



RFP P21-1718

April 9, 2018

**THE CITY OF CHULA VISTA
REQUEST FOR PROPOSAL
RFP P21-1718**

Notice is hereby given that proposals will be received until 12:00 P.M. on Friday, May 4, 2018, Pacific Standard Time (PST), furnishing the City of Chula Vista with:

Downtown Parking Management Study

Prospective respondents are hereby referred to the proposal instructions, general provisions, and terms and conditions contained in this request for proposal. All proposals must be submitted through PlanetBids by the due date and time. Late proposals will not be considered.

Questions related to the proposal must be submitted to Victor De La Cruz vdelacruz@chulavistaca.gov. Questions must be received by 3:00 pm Friday April 20, 2018. Answers will be uploaded as an addendum in PlanetBids no later than 5:00 pm Thursday April 26, 2018.

The City reserves the right to reject any or all proposals received, any portion of any proposal, and to waive any irregularities or informalities in proposals or the RFP process. Any addenda that are issued through this RFP must be signed and returned with your submittal.

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Senior Procurement Specialist
Telephone number: 619-409-5959
Fax number: 619-691-5149



Schedule

Activity	Date
RFP Posted to PlanetBids	April 9, 2018
Question Submittal through PlanetBids	April 20, 2018 no later than 3:00 pm
Response to Questions Released	April 26, 2018 no later than 5:00 pm
Parking Management Study RFP Response and Proposal Due	May 4, 2018 no later than 12:00 pm
Parking Management Study Presentations/Interviews	May 2018
Selection of Contractor	May 2018
Council Adoption	June 2018
Contract Inception	June 2018

Objective

The City of Chula Vista is seeking proposals from qualified organizations to conduct a downtown parking management study. The City is requesting the following proposal:

Downtown Parking Management Study

The successful bidder will analyze parking needs and parking availability and develop recommendations to improve parking in the study area.

If your firm is interested and qualified, please submit Three (3) hard copies of your response to Victor De La Cruz, 276 4th Ave, Building A - Finance, Chula Vista, CA 91910. In addition to the hard copies, the City requires that a proposal, in its entirety, be submitted on a CD or USB flash drive. Please provide the electronic copy as a PDF (not a scanned PDF). All items must be received no later than 12:00 PM on Friday, May 4, 2018.



Background

Chula Vista is located at the center of one of the richest cultural, economic and environmentally diverse zones in the United States. It is the second-largest City in San Diego County with a population of nearly 270,000. Chula Vista boasts more than 50 square miles of coastal landscape, canyons, rolling hills, mountains, and a variety of natural resources and quality infrastructure. Established neighborhoods, contemporary communities, start-up firms, corporations, nationally recognized entertainment venues, the nation's only warm-weather Elite Athlete Training Center, an award-winning nature center and a historic downtown all contribute to Chula Vista's attraction for both families and businesses.

Parking District

The Downtown Parking District (See Attached) was established in 1963 and consists of approximately 1,600 spaces. The District includes on-street individually metered spaces, multi-space meters located in 6 public parking lots, one free public parking structure, and non-metered spaces. The District has two-hour parking on-street and four-hour and ten-hour parking in the public parking lots. The hourly parking rates range from \$0.50 for two and four-hour meters to \$0.25 for ten-hour meters. The City currently contracts with a private company for parking management and enforcement services.

Additional information regarding the City may be obtained at www.chulavistaca.gov

Scope of Work and Schedule (Required)

Project Goals. The following statement of goals outlines the City's overall desires for the results of this Downtown Parking Management Study.

- Evaluate current parking conditions in the Downtown Parking District Study Area (See Attached) including supply and demand for public and private parking.
- Assess current operational practices for the City's parking programs and identify potential improvements.
- Estimate future parking demand in the Study Area based on known and projected future development.
- Develop strategies for meeting expected future parking demand in concert with existing and future mobility opportunities.

The Scope of Work for the Downtown Parking Management Study includes, but is not limited to, the following:

- A. Analysis of existing downtown parking facilities.



1. Consider General Plan and Urban Core Specific Plan recommendations for future land use in the Downtown Parking District Study Area.
 2. Consult with the Third Avenue Village Association (TAVA) for input on the current and future parking needs.
 3. Inventory existing downtown parking facilities, public and private parking spaces, and parking management solutions including review of the results from the previous 2007 Downtown Parking Management Study.
 4. On- and off-street parking regulations, bus stops and transit facilities, and outlying surface parking lots should also be inventoried.
 5. Survey existing users including businesses and employees; institutions; and customers in the Downtown Parking District Study Area.
 6. Analyze seasonal competition for space in public parking facilities between visitors to Chula Vista and local merchant customers and employees, and recommend solutions to alleviate and/or manage conflicts effectively.
 7. Survey, quantify, and analyze patterns of use of the existing downtown parking facilities. Survey and analysis of usage should include a representative time period and duration recommended by the consultant that allows the evaluation of day, evening, weekend and peak usage patterns.
 8. Analyze bicycle parking facilities and needs.
 9. Analyze current enforcement systems, practices, and fees.
 10. Analyze current in-lieu fee program.
 11. Analyze potential impacts to parking demand of disruptive advances in mobility technologies (e.g. commercial ridesharing, micro-transit, autonomous vehicles, car sharing, bike sharing). Parking supply recommendations should anticipate that demand may decline significantly in future years (surface parking may be preferable to structured).
- B. Evaluation of various parking strategies that could be used in the downtown area.
1. Evaluate current parking demand, future parking demand, and review of current and future parking needs projected for a period covering now to 10 years in the future.
 2. Evaluate free parking versus paid parking within the Parking District Study Area including the distribution of facilities relative to existing and anticipated future development. Evaluation should include fiscal impact analysis comparing parking revenue generated from current pricing structure and the impact free parking within the study area has on the system, as well as impacts on employee parking.



3. Evaluate expansion of the Parking District boundaries within the study area.
4. Evaluate current parking district impact on surrounding residential neighborhoods adjacent to the Study Area.
5. Evaluate current parking management in on- and off-street parking areas (ex. time limits on parking; meter versus ticket; ticket validation by downtown merchants, etc.).
6. Evaluate state-of-the-art, smart city parking management systems for both on-and off- street parking.
7. Evaluate parking information systems, wayfinding signage, and marketing efforts.
8. Evaluate the impact of current transit services and stops in the downtown area.
9. Evaluate the traffic flow implications of the various parking management strategies recommended.
10. Evaluate parking standards contained in the Zoning Ordinance as it relates to parking layout, quantity and design.
11. Evaluate current agreement between the City and the Centre City Associates Limited-Commercial and Marie Callender Ventures, Inc. for the Chula Vista parking structure with respect to parking maintenance and management and identify options for modifications or new agreement structures to accomplish recommended actions, which could also include agreements with other downtown uses.
12. Evaluate parking solutions that have been used in other similarly sized parking and business improvement districts to identify best practices and solutions that could apply to Chula Vista.
13. Evaluate the benefits and impacts of shared bicycle deployment on the Downtown Parking District

C. Development of an overall parking management plan for on- and off-street parking facilities in the downtown area. Consultant shall be responsible for the preparation and recommendations of strategies for short and long-term parking improvements that combine parking and traffic system and management improvements, along with capital improvements including, at a minimum, the following tasks.

1. Recommend how current parking facilities in the Downtown Parking District Study Area can be more effectively managed (time limits, pay versus free, metering, valet service etc.). If more parking is needed, recommend locations for future surface and/or a structured facility(s) in the Downtown Parking District Study Area including financing and phasing recommendations.
2. Recommend any needed modifications to existing cooperative agreements on parking facilities between the City and the Centre City Associates Limited-Commercial and Marie Callender Ventures, Inc. for the Chula Vista parking structure, and recommend any new agreements that are needed with other uses in the study area.



3. Recommend any needed changes to the parking standards contained in the Urban Core Specific Plan and Citywide parking regulations.
 4. Recommend any appropriate changes to the transit services and stops to improve access to downtown amenities drive economic activity, and encourage transit use.
 5. Recommend any appropriate wayfinding or other strategies to encourage pedestrian, bicycle, and transit access to downtown to reduce parking demand, and to improve the use of parking facilities.
 6. Recommend additional parking options for large events held downtown when streets are closed (ex. Lemon Festival and Starlight Parade).
 7. Recommend countermeasures to minimize or offset impacts to surrounding residential neighborhoods outside the Study Area that could be caused by future parking strategies and recommendations.
 8. Recommend state-of-the-art, smart city parking management systems for both on-and off- street parking.
 9. Recommend appropriate controls on shared bicycle implementation.
- D. Deliverables. The following shall be provided to the City during or at the conclusion of the study as noted:
1. At the conclusion of the Analysis and Evaluation tasks described in Section A. and B. above, provide a **Preliminary Report** including the compilation of data, analysis of the current parking system, current and future parking demand, assessment of future parking system needs, and a rate analysis (Five printed copies)
 2. **Downtown Parking Management Study** addressing the specified Scope of Work in Section A, B, and C above and associated Exhibits, all in Word and PDF formats. The Downtown Parking Study text shall include an Implementation Plan with cost estimates and phasing. (Five printed copies)
 3. PowerPoint presentations for the Preliminary Report and the Parking Management Study.
- E. Attendance at Meetings. The consultant shall attend at a minimum, the following meetings:
1. Initial meeting with City staff team to present outline of proposal for the study.
 2. Meetings with City staff team and TAVA parking task force, as necessary, during the development of the study. (Minimum 5 meetings)
 3. Present Preliminary Report to City staff team and TAVA parking task force and secure input on initial recommendations.



4. Formal Presentation - present Preliminary Report to City Council and secure input on initial recommendations.
5. Present first draft of the Downtown Parking Management Study to City staff team and Study Work Group for review.
6. Formal presentation - present final draft of the Downtown Parking Management Study at a City Council meeting for approval.

F. Material Provided to Consultant by City

1. Base map showing property line locations, street locations, including aerial photograph of the study area.
2. Copies of previous studies, including traffic and parking studies and agreement between the City and the Centre City Associates Limited-Commercial and Marie Callender Ventures, Inc. for the Chula Vista parking structure.
3. Copies of the Urban Core Specific Plan and Municipal Code are available on the City's website at www.chulavistaca.gov
4. Detail on the existing Chula Vista parking structure and City parking lot and spaces usage trends including demand for monthly parking passes.



Proposal Form and Content

The City will accept proposals in accordance with the instructions and specifications in this Request for Proposal (RFP).

- A. Provide one (1) original and two (2) copies of your proposal, along with one electronic copy on a CD or USB Flash Drive.
- B. Proposals should be submitted in the following order:
 - 1. Cover Letter
 - 2. Qualifications
 - a) Provide an overall descriptive summary of your firm and its scope of business, specifically as it relates to conducting parking studies. This description should also include a case study that illustrates your experience in this area, where the proposed team members served as lead consultants.
 - b) Identify the project lead that will be responsible for day-to-day management of the study. Provide a summary of the professional qualifications of those personnel in your firm who would be assigned to the City. Outline briefly their areas of expertise, their office location and availability, and the extent to which they may be available at all times, upon reasonable request, to meet with City staff in order to carry out their duties.
 - 3. Work Program
 - a) Describe your approach to completing the work, including an estimated schedule.
 - 4. Pricing Proposal
 - a) Proposed compensation and payment schedule tied to accomplishing key tasks.
 - 5. Other information your firm would like us to consider.
- C. The City reserves the right to amend, alter, or revoke this Request for Proposal at or before the due date and time of proposal. Any modifications, clarifications, or additions will be distributed via email as an addendum through PlanetBids.
- D. Contractors may withdraw their proposal, either personally or by written request, at any time prior to the scheduled closing time of proposals. Such requests should be directed to Victor De La Cruz, Sr Procurement Specialist at vdelacruz@chulavistaca.gov.
- E. If, in the course of the Request for Proposal process or in the administration of the resulting contract, the City determines that the contractor has made a material misstatement or misrepresentation or that materially inaccurate information has been provided to the City, contractor may be terminated from the Request for Proposal process or in the event a contract has been awarded, the contract may be immediately terminated.
- F. The City will not be liable for any costs associated with the preparation or transmittal of any proposal or material submitted in response to this RFP. The City is not obligated to explain any deficiencies in a



proposal, nor accept requests for justification from bidders not selected. All responses and documentation become the property of the City.

- G. The City reserves the right to conduct interviews or require oral presentations of any or all contractors prior to selection.
- H. The contractor shall furnish additional information as the City may reasonably require. The City reserves the right to make investigation of the qualifications of the contractor, as deemed appropriate.
- I. By submitting a proposal, contractor certifies that he/she has fully read and understands the Request for Proposal and has full knowledge of the scope, nature, quantity and quality of service to be performed.
- J. If the contractor does not execute a contract with the City within sixty (60) days after notification of award, the City may give notice to the CONTRACTOR of the City's intent to select from the remaining contractors or to call for new proposals, whichever the City deems appropriate.
- K. Proposals should expressly state that the offer, including all pricing proposals, will remain in effect through the duration of the contract.
- L. The information contained in this RFP is given solely for the purpose of inviting parties to prepare proposals for claims administration services, and is to be kept confidential during the period of proposal development and thereafter. The City will keep propriety information contained in the contractor's responses confidential unless disclosure is required in response to a proper request under the California Public Records Act, California Government Code Section 6250 or required by court order.
- M. Complete the attached "Questionnaire" (Attachment B) in its entirety as a requirement of this RFP. It must be submitted in order for your proposal to be considered complete.
- N. The City is under no obligation to award this project and under no obligation to award this project to the proposal that represents the lowest cost. The contract may be awarded on the basis of demonstrated competence and on the professional qualifications necessary for the satisfactory performance of the services required.
- O. The City reserve the right to reject any or all proposals or to accept any proposal deemed to be in its best interest. All answers supplied to questions asked in this RFP are subject to verification. Misleading and inaccurate answers will be grounds for disqualification at any stage in the evaluation and procurement process.
- P. Submitting vendors whose proposals are not accepted will be notified after the successful firm has been selected and notified.
- Q. The relationship between the City and the company selected to conduct its contractor services shall be governed by a contract that must be approved by the City Council. Upon the City's acceptance of



a proposal, the successful contractor will be required to negotiate and execute the Contract. Any proposed waiver or change in the Contract must be identified in your proposal and will be subject to the City's sole approval.

- R. The City may, by written notice of default to the vendor, terminate any services resulting from this Contract in whole or in part should the contractor fail to make satisfactory progress, fail to deliver within the time specified herein or fail to deliver in strict conformance to specifications and requirements set forth herein. In the event of such termination, the contractor shall return all City' data and files within ten (10) days of request and the City reserves the right to purchase or obtain the services elsewhere, and the defaulting contractor shall be liable for the difference between the prices set forth in the terminated order and the actual cost thereof to the City. The prevailing market price shall be considered the fair repurchase price.
- S. In the event the City should prevail in any litigation brought by either party, to enforce any provisions of this proposal, the contractor shall pay to the City the cost and attorney fees incurred pursuant to said litigation.
- T. The contractor will have thirty (30) calendar days from "Notification of Selection" in which to provide required insurance forms and bond as outlined in the Standard Professional Services Agreement (Attachment D) and to provide three (3) signed copies of the agreement. The City will provide the contractor with three (3) sets of the Agreement of which all sets must be executed and returned promptly. Services may not commence until the Agreement is fully executed and approved by City Council.

Evaluation Criteria

The award to the successful contractor will be based upon response to the requirements and questions outlined in this RFP, and an estimate of the quality and effectiveness of each contractor's services in the following areas (not listed in order of importance):

1. Relevant experience of firm
2. Education and experience of staff
3. Ability to consistently meet Scope of Work guidelines
4. High quality references from clients
5. Overall cost

Attachment: Downtown Parking Management Study Area

