



REQUEST FOR PROPOSALS

Georgetown Business Improvement District Comprehensive Off-Street Parking Plan

January 2, 2024

Project Objective

The Georgetown Business Improvement District (BID) seeks a consultant to evaluate off-street parking issues and opportunities and make recommendations to the BID on how to improve the availability of affordable off-street parking throughout all parts of the commercial district. The plan should outline strategies to make off-street parking: easy to find; reasonably priced; and distributed throughout the neighborhood. The goal is to make existing assets more available and more utilized to support a vibrant mixed-use commercial district and retail destination in a historic neighborhood.

Background

Georgetown is a thriving historic commercial district in Washington, DC. Over 12 million people visit the neighborhood annually to shop, dine, work, learn and recreate. A higher percentage of visitors drive or carpool to Georgetown compared to other submarkets in DC because there are few public transit options including no Metrorail station. Demand for both on-street and off-street parking is high and often exceeds the demand of residents, business owners, employees, and visitors. The District Department of Transportation is conducting a one-year Transportation Access & Circulation Study for Georgetown that will result in a set of short- to long-term transportation changes. On-street parking may be impacted to achieve other transportation goals such as safety, sustainability, increasing non-automobile modes, and freight management. Therefore, there is a need and opportunity to maximize neighborhood off-street parking assets to help offset the potential loss of on-street parking. By increasing availability we hope to decrease the cost of off-street parking while creating more revenue for parking lot owners and operators.

Plan Goals

1. A range of short-, medium-, and long-term recommendations for property owners (both public and private) and parking operators for their different types of off-street parking facilities including pricing, policies, infrastructure, signage, marketing, management, technologies, and other strategies to increase availability and utilization for visitors and employees.
2. A range of short-, medium-, and long-term recommendations for the Georgetown BID to improve marketing, coordination, communications, and other strategies to increase usage of off-street

parking facilities by visitors and employees.

3. A range of short-, medium-, and long-term recommendations for the District Government to support off-street parking in Georgetown with improvements within the public right of way and on DC-owned properties to increase availability and utilization for visitors and employees. As well as policy, regulatory, and legislative recommendations to remove barriers or create incentives to increase the availability and utilization of off-street parking.

Deliverables

1. Minimum 5-7 interviews of Georgetown stakeholders including property owners, property managers, and parking facility operators to learn about opportunities, challenges, and other important insights to guide recommendation development.
2. A full inventory and map of off-street parking facilities (surface lots and parking garages) currently and potentially available for public parking including ownership, management, operational policies, prices, and hours.
3. Current and future projected demand for parking for residences, commercial customers, employees, and other neighborhood visitors.
4. Innovative local and national examples of changes to parking facility management, pricing, hours to maximize availability of parking and increase revenue for operators and property owners.
5. A review of small private lots that are not currently made available for public parking. Opportunities and barriers to using private (and publicly owned) parking lots after hours and on weekends, and issues that must be overcome to put them into productive use.
6. Potential District of Columbia Government legislative, administrative and/or regulatory policies to support off-street parking including possible tax-incentives, management of publicly owned off-street parking, public enforcement on private property, and more.
7. Sample business strategy or forecasted revenue generation from implementing strategy proposals for at least 2-3 different types of locations.

Limitation of Scope

Off-street parking is primarily a private marketplace with individual businesses operating with different objectives and limitations. The Georgetown BID cannot compel a business to change its operations, prices, etc. The approach to the scope of work and proposed recommendations should be sensitive to this limitation.

Existing Off-Street Parking in Georgetown

Note: this is not exhaustive and should be confirmed.

Garage name	Address	Number of Spaces	Parking Lot Type
3307 M St	3307 M Street NW	132	Covered Lot
Georgetown Park	3222 M Street NW	750	Covered Lot
Prospect St Self Park	3251 Prospect Street NW	126	Covered Lot
Millenium Condos	3100 South Street NW	180	Covered Lot
The Flour Mill	1000 Potomac Street NW	145	Covered Lot
1050 Thomas Jefferson	1050 Thomas Jefferson NW	180	Covered Lot
Hamilton Court	1232 31st Street NW	75	Covered Lot
Foundry Building	1055 Thomas Jefferson Street	280	Covered Lot
1140 29th St	1140 29th St NW	125	Covered Lot
Four Seasons Hotel	2800 Pennsylvania Avenue NW	20	Covered Lot
Jefferson Court	1025 Thomas Jefferson Street NW	210	Covered Lot
Washington Harbour	3000 K Street NW	250	Covered Lot
Coal House	901 30th Street NW	230	Covered Lot
Waterfront Center	1010 Wisconsin Avenue NW	150	Covered Lot
Canal Square	1054 31st Street NW	200	Covered Lot
Graham Hotel	1075 Thomas Jefferson NW	30	Covered Lot
3333 Water St	3333 Water St NW	85	Covered Lot
South Street Lot	3100 S Street NW	30	Open Lot
33/M	3290 M Street NW	45	Open Lot
PNC Bank Lot	1205 Wisconsin Avenue NW	36	Open Lot
Old Stone House Lot	3053 M Street NW	52	Open Lot
Sun Trust Lot	2929 M Street NW	18	Open Lot
Wells Fargo Lot	2901 M Street NW	15	Open Lot
Chase Bank	3217 P Street NW	12	Open Lot
Capital One (close)	Wisconsin Ave NW & Q Street NW	17	Open Lot
Hyde Addison Public School	3219 O Street NW	35+	Open Lot

Period of Performance

The Study Period of Performance is four (4) months from the notice to proceed.

Submission Requirements

Please send a proposal, not greater than 20 pages total, addressing the following:

1. **Project proposal and approach** – A proposal describing the approach to the project requested in the RFP, understanding of the project area and scope of work, relevant expertise, and schedule for completing the deliverables.
2. **Team** – names of all individuals who will work on this project, including expertise, capabilities, and relevant experience.

3. **Relevant Past Projects** – two to three examples of analogous projects your firm has completed in the last five years.
4. **References** – at least three previous clients to contact about your professional work.
5. **Cost and Budget** – Provide a total cost to deliver this project including cost breakdown for your firm's profit, staff hours, and other tasks / costs related to completing the project scope for the submitted bid.
6. **Additional information** – Additional qualifying information about your firm.

Evaluation Criteria

The Georgetown BID will use the following criteria to evaluate responses to this RFP:

1. Qualifications and relevant experience of the firm.
2. Demonstrated current capability and expertise to perform the tasks outlined in the scope of work.
3. Ability to complete the project on time and within the project budget.
4. Preference for Georgetown- or DC-based firms.
5. References that address bidder's experience, expertise, demonstrated ability to provide high quality service, and ability to be flexible and adaptable.

Submitting a Proposal and Deadline

The deadline for submissions is Friday, January 19th, 2024 at 5pm. Please send the complete proposal as one (1) PDF document to Greg Billing, Transportation Director, at gbilling@georgetowndc.com.