

City of Rapid City

Request for Proposal Consultant Services – Downtown Parking Study and Strategic Plan



RFP Deadline: May 9, 2017 at 4:00PM

Overview

The City of Rapid City seeks the services of firms or individuals engaged in professional parking and transportation consulting and/or management to undertake a Downtown Parking Study and Strategic Plan that will:

- Determine how parking is being utilized now in order to determine if the existing parking supply is adequate;
- If the existing parking supply is not determined to be adequate, determine where additional supply is needed based on current and future demands;
- Review the City's management approach and make recommendations for improvements;
- Review the City's fee structure to determine appropriateness for market.

The final plan shall reflect knowledge and understanding of the City's downtown parking inventory and resources, as well as the community's values and objectives.

Background

The project study area corresponds with the City's downtown area, generally described as bounded by East Boulevard to the East, West Boulevard to the West, Omaha Street to the North and Columbus St to the South. A map of the downtown area is attached.

Recent revitalization projects in downtown Rapid City (such as Main Street Square and the East of 5th St projects) have sustained a vibrant and lively historic downtown. The 2014 Comprehensive Plan called for the need of a Downtown Master Plan to ensure continued appropriate redevelopment. This Downtown Master Plan, which was completed and adopted by the Council in October 2016, can be found at <http://www.rcdowntownplan.com/current-documents/9-downtown-area-master-plan-final-version/file>. A key component of this plan was to implement a parking management program. This study/strategic plan is the first step in accomplishing that objective.

The City of Rapid City experiences its highest parking demand during summer tourism season, which is between Memorial Day and Labor Day, as well as for popular special events at Main Street Square.

There is a perception that there is a "parking problem" in the downtown area, though City staff and officials tend to believe there is usually adequate parking, except at peak times, just not as conveniently located as people would like.

The City of Rapid City operates a downtown parking system that comprises four surface lots containing 285 leased spaces; a 3-level parking structure that contains 374 leased spaces, 10 handicap spaces and 92 metered spaces; multiple free 3-hour on-street parking spaces; and multiple metered on-street parking spaces. In addition, there are a small number of private off-street parking lots. The parking system is managed through an Enterprise Fund (i.e. outside the General Fund) intended to cover capital

improvements, operations and ongoing maintenance budgets. Maintenance work is undertaken mainly by contracted services. A map of our current parking system can be found at

http://www.rcgov.org/index.php?option=com_docman&view=download&alias=2160-parking&category_slug=geographic-information-system-division&Itemid=149.

The last parking study conducted in Rapid City was in 2007, prior to the completion of Main Street Square and the revitalization efforts of the downtown area.

Project Outcomes

This report will be used by the elected officials and staff to evaluate and implement improvements to the parking system, supply and options. Outcomes from the project include:

- A realistic plan for more effective use of parking and better management of the downtown parking system;
- Credible information that can be communicated to the public and stakeholders;
- A parking system that contributes to a positive image of the City;
- A parking system that supports livability and economic development in Downtown, including provisions for bicycle parking;
- A parking system that deploys the latest technology to improve the user experience while sustaining realistic revenue goals (i.e. credit card and phone payment systems, etc)

Scope of Services

A final scope of work will be developed by the City and the selected consultant ("The Consultant"). The items outlined below are the City's minimum expectations.

- **Project Coordination:** The Consultant shall coordinate with Community Planning & Development Services Department staff regarding schedule, deliverables and the scope of work. The Consultant shall host a minimum of three steering committee meetings.
- **Existing Conditions Assessment:** The Consultant shall complete a review and analysis of the parking system including location, type, rates, hours of operation, use restrictions and adequacy of public and private parking availability. Create a data collection plan to gather field observations and assist in data collection. The City will provide data from an existing parking inventory to use as a basis.

- Community Outreach: The Consultant shall facilitate one community meeting and one stakeholder meeting that is targeted to downtown merchants and businesses. The Consultant shall also develop and conduct a community survey on the downtown parking system. The City is open to additional strategies and approaches to enhance community engagement at the recommendation of the consultant.
- Public/Private Partnership: Outline realistic options and parameters for private development of parking facilities for the general public. Identify strategies to encourage private development of parking facilities. Identify the pros and cons of a private /public partnership to develop additional parking facilities.
- Identify and Evaluate Parking Recommendations: The Consultant shall review anticipated development and transportation infrastructure changes, as well as parking management recommendations- in the Downtown Master Plan (See page 85). They shall evaluate the appropriateness and adequacy of the parking supply, zone structure and pricing strategy for the next 5-10 years. The consultant shall make recommendations for land use/zoning parking standards that will support the vision for downtown and the parking program.
- Report: The Consultant shall prepare a draft report for review prior to finalizing the report.
- Presentation to Governing Board: It is anticipated that the Consultant shall prepare and present the final report to the Governing Board upon completion.

Final Products

The consultant will provide two (2) copies of a final report, one unbound, and an additional digital copy in a commonly accessible format. All work products associated with the project, preliminary or final, paper and/or electronic format, shall be the property of the City of Rapid City.

Schedules and Submittals

Proposal due: May 9, 2017
 Consultant selection by June 15, 2017
 Complete project by December 1, 2017

Proposal Submission Requirements

Responses to this RFP shall consist of:

- A. *Letter of Transmittal* (1 page) – A letter of transmittal that includes a single contact (Project Manager), mailing address, telephone number, and email address.
- B. *Introduction/Summary* (2 pages maximum) – A short introduction and summary of the company/consultant (i.e. how long the company/consultant has been in

business, number of employees, etc.). In addition, a description of what disciplines are included within the firm.

- C. *Scope of Work* (10 pages maximum) – Include a detailed work program that addresses:
 - a. Tasks to be performed.
 - b. Estimated timeline.
 - c. Schedule of work products.
 - d. Proposed budget with a cost breakdown by Scope of Work element and a lump sum fee for the services required to fulfill this RFP, including all expenses. List the names of principal investigators and other key professionals who will be involved. Support personnel may be identified by classification. If subcontracting is necessary, include subcontractors' key personnel and support staff in the table. Clearly identify the subcontractors' involvement.
- D. *Project Management and Communication* (1 pages maximum) – Methods the Consultant proposes to use to manage the project and communicate with the City of Rapid City and the public as to project progress, reviews, and conduct of public meetings.
- E. *Personnel Qualifications and Experience* (7 pages maximum) – Resumes of the individuals who will be assigned to the project.
- F. *Comparable Projects with References* (3 pages maximum) – Identify 2 comparable projects in progress or completed, with the following information:
 - a. Current contact names and telephone numbers
 - b. Summary of the project
 - c. Nature of public involvement in the project
- G. *Representative Work Sample* – A representative work sample similar to the work being requested. The sample may be provided digitally (e.g., a PDF). Directing the City to an online document or file-sharing site is also acceptable. Only one (1) representative work sample is required per submittal.
- H. *Signature/Certification*: The proposal shall be signed by an official authorized to bind the offer and shall contain a statement that the proposal is a firm offer for a ninety (90) day period from the submittal deadline. The proposal shall also provide the following information: name, title, address and telephone number of the individual(s) with authority to contractually bind the company and also who may be contacted during the period of proposal evaluation for the purpose of clarifying submitted information.

Proposal Format and Due Date

Submit six (6) complete proposal sets. All submissions become the property of the City of Rapid City upon submission.

Submittals must be hand-delivered or mailed to:
Community Planning & Development Services Department
City of Rapid City
Attn: Sarah Hanzel
300 Sixth St
Rapid City SD 57701

Submissions must be received by 4:00 P.M. on Friday, May 9, 2017

Emailed or faxed submittals will NOT be accepted

Questions Concerning Responses to this RFP: All questions regarding this RFP must be submitted by email to Sarah Hanzel sarah.hanzel@rcgov.org and received not later than 4:00 pm on **Friday, April 21, 2017**.

Answers to submitted questions will be posted as an addendum to the bid listing on the City's Public Purchase System on April 25, 2017. The BID listing is available at <http://www.rcgov.org/departments/public-works/engineering-services/current-bid-openings-385.html>

Proposal Review Criteria and Award

A Selection Committee consisting of representatives from City Staff and Elected Officials will evaluate the proposals based on the following criteria:

Review Criteria	Weight	Max. Points	Points* Weight
Understanding of the Project Goals (Scope-of-Work)	5	5	25
Past Performance on Similar Projects	4	5	20
Qualifications / Experience of Proposed Staff	3	5	15
Ability to Meet Schedules & Budgets	3	5	15
Cost and proposed distribution of effort	3	5	15
Overall quality of the RFP submittal	2	5	10
TOTAL			100

The City of Rapid City reserves the right to seek clarification of any proposal submitted and to select the consultant that is best able to address the project purpose and to reject any and all of the proposals. The City of Rapid City reserves the right to withdraw this Request for Proposals, to accept or reject any or all proposals, to advertise for new proposals if it is in the best interest of the City to do so, and to award a contract as deemed to be in the best interest of the City.

The Selection Committee at its discretion may conduct interviews of finalists during the week of May 22, 2017. The City anticipates making the award no later than June 15, 2017.

This solicitation of proposals in no way obligates the City of Rapid City to award a contract.

Equal Opportunity – The selection of consultant shall be made without regard to race, color, sex, age, religion, national origin, or political affiliation. The City of Rapid City is an Equal Opportunity Employer and encourages proposals from qualified minority and woman-owned businesses.

Contract requirements

The Consultant will be registered with the Secretary of State to do business in the State of South Dakota prior to contract signing.

The awarded contract will be provided on a fixed fee basis. The reimbursement rate for direct expenses, such as meals, mileage, etc., will conform to the City of Rapid City travel policy rates. All products and borrowed materials shall be delivered prior to final payment.

The consultant shall be solely responsible for all claims of whatever nature arising out of rendering of services by the consultant during the terms of the contract. The consultant shall indemnify and hold the City of Rapid City and other participants harmless against the same to the extent permitted by law.

The selected consultant shall comply with all applicable federal, state, and local laws and regulations in the performance of service.

A draft Agreement for Professional Services is attached as part of this RFP.