

Section I – Proposal Information

The City of Lawrence, KS requests proposals from parking consultants qualified to assist the City with the development of a 10 year operational and development plan for the City's parking system in the Downtown District and residential areas around the University of Kansas. Services to be provided by the consultant are detailed in this solicitation and include common elements of strategic planning, including an environmental scan, stakeholder engagement and communications, development of recommended practices, and development of metrics to evaluate plan implementation. The final deliverable is a professional plan document presented to the City Commission for its consideration and acceptance.

Primary Contact: Please contact Brandon McGuire, Assistant to the City Manager with questions about this solicitation or the project (bmcguire@lawrenceks.org; (785) 832-3466).

Submission Deadline: Proposals must be received by 5:00 PM on [INSERT DATE].

Where to Submit: Proposals must be submitted to the following address.

City of Lawrence, KS
City Manager's Office, 4th Floor City Hall
Attention of Brandon McGuire, Assistant to the City Manager
P.O. Box 708
Lawrence, KS 66044

Pre-submission Conference: A mandatory pre-submission conference call will be conducted on [INSERT DATE]. During the conference call, City staff assigned to this project will be available to review the scope of work and respond to questions from prospective consultants. Consultants interested in submitting proposals for this project must participate in the conference call to be considered for selection. Interested consultants should contact Brandon McGuire by [INSERT DATE] for instructions about how to participate in the conference call.

Addenda: Interested consultants are responsible for staying apprised of and acknowledging all addenda to this RFP issued by the City subsequent to the initial solicitation. Addenda will be posted to the City's purchasing system which is accessible through the City's purchasing webpage (<http://lawrenceks.org/finance/purchasing>).

Basis of Award: The selection committee may choose to interview up to three (3) proposers. The City reserves the right to: reject any submission in response to this RFP; waive immaterial irregularities in a proposal; request additional information on any response beyond that required by this RFP; and, modify the solicitation and/or the selection process upon written notification to all respondents who have not been rejected at the time of modification.

Negotiation with the highest qualified firm may be undertaken by the City to obtain a contract incorporating the scope of services, method of contracting, price and terms and conditions. The City reserves the right to negotiate with more than one consultant. Upon completion of the selection committee's process and successful negotiation of contract, the committee will submit the successfully negotiated contract to the City Manager to review and for subsequent submission to the City Commission for its approval. The recommended firm must comply with the City's insurance and bonding requirements.

This solicitation does not serve as a guarantee of contract or work. The City shall make the final decision regarding the selection of a successful firm and whether or not to proceed with the project or any strategies related to the project.

Section II – Minimum Specifications and Scope of Work

The City of Lawrence, KS requests proposals from parking consultants qualified to assist the City with the development of a parking system strategic operations and development plan. The project entails the following elements of strategic planning:

1. Comprehensive review (environmental scan) of the City's public and, where appropriate, private parking assets in the Downtown District and residential neighborhoods surrounding the University of Kansas
2. Engagement of stakeholders in the Downtown District and residential neighborhoods within the geographical scope of the project
3. Development of recommended practices and changes to parking operations, assets and technology
4. Development of a tool or metric system to evaluate the impact of plan implementation and the ongoing operational effectiveness of the parking system
5. Presentation of the consultant's work in a professional plan document for consideration and acceptance by the City Commission

The successful firm will conduct a thorough review of issues, policies, laws, documents, procedures, practices and physical assets related to the City's parking system in the Downtown District and certain residential neighborhoods. The successful firm will develop and recommend changes to the City's parking system that enhance the efficiency, effectiveness, equity and financial sustainability of the parking system. The firm's final deliverable will be a long-range (10 year) strategic plan to guide the future operations, maintenance and development of the City's parking system.

Plan Development

The plan will be used to guide policy and management decisions about the operation and development of the City's parking system. The geographical scope of the project is anticipated to include the Downtown District as well as residential neighborhoods surrounding the University of Kansas. In coordination with the City's project team, the successful firm will review and develop a plan that addresses the following:

- Existing operations, plans, policies and laws related to the City's parking system
- Downtown parking assets and supply, including surface lots, on-street parking and parking garages
- Market factors, including demand and utilization, pricing, turnover and the impact of development on the parking system
- Customer service and the customer experience with the parking system
- Parking enforcement policies and practices, including relevant Parking Enforcement and Municipal Court operations
- Residential parking assets and supply within the geographical scope of the project, primarily including on-street parking
- Potential establishment of parking districts or a permitting program in certain neighborhoods surrounding the urban core and Kansas University
- Financial sustainability of parking operations and facilities
- Environmental sustainability related to parking

- Technology solutions to address customer service, operational, financial and enforcement considerations
- Trends in consumer behavior (e.g. utilization of public transit, self-parking vehicles and autonomous vehicles)
- Utilization of, and potential changes to the parking system that accommodate pedestrian and bicycle traffic
- Identification of performance metrics to evaluate implementation of the parking plan on an ongoing basis

Section III – Proposal Content

Proposals must not exceed 25 pages and should demonstrate that the firm understands the scope of work and the City's parking system. Submissions must provide detailed cost estimates for the firm's proposed work. Cost estimates must be broken out by each phase and element of the scope of work, including the number of personnel hours, travel costs and peripheral associated costs. Interested firms must submit 10 physical paper copies and one (1) electronic copy, compatible with common Microsoft Windows software, on a USB flash drive. The City's contact will confirm through email when submission materials are received from a prospective consultant. Consultants are responsible for ensuring that their materials are received by the City prior to the submission deadline.

Proposals should clearly communicate how the firm plans to accomplish the City's goals for the project. Proposals must thoroughly address the following:

1. Describe the firm's approach to the project based on this solicitation, the attached materials and the firm's knowledge of the community, the City's parking system and best practices and trends in the public parking industry.
2. Provide a timeline for completion of the project broken out by tasks/milestones and deliverables. Provide itemized costs, to the extent possible, for each element of the project.
3. Describe the firm's approach to data collection, describing the type of data the firm will need to collect for successful execution of the project.
4. Describe the firm's approach to public and stakeholder engagement as part of this project.
5. Describe the project team, including the names and experience-based qualifications of each team member. Explain each team member's role in the project. Identify any sub-contractors that will assist the firm with this project.
6. Describe the City's role in assisting the firm throughout each element of the project.
7. Provide examples of work performed for a minimum of three (3) similar jurisdictions with comparable parking systems and influencing factors. Experience serving similar university communities is desired. Proposals must include references from each jurisdiction as well as a brief executive summary addressing successes, failures and lessons learned from each project. Full reports from previous projects may be included as attachments to the proposal without counting against limitations on length.

Section IV – Evaluation Criteria

Submissions will be reviewed by members of the City's project team. Selection committee members will evaluate proposals based on the following criteria:

1. Consultant experience, including direct experience in comparable cities and enterprises
2. The consultant's project team, including the direct experience of the project manager and the firm's resources that will be dedicated to this particular project

3. The firm's references
4. Examples of the firm's successful recommendations developed for, and implemented by comparable jurisdictions, preferably comparable university communities
5. The quality of the firm's proposal, including a demonstrated understanding of the project scope of work and the City's parking assets, operations and influencing factors, and the firm's approach to the project
6. The requirements on City staff to assist the firm in completing the project
7. The cost to complete the project

Section V – Equal Opportunity Agreement (required to be in the RFP)

The contractor agrees that the contractor shall observe the provisions of the Kansas Act Against Discrimination and shall not discriminate against any person in the performance of work under the present contract because of race, religion, color, sex, disability, national origin or ancestry. The contractor shall in all solicitations or advertisements for employees include the phrase, "equal opportunity employer." The contractor agrees that if the contractor fails to comply with the manner in which the contractor reports to the Kansas Human Rights Commission in accordance with the provisions of K.S.A. 44-1031 and amendments thereto, the contractor shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City. If the contractor is found guilty of a violation of the Kansas Act Against Discrimination under a decision or order of the Commission which has become final, the contractor shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City.

Section VI – Additional Information for Proposers

This section includes a brief overview of the current parking system and enforcement functions as well as attached documents and studies relevant to this solicitation.

Overview of Parking Operations

The City's parking system consists of: 1,508 meters in the Downtown District; seven (7) free two-hour parking lots; 10 metered parking lots with two (2), five (5) and ten (10) hour meters; and three (3) multilevel parking garages with a mix of short and long-term metered and free parking. Electronic payment stations are located in two (2) City parking garages. The City sells annual and temporary 10-hour parking permits which authorize permit holders to park in any of the City's 10-hour parking spaces. The City has received requests to establish a residential permit parking program in neighborhoods surrounding the University of Kansas in order to alleviate the impact from students utilizing on-street parking in those neighborhoods. The City does not currently operate a residential permit parking program.

Downtown parking enforcement is provided by the Parking Control Division of the Lawrence Police Department. The Division consists of one (1) division manager, five (5) full-time equivalent parking control officers, and one (1) full-time meter maintenance technician. Parking Control operating hours are 9:30 AM to 6:00 PM, Monday through Saturday, excluding holidays.

Attachments

- Oread Neighborhood Plan
- Oread Neighborhood Parking Study
- East 9th Street Design Development Report
- Downtown Urban Design Concept Plan
- KU parking information
- City Code
- Website: <https://www.lawrenceks.org/parking>

- Interactive Parking
Map: <http://lawrenceks.maps.arcgis.com/apps/Legend/main/index.html?appid=2f6028a0f5e64ed4b8a3fc0f0210b2e3>
- Parking Control webpage: <http://police.lawrenceks.org/content/parking-control>
- Bicycle Parking: Bicycle Parking in Downtown Lawrence Inventory (2010): <https://www.lawrenceks.org/assets/pds/planning/documents/BikeParkInv.pdf>
- Public Transit schedules and maps
- University of Kansas Parking regulations, cost schedule, parking map
- Commuter Park and Ride Study: <http://lawrenceks.org/assets/mpo/study/reports/park.pdf>