

CITY OF RIALTO DOWNTOWN PARKING ASSESSMENT

SCOPE OF WORK

The City of Rialto requests proposals to prepare a comprehensive parking analysis and parking management plan for Rialto's Downtown. Based on the parking analysis, the parking management plan may include strategies to most efficiently use available parking.

The parking analysis shall include or address the following components:

- An inventory of parking spaces available in the study area, including private and public spaces
- Current utilization and turnover rates of parking spaces
- Estimates of current and future parking demand, based on land uses and development potential included in the City's Zoning Code and General Plan
- Strategies to maximize the efficiency of parking, both near-term and long-term, to meet the needs of all users of the Downtown.

Ideally, this parking analysis should help the city answer common questions, such as:

- Is there enough parking Downtown to allow the City to realize its land use goals for the area?
- Should the City consider installing parking meters or time-restricted parking zones to better manage parking spaces?
- Are there opportunities to add more public parking spaces, through strategies such as using angled parking vs. parallel spaces on the street or sharing use of private lots?
- Are there opportunities for shared use of parking at public facilities like the train station and city hall?

Background

The City of Rialto's General Plan envisions the Downtown as a focal point for the City that will integrate mixed uses, residential development, bus and Metrolink transit services, a lively "Main Street," and civic uses to create a dynamic downtown village and a pedestrian-friendly environment. Downtown will re-emerge as a vibrant City center where economic activity, culture, civic identity, transportation options, and distinct urban experiences can thrive and inspire the community. The Downtown Mixed-Use district allows a blend of retail and services businesses, dining, entertainment and residential uses. Downtown revitalization is focused on creating a pedestrian environment where walking and public transit will help reduce automobile use, both locally and in the region. Future downtown residents will be able to enjoy a good meal and board a Metrolink train to travel to destinations throughout Southern California, or just walk to the public library.

Downtown Rialto is generally bounded by Foothill Boulevard on the north, Sycamore on the east, Merrill to the south, and Willow on the west. Rialto's Downtown Vision and Strategic Plan notes that Riverside Avenue is the core of Downtown Rialto. The street design is unique in that it features towering trees and wide parkways, announcing arrival to a unique place. Historic homes and newer small buildings along Riverside Avenue contain offices, services and retail businesses. Between the railroad tracks, offices, services, wholesale/retail uses, and restaurants make up the core of Downtown. There is a scattering light industrial and office uses on either side of the core, especially near the Metrolink tracks. To the east of the commercial core, a street grid supports a solid and mostly stable residential area comprised mostly of modest single-story homes, including some historic homes. Civic and institutional uses, including the Civic Center, occupy the western portion of the Downtown. A middle school and park are located in the northwest portion of the area.

With the existing civic anchors, a busy Metrolink station, a core area along Riverside Avenue that is distinguished from its surroundings, and an innovative City Council and staff, the City expects Downtown to evolve into a unique urban experience.

Scope of Services

The following tasks must be included as part of proposals to perform this parking assessment.

Task 1: Kick-off meeting with City Staff

- Finalize project parameters; share background materials, such as zoning standards, maps, and other relevant information
- Discuss the consultant's approach, as well as project objectives, tasks and timelines. Identify issues and concerns.
- Share information regarding special events that affect parking availability in the Downtown.
- Discuss the geographic limits of the study and any suggestions to modify the study boundaries
- Discuss approach to stakeholder input, including input from residents, business owners and employees who patronize the Downtown

Deliverable: Final work plan for City review and approval.

Task 2: Data Collection and Analysis

- Inventory all parking spaces in the area, including public parking lots, on-street parking (both marked and unmarked), and private, non-residential parking lots available for customers and employees. This inventory will determine baseline conditions. The inventory shall make a clear distinction between private and public spaces.
- Perform parking occupancy and parking turnover studies of all spaces in the area. Parking data shall be collected during the morning, mid-day and evening during the week and weekends. The inventory and data shall be provided to the city in an ArcGIS spatial data layer (polygon shapefile or feature class) with fields and attributes designating parking inventory, occupancy, turnover data, use limits, and other pertinent information.
- Identify the location and number of on-street parking spaces in the study area that could be added through simple projects that maintain existing curb lines, such as narrowing travel lanes; removing unnecessary red curbs; eliminating vacated driveways or unnecessary curb cuts; creating angled parking; striping or restriping spaces; or redesigning public parking layouts.
- Assess the data from stakeholders to identify perceived and actual parking issues.

Deliverable: Reports and maps documenting existing parking inventory and utilization and parking issues.

Task 3: Community Engagement

- Early in the process, conduct a minimum of two (2) community meetings with stakeholders, such as residents, business owners, employees and transit users, to gain input regarding parking issues and recommendations for parking management strategies.
- Near the end of the study, conduct at least one community meeting with stakeholders to review the study findings and solicit feedback.
- Community meetings shall be geared to times and days appropriate for residents and merchants. Meeting agendas, dates and times for meetings shall be subject to approval by city staff. The City may provide space for these meetings.

Deliverables: Meeting agendas and summaries of community engagement events and input.

Task 4: Parking Management Plan

- Based on the data analysis conducted as part of Task 1, develop measurable parking goals for issues such as turnover rates; employee parking; parking for transit riders; shared parking; and other issues that arise during the study.
- Establish thresholds for occupancy of parking spaces and recommend parking management actions the City may take when thresholds are reached. Examples of such actions include installation of parking meters, implementation of timerestricted parking, permit parking, or construction of additional parking spaces.
- Develop parking management strategies to efficiently manage parking for nonresidential uses without creating negative impacts to existing residential neighborhoods. Examples include creating new parking spaces; implementing a paid parking program; identifying shared parking opportunities; establishing appropriate time limit restrictions for on-street and off-street parking; and developing communication strategies. Create an implementation plan for each strategy (such as phasing, staffing, cost per hour for paid parking, enforcement, technology, etc.).
- Recommend parameters for future monitoring of parking in the Downtown, such as frequency, time of day/year, and lots/areas to be monitored.
- Recommend technologies that can be used for data collection and analysis, as well as other technologies to efficiently manage the parking system.

Deliverable: Parking Management Plan to efficiently manage parking in the Downtown area.

Task 5: Final Report and Parking Management Plan

- After the completion of data collection and community engagement efforts, the consultant shall prepare a draft and final report for city staff to review. The report shall be submitted in MS Word format. The document shall consolidate the work completed in the scope and Tasks 1 through 4 above, and include maps, table and other graphics so the information can be most easily understood. Consultant shall discuss the format and structure of the report and parking management plan with city staff before preparing the initial draft. Report shall be formatted in a way that allows it to be easily posted on the City's website.
- The consultant shall address up to two rounds of consolidated comments on the draft report from the City. Consultant shall submit four (4) hard copies and MS Word and PDF versions of the final report to the City, including all tables, charts and figures.

Deliverable: Final report and parking management plan.

Task 6: Meeting Attendance

- Consultant shall attend up to three community meetings to obtain input from stakeholders.
- Consultant shall attend at least one meeting per month, in person or be teleconference, to update the City steam on the project status.
- Consultant shall be responsible for attending, presenting findings, and answering questions at one Planning Commission meeting and one City Council meeting.

Deliverables: PowerPoint presentations, agendas for community meetings, summaries of community meetings, and summaries of monthly meetings.

Project Schedule

The consultant shall complete the work as expeditiously as possible, recognizing the need to obtain valid data about parking inventory and utilization and to obtain community input on the issues and findings.

Proposal Contents

The Proposer shall seal its proposal within one package clearly marked with "**RFP #19-XXX, Downtown Parking Assessment**". Within the sealed proposal package, the Fee Proposal shall be in a **separately sealed** envelope with no other proposal documentation. The City may deem **proposals failing to meet the above criteria as non-responsive**. To improve comparability, proposals must contain the following information:

1. **Cover Letter.** Provide a cover letter on your letterhead, which includes the address, voice and fax numbers, and email address of the contact person or persons authorized to represent the Proposer in negotiations. Unless the Proposer is an individual, a responsible officer or employee must sign all proposals along with a firm/company/partnership/entity name and affirming that officer or employee's authorization to commit the Proposer to the terms of the proposal.
2. **Qualifications and Experience.** Provide a statement of qualifications for your organization, including a statement of the size of firm (if the Proposer is not an individual), a description of the services provided by your organization, a statement of your experience/history providing the services requested by this RFP, and the number of years in business. Provide the total number of employees employed by your firm. Indicate the number of full time employees (FTE's) available for assignment to this project. State if you will use subcontractors and provide the number of subcontractor FTE's you will assign. Provide a biography describing the key project team members' individual qualifications and history and role of key staff that will be committed to these services. Provide resumes of your key personnel.

3. **Team Structure.** Provide a description of the probable team including any subcontractors. Designate a project manager who will be the primary contact with the City. The proposal must contain the qualifications and experience of the project manager, who should have the authority to make decisions for his/her organization.
4. **Proposed Approach.** Describe your proposed approach for meeting the services required by the City. Describe the methodology to accomplish all work, including public outreach, data collection, survey research, compilation of parking strategies, etc.).
5. **Fee Proposal.** Provide a statement of your proposed method of compensation, including for any subcontractors. The Fee Proposal **MUST** be in a separate sealed envelope. At a minimum, the Fee Proposal should provide a standard hourly rate schedule for each job classification engaged for this assignment. Please indicate whether you will bill for travel time and provide the method of calculation.
6. **References.** Provide references, including the name, title, and role of the contact person; the agency or company name, and contact information including a telephone number and email address for the contact person. You may satisfy this obligation by completing the Statement of References.
7. **Forms.** The Proposer must complete and submit the following forms from the RFP:
 - a. Small Business Concerns Information
 - b. Certification Statement Local Vendor Preference
 - c. Completed Disclosures Required by Persons or Entities Contracting with the City of Rialto
 - d. Proposer Signature Declaration
 - e. Statement of References
 - f. Proposer's Background Information
 - g. Proposer's Declaration
 - h. Statement of Proposer's Qualifications
 - i. Workers Compensation Insurance Certification
 - j. Minimum Wage Statement
 - k. Statement of Proposer's Past Contract Disqualifications
 - l. Proposer's Statement of Subcontractors
 - m. Certification of Non-Discrimination by Contractors
 - n. Non Collusion Affidavit

Selection Process

The City will utilize a Qualifications Based Selection process to select the most qualified and responsive proposer. The City shall review the proposals submitted, and the City may invite all or a limited number of proposers to make a formal presentation.

The City will consider multiple criteria in selecting the most qualified proposer. Consistent with Federal, State and local laws for the acquisition of professional services, price is **NOT** an evaluation criterion. **The City shall not consider** Fee Proposals submitted in **separate** sealed envelopes during proposal evaluations. Upon selection of the most qualified proposer(s), the City will use the associated Fee Proposal as a basis for initiation of contract negotiations. The City will negotiate a contract(s) based on the submitted Fee Proposal, and in consideration of reasonable and mutually agreed project costs and time requirements. Should successful negotiations not occur with the highest ranked proposer(s), the City might choose to negotiate with other proposers. The City may engage one or more of the successful proposers to perform the scope of services, or a portion of the scope of services.

An RFP Evaluation Committee will evaluate all proposals received. During the evaluation process, the City may require a Proposer's representative to answer specific questions orally and/or in writing. The City may require interviews of some or all Proposers. The City may also require a visit to the Proposer's offices, other field visits or observations by City representatives, or demonstrations as part of the overall RFP evaluation. Once the City selects a finalist or group of finalists, additional interactions or information may be required.

The City will use the following criteria as guidelines in the evaluation: •

- Proposer qualifications and experience of proposer, including capability and experience of key personnel and experience with other public or private agencies.
- Proposed approach, including clarity of understanding of the scope of services and appropriateness of the proposed solution/services.
- Proposer has adequate qualified staff resources to perform the scope of services.
- Ability to meet any required timelines or other requirements.
- References.

The City may consider any other criteria it deems relevant, and the Evaluation Committee is free to make any recommendations it deems to be in the best interest of the City. Inaccuracy of any information supplied within a proposal or other errors constitute grounds for rejection of the proposal. However, the City may, in its sole discretion, correct errors or contact a Proposer for clarification.