



City of Leavenworth
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REQUEST FOR QUALIFICATIONS AND PROPOSALS

for

CONSULTING SERVICES TO PREPARE A PARKING MANAGEMENT PLAN FOR THE CITY OF LEAVENWORTH COMMERCIAL AREA

PROPOSALS DUE: April 7, 2017 by 2:00 pm

SUBMIT QUALIFICATIONS AND PROPOSAL TO:

**700 US Hwy 2 / P.O. Box 287
Leavenworth, WA 98826**

Consulting Services to Prepare a Parking Management Plan
for the City of Leavenworth Commercial Area

1. INTRODUCTION

The City of Leavenworth is seeking proposals and qualifications from individuals, firms, teams (hereinafter referred to as Consultant), with demonstrated experience in developing effective parking management strategies through a process of active public engagement.

2. PROJECT OVERVIEW

Leavenworth's location is in a valley with outstanding natural scenic beauty, enhanced by the adoption of the Old World Bavarian Alpine Theme, forms the basis for a thriving tourist industry upon which the City's economic health so heavily depends. The purpose of this project is to identify strategies that will maximize available parking supply in the Central Commercial Zone of Leavenworth and other commercial areas within the City to support vibrant and working retail-oriented tourist commercial businesses. The commercial zones within the City are densely developed with much of the parking demand being met with on-street spaces, public parking lots, and several private parking lots. Historically, persons developing commercial property in the Central Commercial Zone have been allowed to develop their property without addressing parking demands if their building was less than 10,000 S.F. General Commercial Zones and Tourist Commercial Zones address the parking impacts attributed to their projects by having onsite parking. These regulations have led to limited parking availability within the Central Commercial and led business owners to request the City to invest and establish publicly operated city parking facilities

While the Public Paid Parking Lots have been successful financially for the City to administer and operate, this approach does not provide a clear, long term strategy for how parking assets should be managed, nor has an analysis been generated to ascertain that sufficient funding is in place to make meaningful improvements to the public parking system.

This Parking Management Plan is intended to address the shortcomings of the current parking operation and regulations. Work will include an inventory of existing parking assets and regulatory practices; stakeholder engagement to identify opportunities; constraints to improving the availability of parking; transit and/or shuttle services; a parking demand analysis to establish parking utilization and turnover rates; and a capital needs assessment, financial strategies, and policy recommendations.

Characteristics of each of the commercial areas are summarized as follows:

Central Commercial Zone: A mix of tourist oriented businesses, restaurants, wine tasting and retail facilities. The City of Leavenworth is a major property owner of Central Commercial owned property available for paid parking. The area is constrained by terrain and adjacent zoning areas. New construction is limited in the nearly built out zoning area. The central commercial district is intended to provide an appropriately located area of concentrated retail stores, offices, and service establishments of limited nature serving the residents of the city and the surrounding area. Recognizing the established character and attractive scale of the central part of the

Leavenworth business area, it is the further purpose of this district regulation to protect and enhance this area for the benefit of the city, businesses, property owner, and the general public.

General Commercial Zone: A “main street” style cluster of commercial buildings oriented along US 2. The area stretches across the Wenatchee River and includes the larger retail shopping areas on the eastern edge of town. The General Commercial includes 32 acres of currently undeveloped property which has been identified for a 90 car Park N’ Ride owned LINK Transit, additional hotel development and adjacent Multifamily Zoning area. The general commercial district classification is intended to be applied to areas suitable and desirable for wholesale and retail sales and services not properly a part of the central area.

Tourist Commercial Zone: A mixed-use residential and tourist oriented business/hotel district located west of the Central Commercial area. Commercial development is concentrated along Hwy. 2 This is a mixed use area including retail, dining, lodging, professional services, condominiums, long term and short term rentals. The tourist commercial district classification is intended to be applied to areas suitable and desirable for motels, restaurants, service stations and similar uses to accommodate auto-oriented patrons.

Parking Development Regulations - Chapter 14.12: In all districts, except the central commercial district, for each new structure or change of use which increases the structure or use in area 50 percent or more, there shall be provided and maintained off-street parking facilities in conformance with the provisions of this chapter; provided, however, that in the central commercial district, hotels, motels, bed and breakfasts, apartments and condominiums shall provide off-street parking on a ratio of one parking stall per guest room, suite or dwelling unit, as the case may be. Off-street parking requirements, as contained in this chapter, shall also be mandatory for any new development in the central commercial district that is greater than 10,000 square feet in size

General Commercial District: Parking - Chapter 14.12 (no exemption)

Tourist Commercial District: Parking - Chapter 14.12 (no exemption)

This plan should consider City off-street parking requirements and provide recommendations for how they might be adjusted within the business districts, including the likely ramifications of lifting or implementing various requirements. The plan should further outline financing strategies the City can pursue to maintain existing parking assets, enhance transit services, and provide additional parking to support growth and vitality of area businesses. Each of the Commercial zones experiences significant increases in traffic during summer months, fall and winter festivals, and the analysis and recommendations that result from the plan should factor in seasonal variations in availability and demand for parking spaces.

The City desires to complete the parking management plan, including any recommended changes to City ordinances or agreements, by November 1, 2017 to inform the preparation of the Fiscal Year 2018/2019 budget. City envisions and consultant should anticipate that a Stakeholders Committee will provide oversight over the study, with representation from the City, Leavenworth Area Chamber of Commerce and Chelan County Port to assist in the preparation of the plan.

3. DRAFT SCOPE OF WORK

This draft scope of work represents the City's best estimate of the work needed to accomplish the objectives for this project. The City is open to alternative approaches that may deviate from this scope to better meet project objectives.

A. Project Kick-off. Staff will provide Consultant with relevant background information in an electronic format, where available. This may include, but is not limited to:

1. Comprehensive Plan, maps and text
2. Development regulations, zoning maps, and text
3. Transportation System Plan, including draft of current update
4. City of Leavenworth Downtown Master Plan
5. City of Leavenworth Downtown Parking Study 1995
6. Financial Reports: Parking Utility
7. LUKE Paystation Parking Reports
8. List of Interested Parties for interviews, Q&A, etc. to include business owners, employees, and residents

Consultant shall review the background materials and meet with City staff to clarify study objectives and confirm key policies and background information that could inform the work. At this meeting, consultant and staff will also confirm the range of key Interested Parties that will need to be engaged, public outreach opportunities that will be pursued, and any other issues necessary to clarify the scope and schedule.

Product: Memo documenting meeting outcomes and final scope of work.

B. Existing Conditions Maps. Consultant shall prepare scaled maps of the Commercial areas identifying available parking spaces and depicting relevant existing conditions for use in later tasks. The maps should identify the location of parking assets, transit stops and routes, and areas with regulatory limitations (no parking, accessible spaces, timed parking, etc.). The maps should also include property boundaries, building locations, streets, shorelines, natural features, and/or other information to orient users and provide context.

Product: An electronic copy and two scaled hardcopy drawings ("D" or "E" size) of the maps for each area.

C. Opportunity and Constraints. Consultant will conduct a site visit to gain familiarity with the project area and take photographs for use in subsequent tasks. Consultant shall conduct meetings with interested parties in the Commercial areas to solicit input regarding opportunities to improve the availability of parking, transit and/or van pool services as well as "constraints" regarding customer parking, employee parking, parking for tourists, delivery vans, and semi-trailers. Any major capital improvements believed to be critical to the success of the business districts (e.g. parking structure, transit funding, etc.) should be identified. City will identify appropriate venues for the outreach meetings and will provide notice to stakeholders and

members of the general public. It is the City's desire that, to the extent possible, outreach meetings occur concurrent with consultant site visits.

Product: Electronic copies of the photographs and materials summarizing the results of the stakeholder meetings.

D. Parking Demand Analysis. Consultant shall conduct field surveys of parking assets during peak and off-peak periods to establish utilization and turnover rates of the parking spaces in each commercial area. Off-peak analysis should be performed in the March/April timeframe. Peak period analysis should be performed in the July/August timeframe. Consultant analysis periods should be coordinated with the City to avoid the Oktoberfest, Christmas Lighting or other major events that might skew the results.

Product: Field notes, working drawings, and a graphic memo/maps summarizing the analysis (with supporting data).

E. Capital Needs Assessment. Consultant, with the assistance of City, shall assess the condition of public parking assets and prepare planning level cost estimates for periodic maintenance and upgrades to these facilities. Planning level estimates shall also be prepared for any new facilities, such as a parking structure, parking lot, or the purchase and installation of parking meters. If enhancements to transit service are recommended then the assessment should identify an appropriate service provider and, in consultation with that provider, identify capital and operational expenses required for the service adjustment. Projects shall be prioritized, with stakeholder input, for short, medium, and long term periods using a 20-year planning horizon.

Product: Schematic drawings, cost estimate worksheets and a memo summarizing capital needs.

F. Financial Strategies. Consultant shall assess potential funding tools or a combination thereof needed to implement the capital program. This may include locations where metering could be utilized and how meter charges should be calibrated considering an equipment payback period, capital needs, and the parking demand analysis; whether or not businesses should contribute funding through a business license surcharge or similar funding tool; and whether or not permit parking should be instituted in any of the plan areas. Gap analysis should be performed for large capital projects (e.g. parking structure) with recommendations for how the gap could be filled with alternative funding sources.

Product: Financial strategies memo with supporting maps and tabular data sufficient to convey the concepts to policy makers. The document should include recommendations relative to the strengths and weaknesses of the different strategies.

G. Final Report. Consultant shall prepare a final report incorporating the analysis from the previous tasks with recommended parking management strategies and implementation measures to put them into effect. The report must summarize the public engagement process, alternatives considered, and the rationale for recommended strategies. Planning level cost estimates shall be refined as needed, such that they are suitable for use in updating City facility plans. The report shall also be formatted such that the graphics and text can be readily incorporated by the City

into other planning documents. Consultant shall provide a draft of the report to the City for one round of edits, and shall be available for presentation of the final report to the Leavenworth Chamber of Commerce and City Council.

Product: An electronic copy and six (6) hardcopies of the final report.

Consultant shall coordinate as needed with City staff throughout the process. Unless otherwise specified, it is the City's preference that work product be delivered in an electronic format. Should Consultant develop any GIS data layers in conjunction with this project, such data shall be provided to the City with delivery of the final report. It is the City's expectation that Consultant will be able to utilize technical data from City's existing facility plans, where available, to inform the development of planning level cost estimates.

4. BUDGET AND SOURCE OF FUNDS

The budget range for this project is \$40,000 to \$50,000 depending on the level of data collection and determination for final scope of work.

5. PROJECT PROPOSAL REQUIREMENTS

Proposals should be organized in the following format:

A. Cover Letter. Provide a cover letter, signed by a duly constituted official legally authorized to bind the proposer to both its proposal and cost estimate. The cover letter must include the name, address, and telephone number of the proposer submitting the proposal and the name, title, address, telephone number, fax number, and email address of the person, or persons, to contact whom are authorized to represent the proposer and to whom correspondence should be directed.

B. Project Approach and Understanding. Provide a detailed description of the Consultant's proposed approach demonstrating how the City's objectives will be accomplished as outlined in the above draft Scope of Work. Clearly describe and explain the reason for any proposed modifications to the methods, tasks and products identified in the draft Scope of Work outlined in Section 3 of this RFP.

C. Project Organization and Team Qualifications. Identification of all services to be provided by the principal firm and those proposed to be provided by subcontractors and information regarding the firm(s) assigned to the project including size of firm(s) and overall capabilities of each as considered relevant to this project. Provide information regarding all personnel assigned as team members to this project including names, prior experience, position, role and level of responsibility in the project. The City reserves the right to reject any proposed firm or team member or to request their reassignment. The project manager shall be identified by name and shall not be changed without written approval by the City. The principal consulting firm must assume responsibility for any sub-consultant work and shall be responsible for the day to day management and direction of the project.

D. Project Timeline. Proposed timeline for accomplishing the project, including critical paths and milestones, and specific consulting staff by task based on the draft Scope of Work.

E. Project Coordination and Monitoring. Describe the process for ensuring effective communication between the Consultant, Stakeholders, and the City, and for monitoring progress to ensure compliance with approved timeline, budget, staffing and deliverables.

F. Proposed Cost of Services. Provide a budget summary broken down by task, time, personnel, and hourly rate, number of hours and cost for each team member including those employed by subcontractors. Fee information should be formatted to correspond to tasks identified in this RFP; however, this format may be modified to suit the consultant's approach to this project. The summary shall include a budget for reimbursable expenses. The final cost of consulting services will be based on a negotiated detailed scope of work. The budget summary shall also include all required materials and other direct costs, administrative support, overhead and profit that will apply.

G. Similar Project Experience. Specific examples of comparable work which best demonstrate the qualifications and ability of the team to accomplish the overall goals of the project under financial and time constraints. Provide names, addresses and telephone numbers of clients associated with each of these projects. Through submission of a proposal, all respondents specifically agree to and release the City of Leavenworth to solicit, secure and confirm information provided.

6. SELECTION OF PROPOSALS

Proposals will be evaluated based on the following criteria:

Thoroughness, quality and conciseness of submittal.	25 pts.
Project understanding and approach for accomplishing the City's objectives.	20 pts.
Qualifications of the project manager and project team, and proven ability to successfully complete projects of similar scope.	15 pts.
Ability to complete the Scope of Work within twelve (12) months of when the consulting contract is signed.	15 pts.
Proposed cost of services	15 pts.
References from past and present clients.	10 pts.
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Total	100 pts.

7. PROPOSAL SUBMITTAL AND SCHEDULE

Parties interested in submitting a proposal should contact Joel Walinski, City Administrator to indicate their interest in submitting a proposal and specify the manner to receive any amendments to the RFP.

Four (4) copies of the proposal shall be submitted to the City of Leavenworth:

**Attention: Chantell Steiner
700 US Hwy 2 / P.O. Box 287
Leavenworth WA 98826**

Proposals must be received no later than **2:00 PM, April 7, 2017**.

Envelopes should be marked: **“Leavenworth Parking Management Strategy Project.”**

Proposals must be submitted in a sealed envelope. All proposals must be completed in ink or typewritten. Questions may be addressed to:

**Joel Walinski, City Administrator, 509 548-5275; or
jwalinski@cityofleavenworth.com**

Any amendments to this RFP will be in writing and will be issued to all persons or businesses that have indicated an interest to receive RFP amendments. No proposal will be considered if it is not responsive to any issued amendments.

8. Consultant Selection

Firms will be evaluated initially based on their Proposals by City staff and Stakeholders. Oral interviews may be requested depending on the number of qualified firms submitting. The final selection will be made with approval of the Mayor and City Council based on recommendation of staff. If the City of Leavenworth and the selected consultant are unable to agree on the terms and conditions of the contract, the City will terminate negotiations and the next most suitable consultant will be contacted for contract negotiations.