

BART Agreement Number: 6M8136

Approval Date: 11/12/2020

Work Plan: Develop a list of TDM Strategies for limiting parking at future developments around Lake Merritt and Hayward BART stations

Scope:

2 Services to be Performed by Consultant and Work Breakdown Structure

Task 0: Project Management and Project Controls

Arup will provide project management and administrative support, including biweekly communications (bi-weekly 1/2-hour phone calls during the assumed 1.5-month duration) and up to 2 in-person (or 2-hour videoconference) meetings with BART staff, project cost controls and reporting, and invoicing and progress reporting. Arup assumes a project duration of 1.5 months. Should the project run longer than 1.5 months due to factors beyond Arup's control, additional project management budget will be required.

Task 0 Proposed Consultant Fee: \$4,859

Task 1: Identify Comparison Cities and Existing/Future Conditions

Arup will identify comparable districts within up to five cities that may perform similarly to the areas around Lake Merritt and Hayward using criteria such as comparable densities (both business and residential to best understand the context).

A limited review of existing and future conditions for both the Lake Merritt and Hayward Stations will be conducted including:

Existing conditions

- Assess likely demand for office parking based on available data such as approach modes

- Transit and active mobility connections (provided by BART)

Future conditions

- Review planned development and infrastructure changes (i.e. EB Greenway) in the station area, one block in each direction
- Future demand for parking based on new development program

Task 1 Proposed Consultant Fee: \$6,915

Task 1 Deliverables:

None.

Task 2: Qualitatively Assess the Feasibility of Low Parking Ratios in Comparison Cities and in Project Area

Arup will collect information on parking ratios, occupancy rates, and commercial rents in comparison cities identified in Task 1 using Costar, Urban Footprint, ESRI, MPOs, and other resources. The same information will be collected for the Lake Merritt and Hayward Station areas.

We will also conduct up to nine interviews in both the Bay Area and comparison cities regarding the market potential for new office development at these station area sites, and the ability to obtain financing and sell or rent space at competitive price points with reduced parking ratios. Interviewees may include brokers, developers, commercial real estate lenders, and/or city economic development organizations. We assume BART will connect Arup with appropriate contacts for Bay Area cities and private real estate stakeholders.

Arup will use the results of this process to inform the potential parking ratio options for Lake Merritt and Hayward.

Task 2 Proposed Consultant Fee: \$7,842

Task 2 Deliverables:

Up to 9 virtual stakeholder interviews.

Task 3: Summarize National Best Practice for Suburban, Transit-Oriented Office TDM Strategies

BART is looking to apply a combination of tried and tested strategies with innovative techniques. Arup will review a long list of TDM strategies and provide advice on how they can be effective in the context of TOD around East Bay BART stations in different contexts.

Task 3 Proposed Consultant Fee: \$8,033

Task 3 Deliverables:

Memorandum on best practice strategies and feasibility (draft and final, based on a single round of internally consistent comments provided by BART).

Task 4: Draft and Final Report

Arup will prepare a draft memorandum of our research, analysis, and findings and recommendations for BART staff review. It will include:

- a. Recommended potential TDM strategies for both Hayward and Lake Merritt
- b. Potential reduced parking ratios for both Hayward and Lake Merritt
- c. High level overview of how the potential TDM strategies apply to other stations with similar access typology aspirations (San Leandro, Fruitvale, El Cerrito Plaza, Richmond)
- d. Discussion of the conditions (physical or economic) that might dictate success of various TDM measures to reduce office parking demand.

Task 4 Proposed Consultant Fee: \$11,044

Task 4 Deliverables:

Recommendations memorandum (draft and final, based on a single round of internally consistent comments provided by BART).

Task 5: Update Station Access Strategies memo to incorporate additional data sources and illustrate the elastic relationship between replacement parking levels and mode shift.

Arup will build on previous work completed for the El Cerrito Plaza station regarding strategies to reduce BART patron parking demand, to incorporate additional data into the methodology - beyond the stated preference survey and to determine the impacts of the parking replacement scenario on mode shift and ridership.

- Provide more detailed data on the access strategies' impacts on mode share.
- Incorporate access strategies that utilize micromobility technologies, such as e-scooters
- Add a new section describing how to apply/adapt these findings to other stations where on-street parking isn't available to replace off-street parking.
- Assumptions:
 - Arup staff will rely on existing available data from BART and other sources, and will not perform any new data collection.
 - BART staff will recommend data sources for Arup to consider for incorporation.

Prime: ARUP

Subconsultants: None.

Total Work Plan Value: \$ 45,407