



TOWN OF MOORESVILLE

RFQ 018-10-0003

Request for Qualifications for Analysis for Paid
Parking Strategy for Downtown Mooresville

Proposals Due

November 30th, 2017 5:00 PM

**REQUEST FOR QUALIFICATIONS (RFQ)
ANALYSIS FOR A PAID PARKING STRATEGY FOR DOWNTOWN MOORESVILLE**

Purpose:

The Town of Mooresville is seeking a qualified firm to help assess with the implementation of a paid parking program and management system for the Downtown. The Town has recently completed a parking capacity study that identified parking capacity for the downtown. The Town hopes to leverage this study information to develop a paid parking plan to supplement planned future development projects currently under review by the Town Board.

In addition to analyzing the downtown area for parking operations, the Town seeks to assess how targeted areas immediately outside of the downtown area can be utilized and incorporated into a new management system.

Scope of Work

Task #1 - Parking Conditions and Data Evaluation

The consultant will review existing parking data, studies, and information (both qualitatively and quantitatively) and identify missing data required to fill any gaps. The Town will provide existing parking data and studies for use in the evaluation by the consultant. The consultant will compile existing parking data and studies, to summarize into a format that will facilitate decision-making. The final study area will be determined with staff input during this stage.

Deliverables: A summary of existing project area parking data, demand, utilization, operations and management.

Task #2 - Lead/Support Initial Public Outreach Meetings

The consultant will publicize and conduct public workshops, stakeholder interviews (merchants, property owners, residents, key Town officials), and meetings to obtain community input on parking and mobility perceived conditions within the study area. The number of meetings to be held will be negotiated during the interview process. The public meetings will include consultant guided presentation/discussions that identifies a relationship between current project area parking conditions and community objectives for paid parking. The presentations will also include public education and examples of potential parking strategies that could be utilized to improve project area parking conditions while satisfying community goals.

Deliverables: Conduct Public Meetings and Stakeholder Interviews. Provide summary of outreach program and input received.

Task #3 - Assess Parking Opportunities and Constraints, Policy Analysis, Options and Alternatives

Planning Considerations:

- Evaluate the pros, cons and, if appropriate, recommend introduction or modification of existing

parking management techniques including, but not limited to:

- o Parking standards review and revisions
 - o Parking enforcement implementation and possible outsourcing
 - o Parking meter implementation
 - o Parking Pricing Systems implementation
 - o Parking permit implementation
 - o Existing, previously utilized and/or potential remote public parking resources (churches, schools and/or other similar land uses with available underutilized parking resources) and possible reconfigurations
 - o Methods to increase and improve Town and management of current parking facilities
 - o Management of spillover and overflow issues
 - o Employee parking solutions
- Develop strategies to address existing conditions and future growth conditions. The assessment shall also include an analysis of the Town's use of peripheral public parking lots and any future potential for transit facilities. An evaluation of privately owned remote parking resources must also be included and will be provided by the Town.

Financial Considerations:

- Identify a comprehensive list of potential funding sources, revenue streams, and combinations that can be used for implementation of the parking management recommendations (both capital improvement costs and operational costs). Such funding sources must include but may not be limited to: parking meters; in-lieu parking fees; parking districts; impact fees; parking revenue bonds; general obligation bonds; grants; other taxes, permits, or fees; or other innovative financing methods.
- Provide recommendations for implementation of demand-based pricing measures to influence when and where park occurs, in order to reduce parking saturation.
- Evaluate the implementation of “new parking technological advantages” (mobile applications, smart parking controls and dynamic signage) with parking downtown management to determine the availability of such technology in the downtown and downtown peripheral. Additionally, evaluate using new enforcement technologies (such as plate recognition software).

Operational Considerations:

- Analyze current operations and develop strategies for improved parking processes that balance outstanding customer service with minimizing operating expense.
- Advise on strategies for effective outsourcing of parking operations and management.

Deliverables: A summary of project area opportunities and constraints and policy analysis for parking capital financing, operations financing, management, and enforcement

Task #4 - Develop Preliminary and Draft Parking Management Recommendations

The Consultant will provide preliminary draft parking management recommendations summarizing the work conducted, information obtained, management and implementation procedure recommendations. The preliminary draft should include visual tools and graphic exhibits (maps, pictures, charts, etc.), which identify all public parking resources within the project area and all private parking lots

located within the downtown and peripheral project area. The consultant is encouraged to explore innovative and creative methods and techniques to improve parking operations within the project area.

In developing the preliminary draft recommendations for a paid parking strategy, all due consideration should be given to maximizing public access, maximizing convenience for residents, and minimizing uncertainty for business property owners. The draft recommendations must include policies and considerations for all users and for different seasonal parking demands. Where possible, the recommendations should provide cost estimates for individual actions and prioritize recommended actions in terms of cost vs. benefit. The preliminary draft must be submitted to Town staff for review and response. Based on review and response by Town staff, the Consultant will provide draft parking management recommendations that will be made available to the public.

Deliverables: Draft parking management recommendations

Task #5 - Solicit Public Input on draft parking management recommendations

The Consultant will publicize and conduct public workshops to obtain community input on the recommendations. Additionally, the Consultant must attend public meetings to solicit additional input from appointed and elected officials.

Deliverables: Conduct public workshops and attend public meetings to present findings and summary of strategies.

Task #6 - Final parking management recommendations

Based on input received during the public workshops, public hearings and by staff, the Consultant will revise the draft parking management recommendations and develop the final paid parking management recommendations.

Deliverables: Final paid parking management recommendation for the downtown and selected areas.

General Instructions and Information

Funding

This parking study has been approved in the current fiscal year budget. The total dedicated budget is \$30,000.

RFQ Schedule

Issued: October 18th, 2017

Proposals Due: November 30th, 2017 by 5:00 PM

Request for Clarification & Additional Information

Any request for clarification or additional information of a technical nature regarding this RFQ shall be submitted in writing. Written questions are to be: (1) mailed to the Community and Economic Development Manager at the address shown below or (2) e-mailed to

eblackmon@ci.mooreville.nc.us , or (3) faxed to (704) 662-7039, attention Community and Economic Development Manager.

The Town shall not be obligated to answer any questions submitted in a manner other than as instructed above.

Oral Communications

Any oral communications by the Town's contact person or any employee of the Town concerning this RFQ is not binding and shall in no way modify the RFQ or the obligations of the Town or proposer.

Pre-Contractual Expenses

The Town shall not be liable for pre-contractual expenses incurred by the Proposer in the preparation of its proposal and such expenses shall not be included in their submitted packages. Pre-contractual expenses are defined as expenses incurred by the Proposer to: (1) prepare and submit its offer to the Town; (2) negotiate with the Town on any matters related to this RFQ; and (3) any other expenses incurred by the Proposer prior to the date of award, if any.

Issuance of this RFQ and receipt of proposals does not commit the Town to award a contract. The Town reserves the right to postpone the award for its own convenience, to accept or reject any or all proposals received in response to this RFQ, to negotiate with more than one Proposer simultaneously, or to cancel all or part of this RFQ.

Town Contact Person for Questions on RFQ

Terrell Blackmon
Community and Economic Development Manager
Town of Mooreville
413 North Main Street; P.O. Box 878
Mooreville, NC 28115
Email: eblackmon@ci.mooreville.nc.us
Office: 704-799-4291

Submittal Format and Content

The Statement of Qualifications should be presented in the following general format:

- 1) *Transmittal Letter:* Designated contact person with address and telephone number.
- 2) *Project Manager:* Identify project manager and describe their experience related to this project. Provide client references for project similar in scope. Discuss the experience of this project manager with other members of the project team.
- 3) *Project Team and Sub-Consultants:* Identify other team members and sub consultants and their relative experience. Discuss the role of key team members. Specify the percentage and type of work that will

be performed by each team member and any sub-consultants. This information will become part of the contract with the selected firm.

- 4) *Firm Qualifications:* Discuss the firm's work on projects similar in size and complexity. Quality assurance should be addressed. Indicate firm's history of meeting established schedules. In addition:
- Lead consultant's office should be located within driving distance of the Town. Consultant's office must have appropriate support staff for a project of this size and complexity; please identify the office size and number of staff and percentage of time to be devoted to project.
 - Consultant should demonstrate experience on similar projects, preferably within the past five (5) years.
 - Consultant shall discuss their experience and strategy with public engagement and outreach to the community during this project.
 - A concise narrative that presents the services a firm would provide detailing the approach, methodology, deliverables, and client meetings.
 - A summary of any suggested innovative approaches the Town should consider for this effort.
 - A timeline for the preparation and implementation of the tasks/activities being proposed for the scope of work.

Evaluation of Statements of Qualifications

Responses submitted by consultant firms and/or teams will be evaluated based on the following criteria:

1. Experience of firm(s) with projects of a similar scope and scale;
2. Qualification and experience of the proposed team and location of team members;
3. Current workload and firm workload capacity;
4. Responsiveness to RFQ and quality of the submittal;
5. Proposed approach to project and schedule for completion;
6. Performance assessments and/or references on past work efforts;
7. Knowledge of the Town of Mooresville and surrounding region;
8. Any other experience or criteria deemed applicable to the projects.

Short-List, Interviews and Selection

The Town will review submittals and prepare a short list of candidates to interview. The short-listed firms will be notified by phone and/or email by December 15, 2017. Notification may not be sent to firms not short-listed. After selection by the Town, a final contract will be negotiated with the selected firm(s). It is anticipated that a final contract will be signed by no later than the end of January 2018.

Negotiating Offers

If a contract cannot be negotiated with the best qualified firm, negotiations with that firm shall be terminated and initiated with the next best qualified firm.

Submission Requirements

Firm(s) interested in being considered for this project should submit three (3) bound copies and one (1) electronic version via email or flash drive no later than 5:00 p.m. on November 30, 2017.

Delivery of Qualifications

Qualifications are due no later than 5:00 pm EST on November 30, 2017 and should be delivered to the attention of:

Terrell Blackmon

Community and Economic Development Manager

Town of Mooresville

413 North Main Street; P.O. Box 878

Mooresville, NC 28115

Email: eblackmon@ci.mooresville.nc.us

Office: 704-799-4291