



OFFICE OF ECONOMIC DEVELOPMENT

December 22, 2016

To All Interested Parties

Re: City of Greenville Request for Information & Qualifications for Parking n Greenville, NC.

The City of Greenville North Carolina, a diverse community of approximately 90,000 residents, cordially invites you to submit letters of interest, statements of qualifications, and a firm proposal to develop and provide all equipment, personnel, facilities, and incidentals necessary to provide services for the referenced program. The selected firm will work closely with city staff regarding implementation and management of the program.

Time is of the essence in the performance of this contract. Interested firms shall provide with their submittal a proposed timeline to fully implement the work. It is expected that this request will result in the development of a list of firms that will be interviewed. Based on the interviews and submittals, a firm will be selected for final negotiations of a contract. Work should start immediately thereafter and proceed without interruption until completed, accepted, and implemented. The final contract amount and form shall be mutually agreed based on the final scope of work.

Interested firms may submit their standard qualification package provided the below listed information is included and clearly identifiable. Submitters are hereby notified that material provided need not contain extravagant or expensive photos, charts, graphs, binders, or the like. Particular attention should be made to providing information that directly relates to the experience a firm has in providing similar required services to other cities and agencies in North Carolina or other states with similar situations. The submittal should include at least the following information:

- A cover letter stating your interest in the project.
- A listing of prior experience in providing like services as a company. Include a list of prior projects similar in size and scope and persons to contact for references. Lists should cover at least the past five (5) years of operations.
- The education and experience of the principals and staff of the firm that will likely manage this program. Include an organizational chart of the company.
- The personnel that would likely be assigned to this project and any unique qualification of such personnel.
- A detailed description of hardware and software to be used in the program.

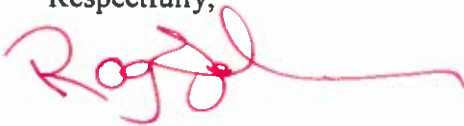
OFFICE OF ECONOMIC DEVELOPMENT

- Demonstrated legal capacity and/or knowledge of North Carolina Statutes relative to providing this service. Include copy of suggested standard contract document.
- The approach that will be taken to conduct the work along with a timeline schedule to complete all work. Major work elements shall be shown. Task conducted by the City of Greenville or non-consultant participants shall be clearly identified by tasks and effort to accomplish.
- A proposal providing the suggested division, between the City and the selected vendor, of the proceeds of the program. Include complete financial information for the life of the program.
- A listing of Consultants and/or subcontractors that will likely be used. Include qualifications and experiences of all listed. Highlight unique experience relative to this type scope of work.
- Minority status, if any, of the firm.
- Other factors the firm may feel important for the City to know.

Five (5) bound copies and one (1) copy on CD or jump drive of the submittal should be sent to the City of Greenville, Attention Roger Johnson, , PO Box 7207 Greenville, NC 27835 by 3pm. Packages should be plainly marked: PROPOSAL: Comprehensive Parking Plan. All submittals shall become the property of the City and the City reserves the right to request additional information it feels necessary to make a qualified judgment on a firm's ability to perform the work. The City also reserves the right to award this contract in part or whole, in the best interest of the City, and to reject any and all submissions.

Questions concerning this request shall be submitted in writing to my attention at the above mentioned address or by email at rdjohnson@greenvillenc.gov Contact with or questions to other City staff or City Council Members during this phase of the project are prohibited. Violations of this process may result in disqualification of the firm.

Respectfully,



Roger Johnson, Economic Development Manager
City of Greenville

cc: Kevin Mulligan, Public Works Director
Rik DiCesare, PE, City Traffic Engineer
Stacey Pigford, PE, Assistant Traffic Engineer

Request for Qualifications
for
Comprehensive Parking Study:
Uptown Core and Surrounding Areas

Economic Development
Project Number: ED 010-01-10-21-000-000-521570



Find yourself in good company

CITY OF GREENVILLE, NC
ECONOMIC DEVELOPMENT DEPARTMENT
PO BOX 7207
GREENVILLE, NC 27835
252-329-4510

1. Objective

The City of Greenville, NC (“City”) is requesting statements of qualifications for consulting services to prepare a Comprehensive Parking Plan for defined areas within the City of Greenville. The services are to provide an analysis of how much parking is currently needed, as well as how much parking will be needed to support all future uses over the next 10 to 20 years. Consulting services will also provide guidance and recommendations on what the City’s role is to be in providing and managing parking in identified parts of the city. Other related services are outlined further in this document.

The City’s objectives in this study are as much about best practices in policy and management of its parking resources as is the underlying need for additional parking facilities.

2. Background

Two previous parking studies have been completed for the City and are available for general background information:

- City Parking Report, 2004
(prepared by Carl Walker)
- City of Greenville Uptown District Public Parking Review, 2012
(prepared by City of Greenville, Economic Development Division)
- Parking Task Force Findings, 2016
- DFI Consultant Report, January 2017

The current City of Greenville Parking Regulation is also available, as applicable to this study.

The city has nine surface lots and one new parking deck within the Uptown District. The City is also maintaining various parking permitting programs for various uses.

3. Study Area

The following map delineates the intended study area, known as the Uptown District.

4. Scope of Work

The selected consultant will be expected to perform tasks such as:

- Public/private stakeholder participation
- Public and Council presentations
- Data collection and analysis as deemed necessary
- Final recommendations including related cost estimates
- Preparation of a Comprehensive Uptown District Parking Plan

Uptown Greenville

The River



The scope of probable work is further divided and defined below.

A. Public Participation

The consultant will develop a public participation strategy including a timeline of events to be scheduled. The strategy will describe details on how the consultant will reach out to the various stakeholder groups. The strategy shall include multiple outreach platforms, such as:

- Social Media
- Public Meetings
- Stakeholder meetings

B. Review, Consider and Recommend a Plan to Incorporate Parking Task Force Recommendations

A parking task force has been previously established for this project. The group has convened to review current parking related aspects, with a goal to establish future needs and direction for this study. As a result, the group has established modifications that need to be made to the current system, and/or desires for additional elements that need to be investigated within this study. The Consultant will review these and recommend an action plan to incorporate them into final recommendations for the study.

C. Data Collection

The consultant will prepare a data collection methodology, including a timeline for implementing each data collection task. Also, specific strategic information where necessary, for example, expected times during the day parking utilization counts will be conducted. City staff will review and approve the strategy.

D. Parking Space Inventory / Current Parking Supply

The consultant will assemble a comprehensive GIS-based inventory of existing parking spaces and lots, utilizing existing data and collecting new data using on-site counts, viewing satellite imagery, previous planning documents or City provided information as identified previously. The inventory should classify spaces by:

- Use (public/private/permitted)
- Time restrictions
- Any other significant attributes

E. Future Parking Demand

Using current parking supply-demand data and future land use scenarios, including build-out under current zoning, the consultant will prepare future parking demand scenarios for the study area. Parking occupancy data from land uses in similar contexts in other communities may be helpful in projecting demand. Future parking demand scenarios should also take into

consideration large-scale mixed-use development projects that incorporate retail, commercial, office and residential uses. City staff will provide information as to what types of mixed-use projects the City is considering at the time of this study, or anticipated to be developed within the forecast. The Consultant will assist the City in defining an appropriate horizon year for this task.

F. Parking Supply, Management and Enforcement Recommendations

Taking into consideration the parking demand scenarios, goals established during the process, public and stakeholder input, collected data, and professional judgment, the consultant will make recommendations on parking supply and management for the study area. Recommendations should address:

- Shared parking arrangements
- Need for, and potential locations of, additional lots or structures
- Pricing, and method of payment
- Employee parking
- Loading zone supply and locations
- Legal parking restrictions (for example, duration and use)
- Parking Regulations

G. Parking Turnover and Utilization

Parking turnover studies will be conducted where this information is expected to be useful. Parking utilization surveys document the maximum number of cars in each lot, while detailed turnover studies track individual space utilization (turnover), logging the time when motor vehicles park at and depart from each space. These surveys will determine utilization of loading zones throughout the day by delivery vehicles, as well.

The consultant will conduct parking utilization surveys of private and public lots. Counts will be conducted at multiple times on both weekdays and weekends (as applicable) and will show how many vehicles use parking spaces and for how long.

H. Parking Enforcement

The Consultant will review current parking regulations and current enforcement techniques to control those regulations. Best practices techniques and technologies may be adapted from other similar size Cities. Any recommended changes will be offered in the final report document to include best practices and technologies.

I. Parking Deck

A City-owned parking deck was recently constructed in the Uptown core and its operation was implemented to accommodate both public and permit parking. In consideration of the rest of the tasks being investigated as part of this study, a plan to move forward with future Deck operations will be offered considering such elements as:

- Use (private vs. public)
- Pricing structure
- Details of operation
- Method of enforcement
- Best practices and technologies

J. Parking Deck Gate Investigation

Related to the City parking deck, the consulting team shall investigate the merits of adding gates at the existing access points to 4th Street and Cotanche Street. Consideration shall be given to the following:

- Benefits of a gated operation to automatically control access
- Investigation of typical systems and related installation requirements (including loss of existing spaces)
- Pricing structure to add gated control at both access points
- Emergency vehicle access

The consultant shall provide a recommendation for the best design for the existing deck, considering comparison of product operation and cost.

K. Value Pricing Investigation

Consultant will review various technologies designed to make parking easier for all users within the study area. The goal is to provide drivers with tools to find available spaces to suit their needs. Technologies may include:

- Pay by space / credit card meters
- Mobile and web apps to assist customers to determine best options for parking
- Demand responsive pricing

L. Walkability & Bike Parking Recommendations

The consulting team should conduct a walkability assessment in the study area and make recommendations for improving the safety, comfort, aesthetic quality, and accessibility for persons with disabilities, of pedestrian facilities in the vicinity of parking lots and/or street parking that are on a common walking route to destinations. The consultant will prepare recommendations on where bike parking may be needed in the study area. This overall task is not expected to be a detailed analysis, but should provide recommendations for both short-term and long-term (including covered) parking and/or other recommendations that reduce parking demand.

M. Draft Uptown Parking Plan and Public Presentation

An initial final draft of the parking plan will be presented at a regularly scheduled City Council meeting where the general public, residents and downtown stakeholders can view plan goals and recommendations.

In developing proposed work plans for the above, consultants are encouraged to refine and/or supplement their approach/tasks/deliverables based upon their professional expertise/knowledge, in consideration of the overall objectives of the study noted above.

5. Request for Clarification & Additional Information

Any request for clarification or additional information of a technical nature regarding this RFQ should be submitted in writing and directed to:

Email: rdjohnson@greenvillenc.gov

Mail: City of Greenville Comprehensive Parking Plan Statement of Qualifications
Attention: Roger Johnson, Economic Development Manager
City of Greenville
P.O. Box 7207, Greenville, NC 27835

6. Submission Requirements

Respondents should submit a package to include an Executive Summary not to exceed 3 pages of the key aspects of the project. Total package should not exceed 40 pages, inclusive of any graphic renderings or marketing materials. Submittals to include 7 bound copies and 1 copy on CD or jump drive by mail or courier. All hard copy submittals should be directed to the below contact no later than 3pm, Friday February 3, 2017:

City of Greenville Comprehensive Parking Plan Statement of Qualifications
Attention: Roger Johnson, Economic Development Manager
City of Greenville
P.O. Box 7207, Greenville, NC 27835

7. Responsibility for Costs

The respondent shall be fully responsible for all costs incurred in the development and submission of this submittal. Submittal documents should be prepared simply and economically, providing a straightforward and concise description of the Respondent's capabilities to satisfy the requirements of the request. Emphasis should be placed on completeness and clarity of content. Selected Respondents will be asked to present in person the substance of their response. All costs of such presentations shall be borne solely by the Respondents.

8. Respondent Qualifications

Respondents shall be required to submit evidence that they have relevant project experience and have previously delivered services similar to those required. Respondent may additionally be required to show that they have satisfactorily performed similar work in the past and that no claims of any kind are pending against such work. No submittal will be accepted from any Respondent with outstanding claims pending for work of a similar nature, either completed or in progress.

No submittal will be accepted from, nor will a contract be awarded to, any Respondent who is in arrears to the City upon any debt or contract, or who is in default, as surety or otherwise, upon any obligations to the City, or is deemed to be irresponsible or unreliable by the City.

The City of Greenville encourages women and minority owned businesses and firms to provide qualifications.

9. Right to Reject Submittals

City Staff will make the final selection of the prospective Consultant/Firm. City Staff reserves the right to request and/or require additional information from Consultants/Firms expressing an interest to undertake this project. The City also reserves the right to reject any and all submittals. The City assumes no contractual obligation as a result of the issuance of this request, the preparation or submission of a qualification statement by a Respondent, the evaluation of statements, or final selection.

Interested Consultants/Firms are required to follow the guidelines and instructions contained in this RFQ. At its discretion, the City may make clarifications or amend this RFQ at any time. In the event it becomes necessary to revise or amend any part of this RFQ, all revisions, clarifications, and changes will be provided by addenda posted on the City's website (www.greenvillenc.gov)

10. Anticipated Schedule

Expected delivery of the Final Report will be 6 months after the official Notice to Proceed.

11. Submittal Format and Content

Interested firms are encouraged to keep their responses brief and relevant to the scope of services. All responses should include the following:

1. Cover letter with name, address, phone number, and e-mail address of the contact person; identify the capacity this person has to manage and execute a parking plan of this magnitude.
2. Identify the project manager and the personnel to be assigned to this engagement (including names, addresses, current phone numbers, and e-mail addresses). Please include resumes for all team members and a list of projects this team has completed or is currently working on.

Also, at least three (3) public or private references for projects of similar nature to this engagement.

3. Identify all sub-consultants (including names, addresses, current phone numbers, and e-mail addresses) and include a resume of related experience and how many projects the sub-consultant has completed, or is currently working on, with the consultant.
4. Background on the firm and its experience in preparing comprehensive and strategic parking plans/strategies, especially for cities and public agencies. Preference shall be given to firms that have a local presence and/or knowledge of the State of North Carolina, Pitt County and City of Greenville.
5. A narrative that presents the services a firm would provide detailing the approach, methodology, deliverables, and client meetings.
6. Description of overall knowledge of the City of Greenville and Pitt County.
7. A summary of any suggested approaches the City should consider in this effort.
8. Selected consultant will be required to complete the NC General Assembly Iran Divestment Act (S.L. 2015-118) Certification Form.

12. Selection Criteria

The consultant team is required to have expertise in all disciplines relevant to the Scope of Work summarized above. The use of sub-consultants is acceptable, but these sub-consultants must be identified in the submission made in response to this RFQ. Responses submitted by consultant firms and/or teams will be evaluated against the following criteria:

1. Completion of all required items, forms and documentation listed within this RFQ.
2. Demonstration of the consultant's/team's ability and experience in undertaking a downtown parking strategy/plan in a community comparable to the City of Greenville.
3. The quality of the consultant's work plan/approach.
4. Extent that techniques for proposed design/delivery of services are reasonable (e.g., demonstrated through past application on prior work listed in the response).
5. Demonstrated availability of team members listed to conduct the actual work efforts.
6. Performance assessments and/or references on past work efforts.

13. Awarding of Contract

The City will select firms qualified to provide these services on the basis of demonstrated competence and qualifications, and thereafter seek to negotiate a contract for services at a fair and reasonable fee with the best qualified firm. Consideration will be given to only those responses received from firms who are properly licensed and experienced in the class of work proposed and who can refer to similar projects of comparable magnitude and scope that are current. The City also reserves the rights to reject any and all offers and to waive informalities or technicalities as it may to be in its best interest.

14. 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.