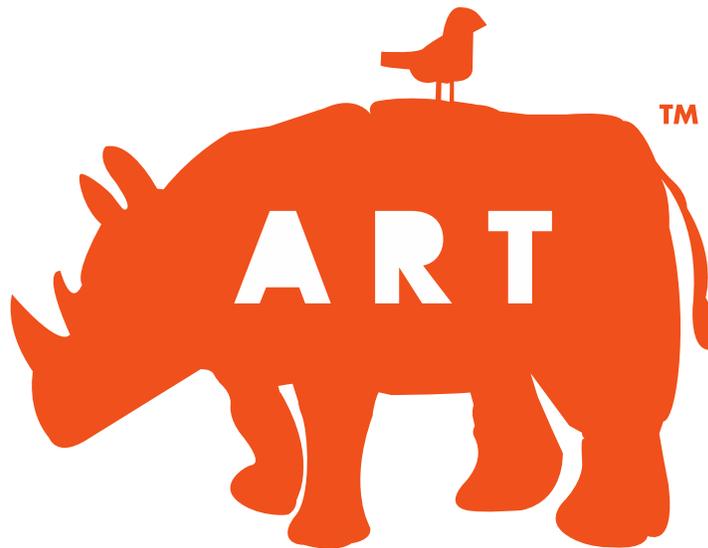


**RIVER NORTH (RiNo) ART DISTRICT
DENVER, COLORADO, USA**



**REQUEST FOR PROPOSAL:
PARKING, MOBILITY AND ACCESS MANAGEMENT STRATEGY**

***RFP DEADLINE:
FRIDAY, OCTOBER 6, 2017
5:00 PM MST***

BACKGROUND

The RiNo Business Improvement District (RiNo BID) – in partnership with the City of Denver Parking Mobility Services Team and the North Denver Cornerstone Collaborative (NDCC) – is soliciting professional parking, travel demand management, and transportation planning consulting firms or teams to assist in development of an innovative, district-wide comprehensive Parking, Mobility and Access Management Strategy (the Strategy).

The RiNo BID is an approximately 450-acre district located just north of Downtown Denver in the southeast corner of the intersection of Interstate 25 and Interstate 70 (BID map is attached at **Appendix A**). Formerly downtown’s industrial hub, the district emerged some ten years ago as an art district, quickly gaining a scene as the place where artists and creative industries found a home. Within the last few years, RiNo has seen unprecedented growth and investment by both the public and private sectors. Recent and planned developments are included as **Appendix B**.

The RiNo BID was established in 2015 by a majority support of the RiNo neighborhood. The district generates nearly \$1,000,000 annually through a 4-mill assessment on commercial property in the district. A 9-member board of property owners and business owners in RiNo governs the BID. Funds are utilized to support advocacy, policy and planning efforts in the neighborhood, as well as supporting placemaking, artist and small business support, marketing, branding and programming. The BID partners with the 501(c)(6) RiNo Art District as well as with the RiNo General Improvement District (GID) to provide nearly \$2M worth of services to the district annually.

Recognizing an opportunity to establish a framework and strategy through which to strategically and creatively manage access and mobility in the neighborhood, the RiNo BID is advancing this study. The scope of the work envisioned in this proposal is for the successful consultant firm or team to provide a thorough analysis of existing conditions and future demand and to provide innovative, forward-thinking and creative solutions and strategies to address need. RiNo has consistently positioned itself as the district in the City of Denver in which new ideas are welcomed and piloted. We seek the same mentality in exploring how best to serve the needs of this growing neighborhood, while planning for a future in which transportation as we know it may change. RiNo desires to be a pedestrian, bicycle and transit friendly neighborhood that decreases the reliance on vehicular travel.

SCOPE OF WORK

This Strategy will have six major components:

1. **On-Street Parking:** An analysis of current on-street parking supply throughout the entire RiNo BID district as well as an analysis of current parking regulations, demand – both present and potential future demand – given the significant development planned for the district. This work should include a vision for desired uses of on-

street parking by stakeholders with consideration for how that may change as the district develops. This component of the study should also take into consideration impact of on-street parking strategies on surrounding neighborhoods, including but not limited to Curtis Park, Cole, Elyria-Swansea and Globeville. The City of Denver's Parking and Mobility Services will provide existing on-street parking conditions data for a portion of the study area as outlined in the map in **Appendix C**. This parking conditions data includes parking restrictions, capacity and occupancy. Occupancy counts will be conducted at 5 AM, 12 PM and 7 PM and should be available in October 2017. The City does not have the capacity to conduct duration counts (i.e. length of stay) which should be factored into proposals. This study should include scope to complete on-street parking conditions data for the remainder of the BID district and should provide on-street parking management strategies that look at metered parking opportunities, loading zones, opportunities to accommodate car share, electric vehicles and accommodating Uber and Lyft. In making recommendations the scope of work should include strategies to pilot new parking strategies and technologies.

2. **Off-Street Parking:** RiNo currently has a significant amount of off-street parking provided by undeveloped lots/areas, and also includes the significant parking bank (both surface parking and structured parking) owned and operated by Coors Field Stadium District and the Colorado Rockies (this parking stretches behind Blake Street along the railroad tracks). Many users are unaware of these existing parking reservoirs, and future development will change location and availability of such parking opportunities. Many of the developments building out will be supplying their own parking structured and/or surface parking, and this study should explore how these developments may not only share parking space, but also provide public parking, employee parking and special event parking for the district. This strategy should inventory and explore how to pool off-street resources and should analyze planned developments and explore partnership opportunities (including identifying how to best utilize Coors Field parking through a partnership with the Stadium District). Additionally, the strategy should make recommendations as to how to support comprehensive branded parking signage and wayfinding, as an extension of the existing RiNo wayfinding program that is also being implemented by the RiNo BID. Both publicly and privately-owned garages should be part of the strategy, including how shared parking arrangements can be facilitated.
3. **Bicycle and Pedestrian Access and Amenities:** This strategy should explore current bicycle and pedestrian infrastructure and amenities, identify problem areas and opportunities for improvements, and provide recommendations on how best to create a pedestrian and bicycle infrastructure that enhances connectivity and livability. This should take into consideration planned public and private sector investments in the district. A list of all proposed/planned bicycle and pedestrian facilities within and adjacent to the RiNo BID will be provided by the City of Denver.

4. **Circulation:** This strategy should identify methods to promote circulation throughout the large RiNo BID district by means other than vehicular travel, in particular how to encourage ridership of the new Regional Transportation District (RTD) commuter rail and how to provide circulation throughout the neighborhood through circulator, shuttle, eTuk or other creative means. The consultant team should pursue the viability of utilizing digital technology to provide real-time transit information whether that information is in private shuttle or on RTD vehicles. The study should also include recommendations for long-term improvements to transit access, and strategies as to how the RiNo BID may advance streetcar, bus rapid transit (BRT), enhanced bus services, light rail and other opportunities. In particular, RiNo is interested in exploring how we may strategically work with the City of Denver's new Department of Transportation and Mobility. The recent success of the Drink RiNo eTuk circulator has demonstrated demand, and we wish to grow on its success to create a more comprehensive circulator strategy.
5. **Management Strategies:** The study should provide recommendations on creative strategies to address future demand for on-street parking, off-street parking, bicycle/pedestrian access and circulation with a focus on how the RiNo BID may take a leadership role in managing parking, mobility and access in the district through approaches including but not limited to parking district approaches, utilization of new technologies, incentives to not drive vehicles, private development tools that may be utilized, district circulator and/or valet approaches, etc. Additionally, this study should look at how the BID can help to better manage parking throughout the district, including but not limited to utilizing shared technologies (e.g. utilizing the same pay-by-phone applications, etc.), working with business owners to incentivize/subsidize alternative modes of transportation for their employees, transportation demand management, incentives to carpool and consistent parking management strategies. This could also include any potential partnerships the BID may want to explore with Transportation Management Associations (TMAs) or other shared mobility providers.
6. **Implementation:** This strategy should identify a clear plan for implementation that identifies short-term interventions as well as a longer-term strategy. Recommendations should include a clear plan for phasing and general costs associated with each recommend task. The study should also explore how the BID can utilize parking as a potential revenue generation tool that may bring in monies to be reinvested into the neighborhood. Implementation strategies should identify items that fall within the City of Denver's purview (e.g. changes in on-street restrictions) and those that the RiNo BID would be responsible for implementation of (e.g. new amenities, branded signage). The implementation strategy should also identify other sources of funding that could be utilized to support implementation of these projects (e.g. Denver Regional Council of Governments (DRCOG), RTD).

It's important to note that this piece of work is intended to be a strategy, not a plan; it is envisioned to be a living and flexible document that is action and implementation oriented and responsive to place-based context. The following should be addressed in the final strategy:

- A thorough analysis of existing conditions as it relates to on-street parking, off-street parking (including review and analysis of parking pricing), transit, and pedestrian and bicycle access, parking and amenities.
- Analysis of future demand based on existing projects and those planned for RiNo, overall impact based on recent and proposed zoning changes, and opportunities to leverage these opportunities.
- Research on national and international best practices and recommendations based on comparable cities for areas including on-street and off-street parking, integration with other modes of travel, complete streets, new technologies and management practices.
- Development of an overarching district-wide vision for parking, mobility and access management with specific management solutions for individual nodes based on the type of business/retail/residential mix present. Because of the size and scale of RiNo, an approach to mobility management planning from the perspective of micro-districts or activated nodes may be considered.
- Development of a toolbox of policies, programs, etc. for creation of tailored parking, mobility and access strategies to be utilized by RiNo.
- A thorough analysis of financing strategies including but not limited to parking benefit districts, fee-in-lieu, parking requirement reform, parking cash out, etc.
- Development of a phased implementation plan as well as benchmarks, schedules and cost estimates.

The final strategy completed by the consultant firm or team should include these items at a minimum, but additional recommendations are welcomed.

SUBMISSION REQUIREMENTS

The selected consultant team or firm will have demonstrated extensive background and understanding of municipal parking, on-and off-street parking expertise, traffic management, multimodal access, Transportation Demand Management (TDM) experience, complete streets, bike and pedestrian improvements and other mobility solutions include car/bike sharing. The selected firm or team should also have significant knowledge of land use and zoning codes related to parking and access, integration with urban design principles, a proven track record with industry-leading parking management strategies, experience with instituting district parking management solutions and the ability to research and draft a formal recommendations document. Experience and a good relationship with the City and County of Denver, RTD, Colorado Department of Transportation (CDOT) and DRCOG is preferred, and any past experience working on similar strategies with a Business Improvement District is strongly desired.

The appropriate consulting fit for the RiNo BID district will be one that understands not only where the industry is now, but also where it is headed (i.e. autonomous vehicles, sharing economy, changing attitudes about vehicle ownership, meter-less payment options, creating a “menu” of mobility choices so that those visiting the district can make decisions based on their daily needs).

Your firm or team should respond to the RFP by including the following elements:

- **Project Vision and Approach:** Taking into account the vision of the RiNo BID and this project as scoped here, provide your definition and vision for this framework/strategy and what you identify as key priorities and tasks. Please include:
 - An overview of the consultant team project approach
 - Detailed task list/scope of work
 - Project schedule and timeline
 - Anticipated staff hours for each part of the project, and availability of staff relative to other assignments during the term of the contract
- **Qualifications and Experience:** Qualifications should demonstrate experience developing innovative approaches to the integration of parking management and TDM strategies, comprehensive approaches to district-wise solutions, the ability to conduct research and present technical information to non-technical decision-makers, knowledge of best practices in transportation, parking and TDM, integration of access strategies with broader district goals, strong public process facilitation including a variety of outreach strategies and familiarity with the City of Denver and RiNo in particular. Please include:
 - Qualifications and experience of the lead firm
 - Information on each of the team members and sub-consultants including their roles in the project
 - Information on at least three similar projects to include challenges, successes and reference information
 - Examples of any project completed by the lead firm and sub-consultant relative to this project. In additional, please provide digital copies or web-based links to similar reports prepared by the firm or any sub-consultants.
- **Public Engagement and Outreach:** The respondent should identify how it will conduct stakeholder engagement to identify parking related issues and opportunities. Consultant may employ public forums, engagement meetings with stakeholder groups, online surveys, intercept surveys or other methods. You should describe your engagement methodology in your proposal.
- **Budget:** A proposed budget for completion of work tied to the specific tasks and/or deliverables identified within this RFP.

All materials developed under this RFP shall become the property of the RiNo BID. The RiNo BID shall not be liable for costs incurred in the preparation of a response to this RFP.

PRE-SUBMISSION QUESTIONS

Interested respondents may submit questions about the proposal to Jamie@rinoartdistrict.org by Monday, September 18 at 5 PM MST. Questions and responses to those questions will be compiled and emailed out to interested parties by Wednesday, September 20 at 5 PM MST.

SUBMISSION INFORMATION

All proposals, fully completed, but be submitted by Friday, October 6, 2017 at 5 PM. Responders should submit five (5) hard copies of their proposal and email a PDF to:

Jamie Licko
President, RiNo Art District
2901 Blake Street, Suite 165
Denver, CO 80205
303.345.8285
Jamie@rinoartdistrict.org

A copy of this RFP may also be obtained from our website: www.rinoartdistrict.org

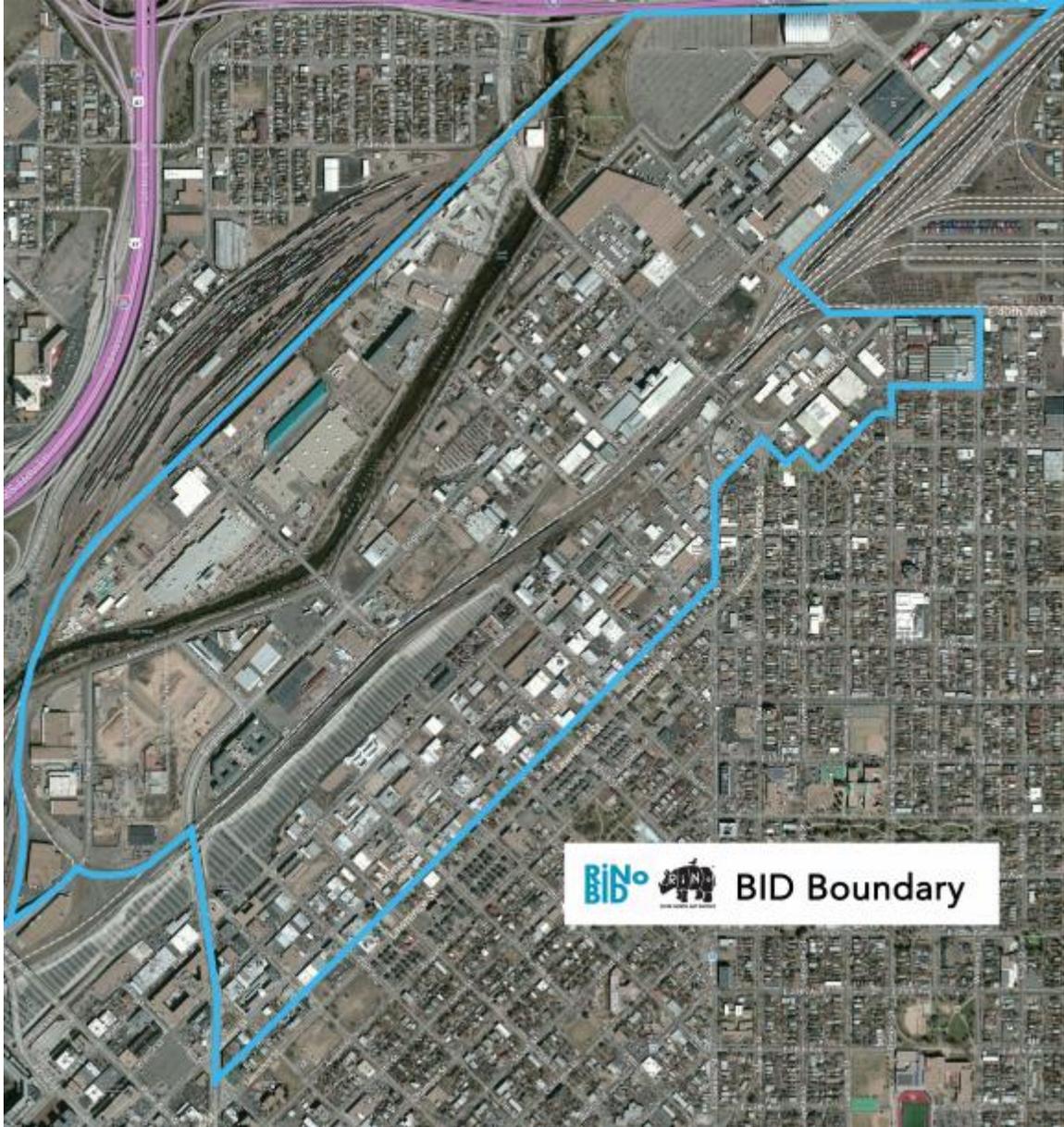
EVALUATION

Proposals will be evaluated using the following criteria, without limitation, in determining the recommendation of the firm for the RiNo BID Board of Directors to award the project. Work will be expected to commence in November 2017:

- Completeness and responsiveness to the requirements of the RFP
- Demonstrated qualifications, professional experience and competency in the analysis associated with the scope of work
- Proposed fee to the RiNo BID and the viability of the firm or team to complete the scope of services in a timely fashion.
- Innovative nature and extent of creativity in addressing various aspects of the RFP, including presentation methods and materials.

The RiNo BID Board Directors in partnership with the City of Denver will review the RFPs and may short-list up to three firms.

APPENDIX A: RINo BID MAP



APPENDIX B: RECENT AND PLANNED PUBLIC AND PRIVATE DEVELOPMENTS

Public Sector Projects:

- Brighton Boulevard Redevelopment
- River North Park and Future Festival Street/33rd Street
- Arkins Court Promenade
- 35th Street Woonerf
- 35th/36th Street Pedestrian Overpass
- RTD Commuter Rail Station and Pedestrian Overpass at 38th St.
- 38th St. Underpass Improvements/Other East-West Connectors
- Recently Completed Blake Street 2-Way Conversion
- Walnut Street Parking and Pedestrian Improvements and Two-Way Conversion Study
- Outfall Project/Globeville Landing Park

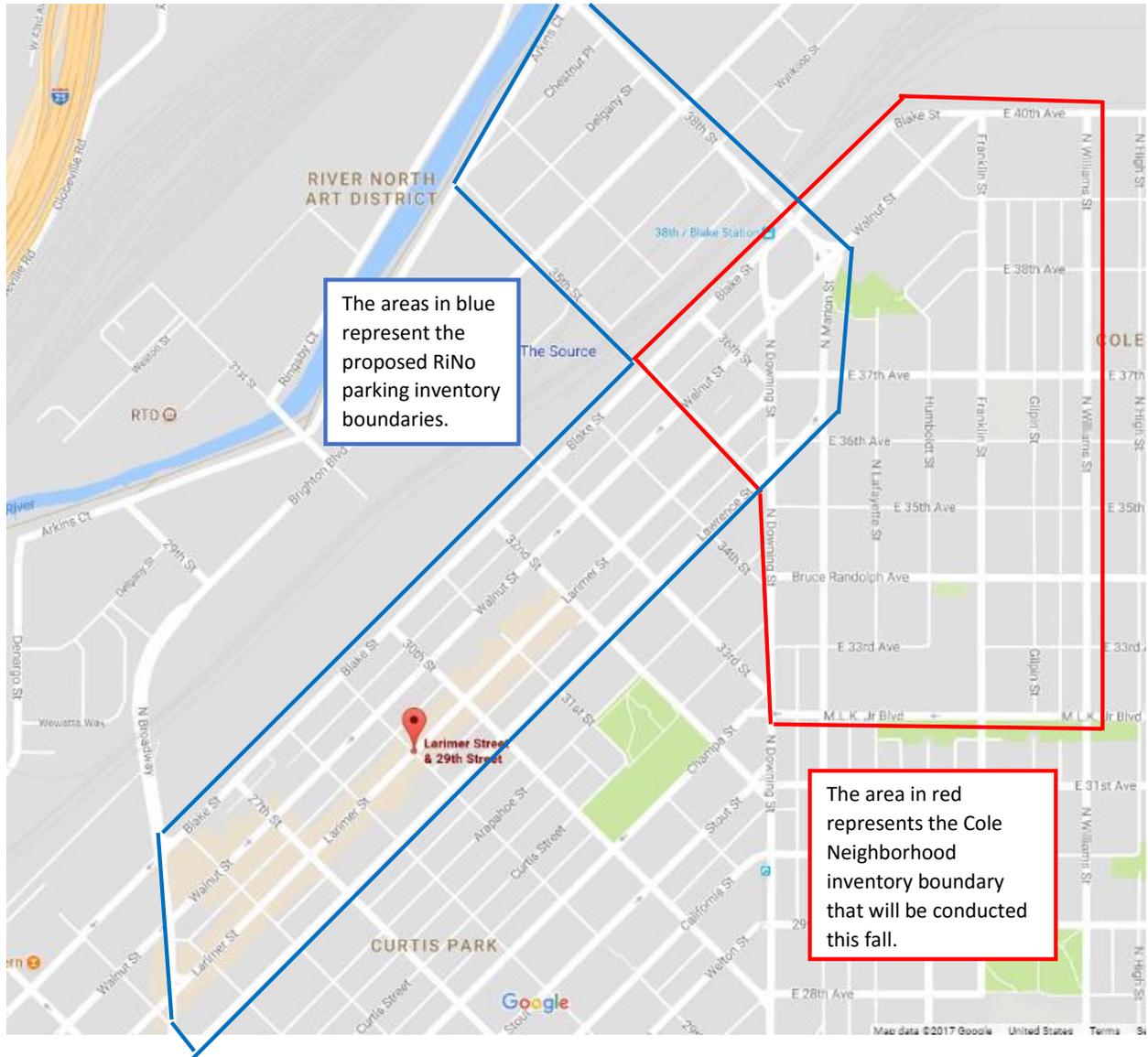
Private Sector Projects:

- The Source Hotel
- Catalyst
- Zeppelin Station
- Hurley Place/Blue Moon Brewery
- Natural Grocers
- Industry Apartments
- Future Development at DriveTrain
- Ride at RiNo
- Future Great Divide Brewery Expansion
- Westfield Development
- Giambrocco Redevelopment
- Taxi Developments
- HUB
- World Trade Center
- Industry 2
- Porta Power
- Urban Land Conservancy Project
- Denver Hardware Block Redevelopment
- Mill Creek Projects on Blake and at Denargo

These developments (and many more to come) will have a significant impact on how RiNo functions as a neighborhood. A number of other policy and planning efforts will also impact this work, including:

- Proposed upzoning at the 38th/Blake Commuter Rail Station
- RiNo Design Overlay and Affordability Overlay
- National Western Center Master Transportation and Parking Management Plan

- NDCC Master Mobility Plan



APPENDIX C: MAP OF ON-STREET PARKING ANALYSIS TO BE PROVIDED BY CITY OF DENVER

Note: These study area boundaries may change.