

# **Kamm's Corners Development Corporation**

## **REQUEST FOR PROPOSALS CONSULTING SERVICES COMPREHENSIVE PARKING STUDY**

### **1. INTENT:**

Kamm's Corners Development Corporation (KCDC), in collaboration with the City of Cleveland, is soliciting proposals from qualified firms or individuals to provide consulting services for a parking study as detailed in the Scope of Services section. Parking has been identified by downtown business and property owners, residents and visitors as a major issue affecting the attractiveness and viability of "downtown" Kamm's Corners. The work to be performed by the consultant will likely include the following elements:

- Measurement and Existing Conditions Analysis
- Market Analysis
- Recommended Alternatives
- Economic Analysis and Preliminary Budget
- Outcome Analysis
- Parking Management Plan

### **2. PROPOSAL DUE DATE:**

Proposals will be accepted until **5:00 p.m. on November 16<sup>th</sup>, 2009** at the office of Kamm's Corners Development Corporation, 17407 Lorain Avenue, Cleveland, OH 44111. The proposals should be directed to the attention of Steve Lorenz, Executive Director. Pre-submittal questions may be directed via email to [steve.lorenz@kammscorners.com](mailto:steve.lorenz@kammscorners.com).

### **3. OVERVIEW:**

The Kamm's Corners Development Corporation is a 501 (c) 3 nonprofit corporation that is charged with leading and managing the revitalization of "downtown" Kamm's Corners. Identified issues as respects parking within the neighborhood include:

- There has never been a comprehensive measurement and mapping of the neighborhood's parking assets
- Private parking is not under any kind of structured management program.
- There is a perception that there is not enough parking in downtown.
- Employees of merchants parking in spaces that should likely be available for customers and visitors
- There is a protective and sometimes predatory nature regarding parking
- Parking can be costly, unavailable, or inconvenient.

- The municipal lot is not properly managed as respects litter control, security, snow removal, striping, etc.
- On street and off street parking needs to be better managed, while incorporating innovative best practices.
- There is no comprehensive plan to maximize the availability of parking for all of the constituencies, including visitors, employees, and store owners.
- There is little consideration given to alternative forms of transportation such as bicycle traffic, or public transportation.

It is the intent of KCDC to form a Parking Study Committee consisting of 10-15 individuals including representatives of residents, merchants, property owners, and city officials, to develop ideas and assist with the development of a plan. It is anticipated that three meetings will be held to accomplish this:

1. Introduce the consultants and solicit input from the committee to guide the plan
2. After the consultant quantifies and maps the existing conditions, it will meet with the committee again to present these results and solicit further comment and collaboration
3. Presentation of a draft of the final document for the committees review and final input and approval.

The Kamm's Corners Development Corporation, in collaboration with the City of Cleveland, is seeking consultant services to prepare a comprehensive overview of the public and private parking infrastructure in "downtown" Kamm's Corners as defined in the Scope of Work, including a management plan and recommendations for efficient utilization, an evaluation of the economic impact of parking for the downtown community, evaluation of possible revenue through initiating a fee at the municipal lot, and planning for future needs.

#### **4. PARKING AND OTHER FORMS OF TRANSPORTATION:**

Greater Cleveland RTA provides bus service through the downtown area via Lorain Avenue and Rocky River Drive, however, the popular Kamm's Community Circulator route is being discontinued. Bicycles are encouraged throughout the neighborhood. RTA provides bike racks to encourage flexibility between biking, pedestrian, and transit usage. Streetscape improvements are nearly complete and were designed to promote pedestrian activity while retaining as much street parking as possible to support area merchants.

#### **5. AWARD CRITERIA:**

The Kamm's Corners Development Corporation reserves the right to award the contract generated from this Request for Proposals (RFP) to the respondent who presents a proposal that best meets the specifications as listed herein, as well as to reject all bids and re-bid or abandon the project.

The award will be made by the Kamm's Corners Development Corporation's Real Estate committee and shall be evaluated on the following criteria:

##### **A. Experience and Qualifications of the Respondent**

Consideration will be given to respondents demonstrating strong capabilities, experience, and reputation in undertakings similar to those described in this RFP. Similar experience will be understood to include providing similar services to municipalities or like entities.

The consultant will be chosen on the basis of the following information, which must be included in their Statement of Qualifications (100 points maximum):

1. The Kamm's Corners Development Corporation desires an experienced project manager capable of providing direction and oversight for the study effort. Describe the proposed project manager's past experience in evaluating downtown parking and performing a Parking Management Study, particularly in a urban neighborhood environment. (25 points)
2. Describe the relevant experience of each of the study team members in the evaluation, design, and implementation of downtown parking management systems similar in scope to this study, especially those that are associated with a study or implementation of a parking management plan for similar neighborhoods. (25 points)
3. Describe the team's experience and experience in forecasting parking demand reallocation, on and off street parking and its response to changes in pricing structure. (25 points)
4. Describe the team's experience in economic analysis. In particular, describe the team's strength with regard to analysis of effects on business by sector and effects on economic development. (25 points)

### **B. Proposal Completion**

Proposal responses will be evaluated on completeness, clarity/accuracy of the information requested and proposal presentation.

### **C. Financial Terms**

Consideration will be given to proposals that present the most cost efficient terms to KCDC over the term of the contract. KCDC reserves the right to waive any minor deviation in proposal responses received when such waiver is in the best interests of the community, and reserves the right to modify any requirements, terms or conditions as outlined in this RFP when such modification(s) is (are) in the best interests of the community. Respondents are responsible for submission of accurate, adequate and clear descriptions of the information requested. Omissions, vagueness or inaccurate descriptions or responses may result in bid rejection.

This RFP does not commit the Kamm's Corners Development Corporation to award a contract to any respondent even if all of the user requirements in the RFP are met. Respondents may be required to make a presentation of their qualifications to the Evaluation Committee.

The budget for this study is Ten Thousand Dollars (\$10,000), including all expenses associated with the study.

## **6. QUALIFICATION REQUIREMENTS**

The respondent must have experience in producing reports that offer practical information, analysis, and effective action plans based on the information gathered.

## **7. SCOPE OF WORK**

The following scope of work presents the minimum activity that will be needed to complete the scope for this project:

## **PHASE I. – DATA COLLECTION**

### **1. Review Existing Conditions:**

- a. Quantify and map all existing parking spaces within the study area
- b. Identify spaces as public (free), metered, street, or private.

## **PHASE II. – ANALYSIS**

### **1. Parking Assessment:** Analyze current conditions to better understand the issues.

- a. Meet with the Parking Study Committee as well as downtown business representatives and residents, Ward 19 Councilman Martin Keane, and others to gather additional background information in order to fully understand the issues.
- b. Conduct a survey of downtown parking users to better understand what they would like to see in terms of cleanliness, safety, price, proximity to destinations, etc.
- c. Assess the relationship between parking and transit, bicycle, and pedestrian transportation and how that impacts parking needs.
- d. Analyze current maximum downtown development parking requirements and how that impacts parking needs.

### **2. Parking Supply & Demand Analysis:**

- a. Assess the demand for parking within the study area and evaluate the demand to current inventory. Project new demand based on proposed development and on projected future development as well as occupancy of currently vacant storefronts. Identify peak demands and periods of the day when parking is at low demand.
- b. Evaluate these numbers during peak periods (i.e. nights and weekends).

### **3. Additional Parking:** Identify areas where there are continued shortages and surpluses and identify where additional parking could be added.

- a. Identify potential new areas for parking, both on-street and off-street through acquisitions, leasing of private lots, consolidation of lots through elimination of guardrails and barriers, and/or new development.
- b. Define and identify short-term frequent turnover parking and the parking rates, time-limits and fee periods recommended to effectively to manage this supply.
- c. Define and identify long-term parking and the parking rate, time-limits, and fee periods recommended to effectively to manage this supply.
- d. Define and identify employee parking and the parking rates, time-limits, and fee periods recommended to effectively manage this need.

### **4. Parking Economic Impact Analysis:** Evaluate the economic impact that current parking conditions have on downtown businesses and project the impact that any proposed changes will have on downtown businesses based on the current and the projected land use in an effort to:

- a. Determine how much sales tax revenue is generated in retail sales by a parking space within the study area.
- b. Maximize utilization in order to maximize sales from each parking space.
- c. Create a user-friendly environment that visitors perceive to offer affordable, safe, and convenient parking in order to encourage them to patronize the neighborhood.
- d. Examine the cost/benefit of a parking fee in the municipal lot during peak times. Include

revenue projections as well as estimated annual costs for maintenance and security.

**5. Parking Policy:** Review best practices to identify and evaluate methods and innovative approaches by which other peer communities have administered and financed their parking systems. Develop a parking policy that reinforces parking as an economic development tool for downtown Kamm's Corners.

**6. Parking Management:** Propose measures to improve the parking management and operations:

- a. Evaluate and make recommendations regarding the overall fee structure for on and-off street parking; show comparisons to similar localities.
- b. Recommend how best to incorporate technology for improved convenience, user-friendliness, economic analysis, and better public and private management.

### **PHASE III – DELIVERABLES**

**1. Process:** The consultant will be expected to provide monthly progress reports to the Kamm's Corners Development Corporation and to work with a collaborative Parking Study Committee.

**2. Oral Presentation:** The Consultant will be expected to present their recommendations orally to the Kamm's Corners Development Corporation Board and to the Parking Study Committee, and separately at a public meeting open to all residents, merchants, property owners, etc.

**3. Written Report:** A full comprehensive written report should be developed with an executive summary of the full report. All findings, analysis of those findings, recommendations, and best practices should be included in the report. Three original bound and printed copies of the report are required, as well as two CD's of the report data. **The final written report is due no later than June 30, 2010.**

### **8. PROPOSAL FORMAT:**

The proposal should include the following in addition to clearly labeled sections that coincide with this RFP.

1. Detailed information on how the respondent meets the qualifications and the scope of work as listed.
2. Name and resumes of principals and associated to be assigned to this project.
3. A cost proposal section.
4. A timetable for completion of the work.
5. Provision for one (1) original and two (2) copies of the proposal.

### **9. CONTACT PERSON:**

If there are any questions regarding this RFP, please contact Steve Lorenz, Executive Director of Kamm's Corners Development Corporation at [steve.lorenz@kammscorners.com](mailto:steve.lorenz@kammscorners.com), or 216-252-6559, ext 1100

### **10. CANCELLATION:**

Any violations of the terms, conditions, requirements and/or non-performance of the agreement resulting in this RFP shall result in immediate cancellation. The agreement may be canceled by the Kamm's Corners Development Corporation for any other reason(s) upon 30 day written notice.