



# City of South Lake Tahoe

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To: ALL INTERESTED TRANSPORTATION PLANNING AND ENGINEERING PARKING CONSULTANTS

## CITY OF SOUTH LAKE TAHOE PARKING SOLUTIONS STUDY PROJECT

The City of South Lake Tahoe is requesting proposals from qualified transportation planning, engineering traffic firms and parking management firms to provide the services required for a "South Lake Tahoe Parking Solutions Study Project."

Proposals shall be received by Eugene M. Palazzo, Director of Redevelopment and Housing, City of South Lake Tahoe by 5:00 p.m., Monday, February 8, 2010 (no postmarks, faxes, or emails accepted). Questions regarding the proposal and the program can be directed to Nancy Kerry, (530) 542-6043, or via email at [nkerry@cityofslt.us](mailto:nkerry@cityofslt.us).

This study will be funded by a State Community Development Block Grant (CDBG) Planning & Technical Assistance Grant. The amount available for a contract under this RFP is approximately \$45,000.

It is hoped that the successful bidder will begin work by April 2010, in order to take advantage of the spring and summer parking season. All consultants who respond to the RFP will be notified of the bidding results.

The Request for Proposal, previous parking studies and map of the city and proposed Study Areas are posted on the City's website at the following address: [www.cityofslt.us/ParkingStudy.html](http://www.cityofslt.us/ParkingStudy.html). It is hoped bidders will review the documents the City has posted on its website relative to the Parking Solutions Study Project in order to submit a proposal with accurate cost estimates in consideration of previous parking studies conducted in the Study Areas and availability of information.

If you have any questions or need further information, feel free to contact the City at (530) 542-6043.

## **REQUEST FOR PROPOSALS**

### **CITY OF SOUTH LAKE TAHOE PARKING SOLUTIONS STUDY PROJECT**

#### **SCOPE OF WORK**

The City of South Lake Tahoe is primarily a rural community with an economy dependent on winter and summer visitors to Lake Tahoe. The City lies within El Dorado County and borders Stateline, Nevada on its eastern jurisdictional boundaries. The community consists of approximately 25,000 full time residents, which swells to a population over 100,000 during peak winter and summer events.

The City desires to conduct a Parking Solutions Study Project making use of various parking studies provided to the City over the past several years. The City is requesting proposals from consultants who might consider themselves or their firm to be “out-of-the-box” thinkers who have the capacity to present solutions utilizing a variety of sources rather than preparing a study of the issue, the City is looking for solutions.

The parking study is proposed to include up to three Study Areas: (1) Ski Run Boulevard and Highway 50 (within reasonable parking distance), (2) Harrison Avenue Shopping Area and the nearby future development of Lake View Commons, and (3) future Convention Center development area at Stateline Area. Proposals shall include a cost break down by Study Area.

The City may or may not have sufficient parking in these areas. One or more parking demand and needs assessment studies for Study Area 1 (Ski Run) and Study Area 2 (Harrison Avenue/Lakeview Commons) have already been completed. The studies have varying opinions regarding parking needs. The purpose of this new Parking Solutions Study Project is to leverage the findings of previous studies, conduct an Intercept Parking Survey of parking users and provide specific parking solution recommendations. The outcomes from the recommendations should expect to increase or redesign parking in the Study Areas that will encourage tourists and locals to patron local shops and restaurants who are otherwise deterred from these areas because of the lack of parking. The increase of easily accessible parking will support the economic sustainability of the local businesses and allow them to potentially expand creating new jobs and stimulating economic viability in the study areas.

The Parking Solutions Study should answer the following questions:

- In reviewing current and future planned uses in the Study Areas, would a new Parking Management Plan (PMP) increase parking to meet the current and future needs? If yes, what is the recommended PMP?
- If a new Parking Management Plan would not meet current or future parking needs, what is the recommended parking solution(s)?
- What changes to the City’s current land use or city codes do the policy makers need to make to improve parking conditions within the City?

City will provide Consultant copies of previously conducted studies, current data needed to complete the tasks for each Study Area, including commercial square footage, land use, and number of parking spaces (on-street and off-street).

Parking Study will consist of the following tasks for each Study Area:

### **TASK 1: Study of Current Parking Demand**

The study will begin with an evaluation of the current parking demand, parking needs deficits and constraints. The evaluation will include a review of several previous studies conducted for the City within the past ten years and will be based on current commercial square footage or other appropriate methods to determine actual current parking demands. Demand will be calculated using the Institute of Traffic Engineers parking generation rates or other generally accepted rates for type of use. Calculated parking demand will be compared to City parking requirements, as well as parking requirements for similar other tourist-based cities.

### **TASK 2: Analysis of Existing and Future Parking Supply Needs**

The analysis of existing supply will include all available parking, on-street, off-street and private parking spaces within the defined study areas. This task is two-fold: provide actual parking counts during high and low use days and seasons and evaluate future usage needs.

Parking counts can be achieved by surveying parking usage within the Study Areas. Consultant will design, implement and analyze an intercept survey of parking users of, at a minimum the Ski Run Study Area and potentially the other two study areas depending upon cost. The purpose will be to identify the user's purpose to the area, such as: 1) primary reason for visit, 2) length of visit, 3) opinion regarding ease of finding parking, etc. The survey will be conducted over several days in both peak and non-peak days in winter and summer. Consultant will draft the survey for City approval, conduct the survey and provide data analysis.

Future Usage: The evaluation for this task will also include future usage needs to allow business expansion that will grow the economy and create new Targeted Income Group jobs (low to moderate income), as well as specifically analyze the future parking needs of the Lakeview Commons project as to motorized and non-motorized vehicles and the Convention Center project at completion during special events.

The results from Tasks One and Two will provide the current “deficit” in parking and clearly establish current and future parking needs in the study areas.

### **TASK 3: Parking Recommendations**

This task will entail using the results collected from Task 1 and 2 to design and recommend possible additional street spaces and/or better utilization of current spaces to achieve the results of the purpose of the study, which is to create parking to encourage tourists and locals to patron local shops and restaurants that are otherwise deterred from these areas because of the lack of parking. The recommendations must be fit with current local ordinances for parking design standards and be able to be created through parking re-configuration performed by the City. The recommendations will also identify potential utilization of existing land to create needed parking for current and future demand.

### **TASK 4: Prepare Final Report**

The final product of this planning activity will be the “South Lake Tahoe Parking Solutions Study Project”, prepared by the Consultant. The report will provide solutions to the issues, rather than a restatement of the issue that parking is needed. The report will include results of the Intercept

survey, identification of the current “deficit” in parking that needs to be met, as well as recommendations regarding new parking configurations for the Study Areas. The report will provide the findings from Tasks 1 through 3, but should focus on and devote the majority of the report to specific and realistic solutions that will increase parking through Parking Management Plans, redesign of current parking, and recommendations for new parking not met through PMP and redesign.

This Final Report will be used as a basis for the development of parking policy in the Study Areas for the next ten to fifteen years and will assist the City’s decision makers regarding future business expansion and economic growth. It will also be used to develop parking solutions which will make is possible for local businesses to expand and increase local vitality and TIG employment opportunities.

### **PROPOSAL FORMAT**

Responses to the RFP are to be submitted in the following format:

1. Proposed Scope of Work

Discuss the tasks your firm proposes to carry out in the requested work outlined above, and your basic approach to this scope of work. The consultant will be expected to work with City staff to finalize the specific tasks associated with this State CDBG funded project.

2. Qualifications

a. A brief history and summary of your firm's qualifications, including a statement of your firm's policy regarding affirmative action, and indicate if your firm is a small business and/or minority or woman owned business. outline staff who would be assigned to this project.

b. The experience of your firm as it pertains to:

1. Transportation engineering, planning, parking management or design conducting similar studies resulting in solution-oriented recommendations (*consultants may submit web links or executive summaries to other similar reports prepared for other communities*),
2. Experience with other similar tourist dependant communities with seasonal peaks,
3. Experience with event and seasonal-use parking planning,
4. Specific experience in City of South Lake Tahoe or similar small rural communities,
5. Proven capacity/experience working with small communities / cities and their staffs.

3. Include a list of similar projects which your firm has prepared. Provide the name and telephone number for references of work performed, Project Personnel and their availability. Include resumes of the key personnel from your firm who would be assigned to perform the services described and their availability.

4. Cost Estimates

Provide basic cost estimates for services in the scope of work for each Study Area are to be provided. The City reserves the right to chose to include one or all three proposed Study Areas to be studied. The final budget for the project will be determined at the time the Professional Services Agreement is awarded, if any.

5. Timeline

Provide a timeline for Tasks 1-4 with a commitment that there are staff resources available to meet that timeline. It is hoped that this project will begin April, 2010 with a final report due no later September 30, 2011 in order to take evaluate summer 2010 and winter 2010 parking impacts, if necessary to make complete recommendations.

The City reserves the right to reject any and all proposals submitted, to request clarification of the services submitted, to request additional clarification from competitors, and waive any irregularity in the proposal and review process, as long as City procedures remain consistent with CDBG procurement requirements.

**SELECTION PROCESS AND CRITERIA**

The City of South Lake Tahoe staff and officials will review the proposals based on the following consultant selection criteria:

- A. Responsiveness to Request for Proposals and Response to Scope of Work,
- B. Response to request for targeted Solution-Oriented parking recommendations,
- C. Firm and/or individual experience in transportation engineering, planning and design conducting similar studies,
- D. Firm and/or individual experience with tourist dependant and seasonable communities,
- E. Proven capacity/experience working with small communities/cities and their staffs,
- F. Staff availability,
- G. Ability to perform scope of work in a timely manner.