

REQUEST FOR PROPOSALS

PARKING MANAGEMENT PLAN DOWNTOWN KALAMAZOO, MICHIGAN

OVERVIEW

Seek the services of an innovative firm(s) to create parking management strategies as outlined in the 2025 Master Plan to achieve an efficient system that serves as a compliment to Downtown services instead of a barrier. This work will include a management plan for City parking facilities.

Imagine Kalamazoo 2025 Downtown Plan

<https://bit.ly/2Hazl9k>

BACKGROUND:

Downtown Kalamazoo has seen considerable growth in recent years, with numerous new development projects completed, underway, and in planning stages. Like many Downtowns, it suffers from a perception that it has a parking problem. Downtown parking is available in a mix of on-street spaces, public & private surface lots, and public & private parking ramps. On-street parking is scattered through Downtown and when regulated, it is by meters or time limited signs. The mix and mis-location of regulated and free on-street parking adds to the perception that Downtown has a parking problem.

Additionally, the inventory of the public parking system is undergoing rapid changes, with one ramp sold in 2017, and two large surface lots with approximately 400 spaces combined likely being sold for redevelopment this year. Additionally, there are two new ramps under consideration to serve major employers in the downtown district. This rapid change has rendered the current Five-Year Plan, which is heavily focused on revenue outdated.

Downtown Kalamazoo Five-Year Parking Plan 2016-2020

<https://bit.ly/2uPszca>

Currently Downtown Kalamazoo Incorporated (DKI) (on behalf of the Downtown Development Authority) maintains 9 parking lots with 788 spaces, two parking ramps with 1,244 spaces and manages 1,203 spaces of on-street parking in the Downtown area with approximately 350 of them free 90 Minute spaces.

In late 2017, The City of Kalamazoo approved its new Master Plan, which includes a Downtown Plan. The Master Plan was the culmination of a 16 month engagement process shaped by 4,000 community voices. The need for a new approach to parking in Downtown is detailed in the document as a result of business owner concerns, resident complaints, and studies, including the Downtown Retail Analysis by Gibbs Planning in spring of 2017.

2017 Retail Market Analysis

<https://bit.ly/2q5Ddpw>

DESIRED OUTCOMES

The desired outcomes for this work are:

- An actionable plan for more efficient & coordinated management of on-street, off-street, and ramp parking, including a consideration of location, fees, expansion, opportunities for co-location and shared facilities, management of peak demand, and recommended parking ratios per block to support Downtown retail
- Determination of future parking system management structure and clear action steps to secure management
- Improved signage and navigation in Downtown as it relates to the parking system
- Parking enforcement strategy, including communication tools for discussing parking with those that live/work/play in Downtown
- A parking system that supports livability and economic development in Kalamazoo's growing downtown

PROJECT SCOPE

Existing Conditions Assessment. Consultant will complete a review and analysis of the current parking system, including but not limited to type, financial conditions and operating performance, location, rates, hours of operation, users served by facility, tools and technology used to manage system, supply and demand by location, condition, reserved spaces for all public and private on and off-street facilities, coordination of facilities with transit and bicycle facilities.

Most recent conditions assessment

<https://bit.ly/2GwUOSo>

Outreach. Building upon the outreach activities in 2017 for the Master Plan and using the City's Public Participation Plan, consultant shall propose the necessary outreach activities that bring key stakeholders to the table in order to create a parking management strategy to benefit those who live, work, and play in Downtown and an updated system management plan.

Public Participation Plan

<https://bit.ly/2EjQksq>

Future Parking System Management. Determine how the parking system should be managed in the future, including management method, technology and tools, and ramp structure improvements.

Subtask: RFP for new management - If the optimal tool is a continuation of the current system of outside management, consultant will prepare a new a Request for Proposal in order to solicit operations proposals. Consultant will assist in the evaluation of the responses in order to have a new management system in place in 2019.

Parking Management Strategy. Consultant will develop an actionable strategy to make parking in Downtown more efficient and coordinated, and in alignment with the community vision of the 2025 Master Plan. This will include, but is not limited to, proposed rate structure; locations for new on and off street facilities and meters; technology; enforcement strategies; management of supply/demand to best handle peak requirements and needs of Downtown retailers/restaurants; coordination with transit and bicycle facilities; wayfinding and navigation –with physical signs, online services, and advertising; and transportation demand management (TDM) tools for Downtown employers.

Report. Consultant shall prepare a draft report for review prior to finalizing the report and its recommendations

Presentation of Results to Key Stakeholder Groups. As identified during outreach, the consultant shall assist in the presentation of results and recommendations to key stakeholder groups.

PROJECT BUDGET

Budget for this project is \$50,000.

PROJECT START DATE May 28, 2018

RIGHT OF REJECTION:

Downtown Kalamazoo, Inc. reserves the right to reject any and all proposals, to award the contract to other than the low proposer, to award separate parts of the services required, to negotiate the terms and conditions of all and/or any part of the proposals, to waive irregularities and/or formalities, and, in general, to make the award in the manner as determined to be in their best interest and its sole discretion.

QUESTIONS:

Any questions regarding this information shall be directed toward Andrew Haan, Downtown Kalamazoo Incorporated, President, telephone (269) 344-0795 or ahaan@dki.org

Pre-bid conference call

Prospective bidders are invited to participate in an informational conference call at 9am on April 20, 2018. A brief overview of the conditions, scope, and goals will be discussed, with an opportunity for questions. Please email Andrew Haan at ahaan@dki.org for the call-in number if you intend to participate.

RFP DUE DATE:

Five (5) sealed proposals, and one electronic copy are due at Downtown Kalamazoo Inc., at the below address, on or before May 11, 2018 at 5:00pm.

DRAFT PLAN DUE DATE:

The plan is to be complete in draft format by August 31, 2018

SUBMITTAL INSTRUCTIONS

Downtown Kalamazoo Inc. staff will review all submittal packages submitted for this project. To be considered as a qualified respondent, five copies of the proposal package and one electronic copy must be submitted in a sealed envelope and clearly marked **RFP: Downtown Kalamazoo Parking Study**, and received by Downtown Kalamazoo, Inc. at the Office address listed below by 5:00pm on May 11, 2018. Proposal packages must be mailed or delivered to the following address:

Downtown Kalamazoo, Inc.
141 East Michigan Ave., Suite 501
Kalamazoo, MI 49007

Any packages received after this date and time will be deemed unresponsive. DKI reserves the right to accept or reject any and all proposals, to re-solicit proposals, to waive any irregularities, to negotiate pricing and to select the proposal deemed to be in the best interests of the city. Issuance of this RFP does not obligate DKI to award a contract nor is DKI liable for any costs incurred by the proponent in the preparation and submittal of the proposal. All proposals must include the following information in the order stated below:

Proposal Submission Requirements

1. **Letter of Transmittal** (1 page) – A letter of transmittal that includes a single contact (Project Manager), mailing address, telephone number, and email address.
2. **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.
3. **Understanding of the Project:** (2 pages maximum) or less your understanding of the project including a brief overview of your plan to accomplish the services being requested by Downtown Kalamazoo, Inc.
4. **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.
5. **Project Management and Communication** (1 page) – Methods the Consultant proposes to use to manage the project and communicate with Downtown Kalamazoo Inc. and the public as to project progress, reviews, and conduct of public meetings.
6. **Personnel Qualifications and Experience** (7 pages maximum) – Resumes of the individuals who will be assigned to the project.
7. **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
8. **Representative Work Sample** – A representative work sample similar to the work being requested. The sample may be provided digitally (e.g., a PDF). Directing DKI to an online document or file-sharing site is also acceptable. Only one (1) representative work sample is required per submittal.
9. **Cost:** List standard billing rates along with an estimate of the time involved in completing the study and other documents as requested. Provide fee structure for changes in scope. Please note a desired start date of May, 28 2018.
10. **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.

FEE NEGOTIATIONS

At the time of awarding the contract to the successful firm, Downtown Kalamazoo, Inc. will negotiate a not-to-exceed fee for required services. If Downtown Kalamazoo, Inc. and the successful firm cannot agree on a firm

cost, DKI will solicit a fee from the next highest-scored firm. DKI requests to be billed on a monthly basis for any services provided.

Proposal Review Criteria and Award

A Selection Committee consisting of representatives from Downtown Kalamazoo, Inc. will evaluate the proposals based on the following criteria:

Review Criteria	Points
Understanding of the Project Goals (Scope-of-Work)	25
Past Performance on Similar Projects	25
Qualifications / Experience of Proposed Staff	25
Ability to Meet Schedules & Budgets	15
Overall quality of the RFP submittal	10
TOTAL	100

Downtown Kalamazoo, Inc. 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. Downtown Kalamazoo, Inc. 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 21, 2018. Downtown Kalamazoo, Inc. anticipates making the award no later than May 28, 2018.

This solicitation of proposals in no way obligates Downtown Kalamazoo, Inc. to award a contract.