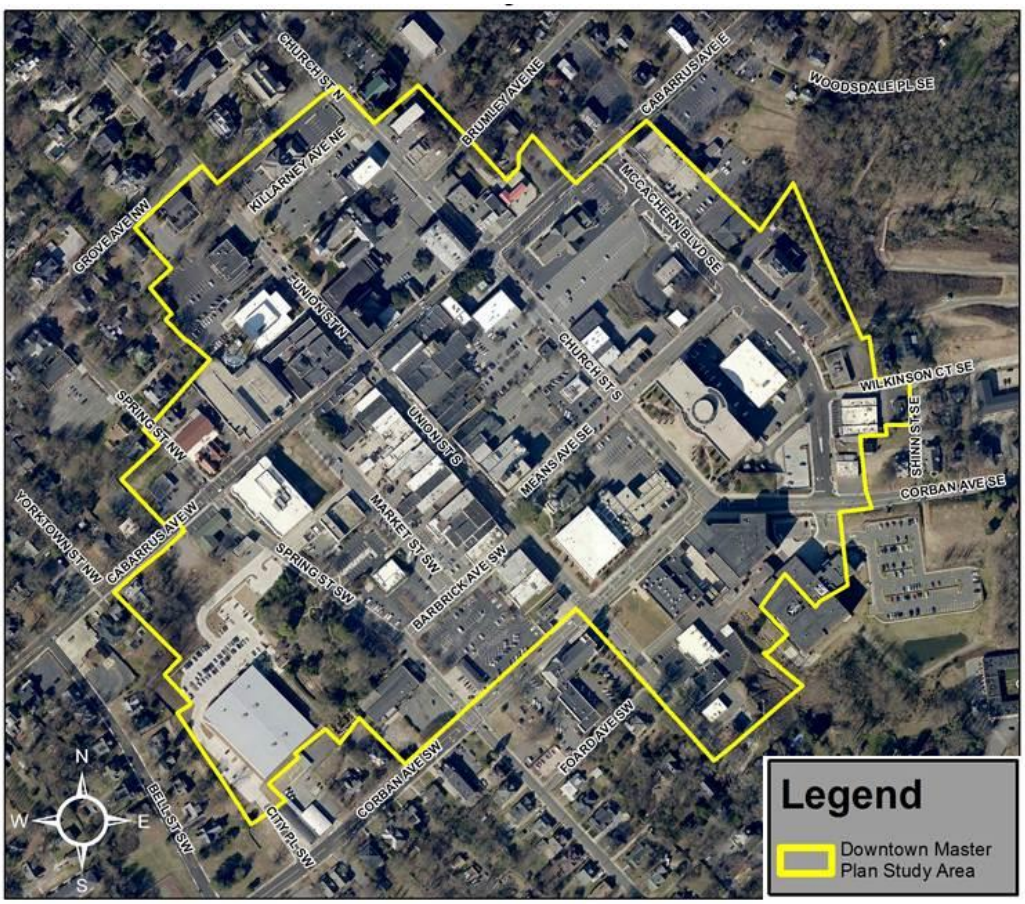
REQUEST
FOR
PROPOSAL

PARKING MANAGEMENT STUDY



CITY OF CONCORD
PLANNING & NEIGHBORHOOOD DEVELOPMENT DEPARTMENT
66 UNION STREET SOUTH
CONCORD, NORTH CAROLINA 28025

REQUEST FOR PROPOSAL
(Bid #2250)

The City of Concord will receive Proposals for a comprehensive Parking Management Study for the Downtown Municipal Service District.

Submission Requirement: Copies of the RFP will be available at the office of the Planning & Neighborhood Development Department – 66 Union Street South, Concord, NC 28025 and online at: www.concordnc.gov/Departments/Finance/Purchasing/RFPs-and-Bids

Please submit one hard-copy and one electronic copy for a total of two (2) copies. Electronic copies should be submitted at: www.hightail.com/u/Concord

Due Date: Friday December 5, 2014 at 3 p.m. EST online or at the Planning & Neighborhood Development Department office, 66 Union Street South, Concord, NC 28025.

Contact Information:

Scott Adams, Senior Planner
704-920-5124
adamss@concordnc.gov

Steve Osborne, Deputy Director
704-920-5132
osbornes@concordnc.gov

REQUEST FOR PROPOSAL

PARKING MANAGEMENT STUDY
CITY OF CONCORD

I. PURPOSE AND INTENT

The City of Concord is soliciting this Request For Proposals (RFP) for a comprehensive Parking Management Study for the Municipal Service District (MSD). It is the intent of the City to hire a qualified parking consultant firm to complete a study that will guide public and private parking decisions in Downtown for the next five years.

II. INTRODUCTION

Founded in 1796 and incorporated in 1806, the City of Concord is located approximately 20 miles from downtown Charlotte and has convenient access to the region's cultural, recreational, educational, and business opportunities. Concord is one of the fastest growing cities in the region with a population of 84,000 and encompasses approximately 60 square miles of land area. Concord serves as the County seat of Cabarrus County and has a City Council/Manager form of government.

Concord is home to the Lowe's Motor Speedway, Concord Mills Shopping Mall, Sysco Foods, Oiles America Corporation and, top NASCAR race teams.

In 2013, Downtown Concord had $3.1 million in private investment. Currently, a new City Hall is under construction ($20 million) and two privately-owned buildings are being renovated ($3.5 million). Another project under construction is Rotary Square ($397,000). This project is a public-private partnership between the City of Concord, Cabarrus County, the Piedmont Farmer's Market, and Concord Rotary Club, creating a public square and farmer's market/event space.

III. PLANNING BACKGROUND

The City completed a Downtown Master Plan in 2007. This plan involved four components: Visioning, Economic Analysis, Physical Improvements and Parking Management. The plan covered a five-year period due to anticipated private and public investment, which exceeded expectations as outlined in the previous section.

The 2014-2015 update to the Downtown Master Plan will focus on three areas: Parking Management, Market Analysis, and Urban Design for public/private investment

opportunities. Staff from the Concord Downtown Development Corporation (CDDC) are in the process of updating leasable and potential leasable square footages in Downtown as well as identifying the use of the space (office, retail, residential etc.). CDDC is also updating employment data for each space. This information will be available to the selected consultant to be used as part of the overall evaluation.

Additionally, City staff has inventoried and mapped all public and private parking spaces in Downtown. (**Exhibit A**, attached) The map identifies the ownership as public versus private and indicates any time limits associated with the spaces.

IV. STUDY AREA

A map that depicts the Study Area is attached and labeled (**Exhibit B**). This study area represents the Municipal Service District (MSD), downtown Concord's business improvement district.

V. SCOPE OF WORK

It is the desire of the City to have the Parking Management Study completed within four (4) months from the contract award. The Study needs to address and include the following elements in the analysis:

1. Evaluate the adequacy of parking supply within the defined study area.
2. Quantify surplus and deficient parking conditions and identify current solutions based on the findings. (include a survey every hour, 8 a.m. – 6 p.m. weekdays; hourly survey 5 – 9 p.m. on Saturday and Sunday).
3. Conduct analysis of future parking conditions taking into account likely development projects, losses of existing supply and potential changes in land use in the next 5 years.
4. Evaluate potential sites (surface and structure) that could satisfy any projected parking deficit.
5. Provide educational information to the public about public parking, including the cost of providing and maintaining parking.
6. Analyze opportunities for shared parking and explore the idea of a valet service for special events or on a limited basis.
7. Identify employee parking options that might free parking for visitors and shoppers.
8. Analyze shared parking options including public/private partnerships.
9. Evaluate timed limits of public parking, with review of Paid Parking Options (i.e. meter technologies, passes, etc.), notably on Union St. (downtown's main street).
10. Recommend any financing and/or assessment alternatives for future parking.

11. Note any violations of the Americans with Disabilities Act (ADA), as it relates to current public parking.
12. Review existing parking signage in Downtown to ensure that its placement, legibility, and message conveyance create effective wayfinding.
13. Identify potential bus stops based on future parking projections.
14. Review one-way vs. two-way street options on Union St. and Market St. for
    a) Impact on business activity
    b) Impact on traffic circulation/congestion
15. Review bicycle parking options (on-street and off-street).

This list is not intended to be a comprehensive itemization of study components or areas to be studied. The City is relying on the consultant's professional expertise in analyzing these factors and any others that are germane to evaluating parking in a community that anticipates significant development and an increase in pedestrian and vehicular traffic. In order to conduct a more meaningful analysis, other relevant factors may be added, combined or modified in consultation with City staff.

VI. MEETINGS AND PUBLIC PARTICIPATION

It is anticipated that three (3) meetings will be necessary for coordination between the consultant and City staff/Parking Steering Committee. There will be a kick-off meeting and a meeting to review the administrative draft of the Study. Additionally, one of the primary purposes of this analysis is to use the Parking Management Study as a tool to educate the community about the issues related to parking and develop a consensus on the parking situation and its opportunities and constraints. Two (2) community workshops are to be included with the proposal, as well as two (2) public meetings.

A summary of the required meetings to be included in the cost estimate with the proposal is as follows:

3 Coordination Meetings with City staff/Parking Steering Committee
2 Community Workshops
<u>2 Public Hearings/Meetings</u>
7 Total Meetings

VII. EVALUATION CRITERIA/SELECTION PROCESS

A Selection Committee of City staff and/or other designated participants will review the proposals. The Selection Committee will invite the top firms for an interview **January 5 - 9, 2015**. The Selection Committee will look for the firm that submits the most responsive and responsible proposal, to include competitive pricing, and will also assess the firm based on their track record in growing communities with similar characteristics.

Providing examples in the proposal submittal of similar work is strongly recommended. The rating system below will be used in evaluating proposals. Consultants interested in the project are invited to submit two (2) copies of a proposal that addresses the criteria listed previously and includes the following:

45% Experience/Technical Competence – This includes the personnel directly involved with the preparation of the study, experience with communities that have similar characteristics and parking needs, past performance, and references.

20% Schedule – The consultant's ability to start within 30 days from the date of selection and provide a complete draft and final product within 120 days from commencement.

15% Responsiveness – The adequacy with which the consultant responds to the needs of the City as set forth in the items to be addressed in the RFP.

10% - Innovativeness – The use of unique analytical tools, community decision making processes, and / or cutting-edge approaches to creative problem solving.

10% Price – A final cost of the work with an emphasis to include an all-encompassing proposal that does not require subsequent studies or change orders.

CONSULTANT SELECTION AND WORK SCHEDULE

Tentative dates

Activity	Date
Distribute RFP to Consultants	November 5, 2014
Deadline for consultant questions to City	November 14, 2014
Proposal due to City	December 5, 2014
Review of Proposal by City	December 8 – 12, 2014
Interview of Finalists	January 5 – 9, 2015
Selection of Consultant	January 16, 2015
Scope of Work/Contract Negotiations	January 19 – 23, 2015
Consultant Performs Study	February 16 – June 19, 2015

VIII. DECLARATIONS

This RFP is being issued by the City of Concord to solicit proposals from qualified parking consulting firms for a Parking Management Study. This RFP contains the required information needed by qualified parking consulting firms for submission of proposals. The RFP will be issued and administered in accordance with the Purchasing Rules and Regulations of the City of Concord. The selected consultant will be required to furnish the City of Concord evidence of insurance coverage. (**Exhibit C**, attached)

A. RFP ADMINISTRATORS

City staff responsible for administering the RFP are:

Scott Adams, Senior Planner
704-920-5124
adamss@concordnc.gov

Steve Osborne, Deputy Director
704-920-5132
osbornes@concordnc.gov

All submissions must be received by **3 p.m. Eastern Standard Time (EST), December 5, 2014**. The physical address is 66 Union Street, South, Concord, NC, 28025 and the mailing address is P.O. Box, 308, Concord, NC 28026:

Optionally, questions and inquiries may be sent by email to Scott Adams, adamss@ci.concord.nc.us. Answers to any questions presented will be distributed to all persons and firms who have received the RFP. **Please submit any questions no later than November 14, 2014**.

Contact with anyone within the City organization other than those listed above may result in the company being eliminated from consideration.

B. RIGHTS AND PRIVILEGES

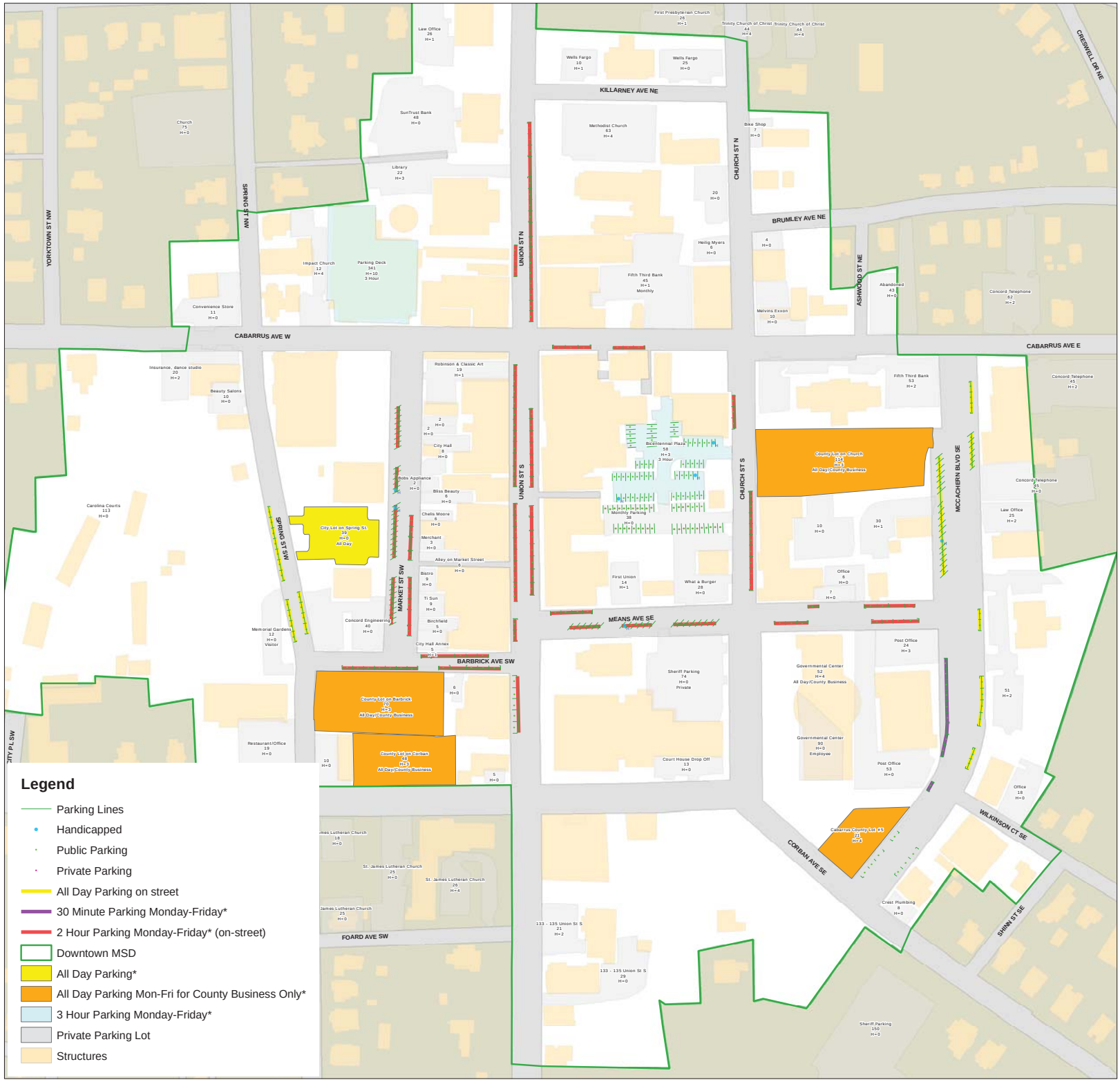
The City of Concord reserves the right to request additional information from all qualified parking consultant firms, to waive any informality in the proposals and to reject all proposals, in the best interest of the City of Concord.

The City will not be responsible for any cost incurred in the preparation of this RFP or for additional information that the City may request from all qualified parking consulting/organization firms.

All submissions become the property of the City of Concord and will not be returned.

All qualified parking consulting/organization firms will submit their proposals to the City of Concord by **December 5, 2014, 3 p.m. Eastern Standard Time (EST).**

Exhibit A – Downtown Parking Inventory



Downtown Parking
Map
with Counts
and
Time Restrictions

On-street: 225 spaces
Bicentennial Parking lot:
Public = 61
Private = 35

City Parking Deck:
Level 1 = 49
Level 1 ramp = 40
Level 2 = 59
Level 2 ramp = 40
Level 3 = 54
Level 3 ramp = 44
Level 4 = 55

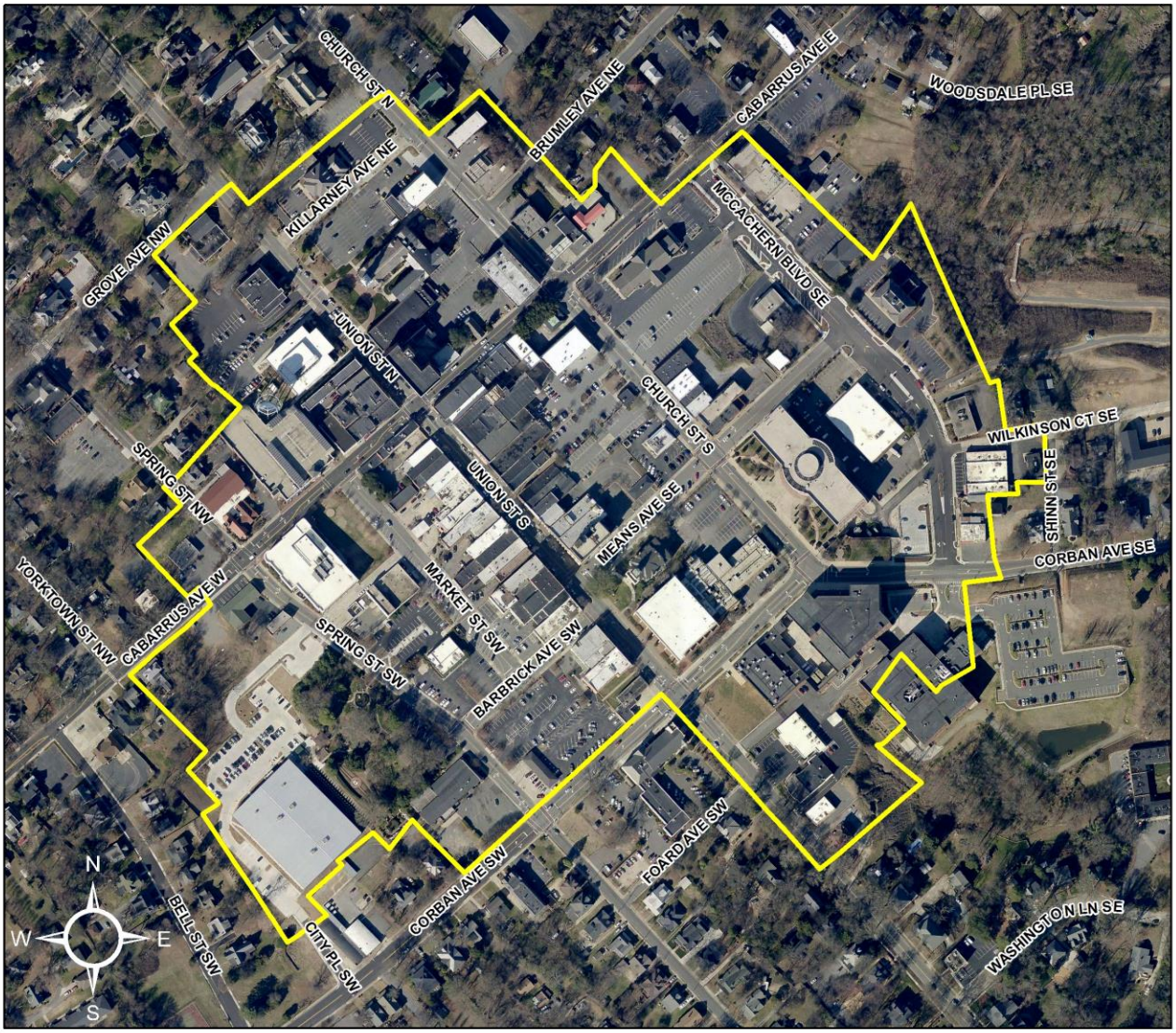
Coordinate System - NC State Plane NAD83

0 125 250
Feet

City of Concord, NC
Planning Department
Geographic Information Systems
Sept 2012
GIS-415

Exhibit B – Study Area

City of Concord
Downtown Master Plan Study Area



Legend

Downtown Master Plan Study Area

1 inch = 350 feet

0 350 700

Feet

Coordinate System - NC State Plane NAD83

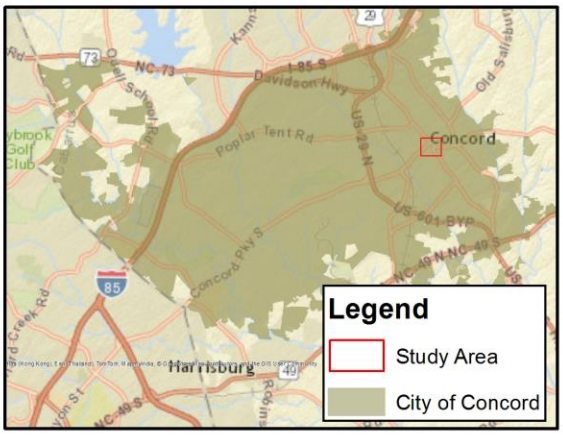


Exhibit C – Insurance Requirements

City of Concord

Contract Instructions:

Certificates of insurance must be submitted on an Acord Form (revised 2010/05), and the City (not a specific individual or department) must be named as additional insured on all lines of coverage *(General Liability, Auto, Umbrella, etc.),* except Professional Liability and *Workers' Compensation.*

Aviation Contracts - The City will accept a certificate of insurance on an Acord 25 Form (revised 2010-05), or from a carrier specific certificate of insurance issued for aviation coverage.

ADDL INSR Column:

On the certificate of insurance, the ADDL INSR column should be marked with an "X" to indicate the City is additional insured for specific lines of coverage.

Description of Operations Section:

The following wording must be entered into this section:

The City of Concord is named as an additional insured as required by written contract.

The following address should be used for certificates:

City of Concord
Attn: Risk Management
Post Office Box 308
Concord, NC 28026-0308

Contract Insurance Requirements

Standard Contract – Up to $2,000

Coverage	Minimum Limits
Workers' Compensation	$100,000 each accident $100,000 bodily injury by disease each employee $500,000 bodily injury by disease policy limit
General Liability	$1,000,000 per occurrence regardless of the contract size.
Automobile Liability	$1,000,000 per occurrence regardless of the contract size.

Professional Services Contract - $2,000 to $300,000

Coverage	Minimum Limits
Workers' Compensation	$100,000 each accident $100,000 bodily injury by disease each employee $500,000 bodily injury by disease policy limit
General Liability	$1,000,000 per occurrence regardless of the contract size.
Automobile Liability	$1,000,000 per occurrence regardless of the contract size.
Umbrella	$1,000,000 per occurrence if contract does not exceed 180 days and does not exceed $500,000; otherwise, $2,000,000 per occurrence

Professional Liability insurance policy limit requirements shall be based on the total amount of compensation to be paid to Contractor under this Agreement and as set forth in Exhibit "A," and on a determination by City of whether the services provided under this Agreement are for hazardous or non-hazardous activities. The required limits are:

For Non-Hazardous Activities:	$1,000,000 per claim / $1,000,000 annual aggregate.
For Hazardous Activities:	**For contracts less than $100,000:** $2,000,000 per claim / $2,000,000 annual aggregate **For contracts over $100,000:** $5,000,000 per claim / $5,000,000 annual aggregate

Note: Occasionally, contractors will state that their professional liability coverage is included under their umbrella coverage. Typically, umbrella coverage doesn't sit over professional liability coverage. If this is truly the case, the contractor is required to submit their schedule of underlying policies listed on their umbrella policy. In addition, the professional liability coverage limits should be listed separately on the Certificate of Insurance.

Construction and Service Contracts - $2,000 to $300,000

Coverage	Minimum Limits
Workers' Compensation	$100,000 each accident $100,000 bodily injury by disease each employee $500,000 bodily injury by disease policy limit
General Liability	$1,000,000 per occurrence regardless of the contract size.
Automobile Liability	$1,000,000 per occurrence regardless of the contract size.

Umbrella	$1,000,000 per occurrence if contract does not exceed 180 days and does not exceed $500,000; otherwise, $2,000,000 per occurrence

NC Workers' Compensation insurance mandatory statutory limits must be met for employers with three or more employees.

Revised 10/2013

EXAMPLE

ACORD®

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 05/31/2013

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME: Robyn Whaley	
Ironwood Insurance Services	PHONE (A/C, No, Ext): (404)503-9100	FAX (A/C, No): (404)503-9101
3715 Northside Parkway NW	E-MAIL ADDRESS: rwhaley@ironwoodins.com	
STE 1-500	INSURER(S) AFFORDING COVERAGE	NAIC #
Atlanta GA 30327-2868	INSURER A : Atlantic Specialty Insurance Company	27154
INSURED	INSURER B : Lloyd's of London	
Company Name & Address	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS		
A	GENERAL LIABILITY [X] COMMERCIAL GENERAL LIABILITY [ ] CLAIMS-MADE [X] OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: [ ] POLICY [X] PRO-JECT [X] LOC	X		7110118100003	04/05/2013	04/05/2014	EACH OCCURRENCE	$	1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$	500,000
							MED EXP (Any one person)	$	10,000
							PERSONAL & ADV INJURY	$	1,000,000
							GENERAL AGGREGATE	$	2,000,000
							PRODUCTS - COMP/OP AGG	$	2,000,000
								$	
A	AUTOMOBILE LIABILITY [ ] ANY AUTO [ ] ALL OWNED AUTOS [ ] SCHEDULED AUTOS [X] HIRED AUTOS [X] NON-OWNED AUTOS	X		7110118100003	04/05/2013	04/05/2014	COMBINED SINGLE LIMIT (Ea accident)	$	1,000,000
							BODILY INJURY (Per person)	$	
							BODILY INJURY (Per accident)	$	
							PROPERTY DAMAGE (Per accident)	$	
								$	
A	[X] UMBRELLA LIAB [X] OCCUR EXCESS LIAB [ ] CLAIMS-MADE [ ] DED [ ] RETENTION $	X		7110118100003	04/05/2013	04/05/2014	EACH OCCURRENCE	$	10,000,000
							AGGREGATE	$	10,000,000
								$	
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? Y / N [ ] (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N / A		4060332370003	04/05/2013	04/05/2014	[X] WC STATU-TORY LIMITS [ ] OTH-ER		
							E.L. EACH ACCIDENT	$	100,000
							E.L. DISEASE - EA EMPLOYEE	$	100,000
							E.L. DISEASE - POLICY LIMIT	$	500,000
B	Professional Liability	N/A		UCS266313513	04/05/2013	04/05/2014	Per Claim		2,000,000
							Annual Aggregate		2,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

The City of Concord is named as additional insured as required by written contract.

CERTIFICATE HOLDER

City of Concord
Attn: Risk Management
Post Office Box 308
Concord, NC 28026-0308

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
Francie Mooney/Robyn

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