

Request for Proposals

Downtown Appleton Parking Study Parking Ramp(s) Site Selection and Size Determination

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I. INTRODUCTION

A. Project Summary

The City of Appleton is accepting proposals from qualified consultants for a Downtown Appleton Parking Study including parking ramp(s) site selection and size determination services. Our timeline seeks to complete this scope of work by 11/21/2014.

The Consultant selected to do this work will contract with, and be responsible to, the Director of Public Works and the City of Appleton Common Council for the completion of work described in the RFP.

B. Project Contact Person

Questions for clarification concerning the RFP should be directed via e-mail to:

Paula Vandehey, P.E.
Director of Public Works
paula.vandehey@appleton.org

C. Directions for Submittal of Proposal

Consultants shall submit five (5) complete copies of the proposal and five (5) copies of the estimated project budget for performing the required services. The project budget shall be provided in a separate envelope. A CD or flashdrive of the proposal and project budget shall also be included with the proposal.

These materials must be received at the office of the Director of Public Works by 4:00 p.m. CST on Friday, May 16, 2014, at the following address:

Paula Vandehey, P.E.
Director of Public Works
5th Floor, City Center
100 North Appleton Street
Appleton, WI 54911

Packages containing the proposal and any related materials shall be plainly marked on the outside in the following manner:

"DOWNTOWN APPLETON PARKING STUDY"

Envelopes or packages containing proposals and related materials received after the date and time stated above will be returned unopened.

II. PROJECT DESCRIPTION

Downtown Appleton is embarking on many exciting changes within the next few years including a new Public Library, a potential new City Hall, an Exhibition Center and a new parking ramp(s) to replace the existing city-owned Blue Ramp and possibly to address the limited remaining life of the privately-owned YMCA Ramp. In addition, the City has great expectations that these projects will generate new opportunities and expanding businesses within our downtown.

Downtown Appleton currently has four (4) City-owned parking ramps, one (1) private parking ramp owned by the YMCA, and many public and private parking lots scattered throughout the area.

The consultant will review the current parking demands, analyze future parking demands and make recommendations on the best location(s) for a new parking ramp(s) and corresponding ramp size(s).

Because there are so many moving parts and unknowns related to the anticipated changes in Downtown Appleton, significant input from various City staff and stakeholders, the YMCA, Lawrence University, Outagamie County, and downtown businesses will be necessary for a successful project outcome.

III. SCOPE OF SERVICES

The City is looking for pro-active solutions to our parking needs based on the known replacement of the Blue Ramp, the library building project and other future needs in order to continue the successful growth of Downtown Appleton. The scope of work outlined below is to be used as a general guide and is not intended to be a complete list of all work necessary to complete the project. Proposing Consultants may suggest a modified scope as part of their proposal.

A. Downtown Parking Analysis

1. Review current parking supply and demand of ramps, lots and on-street parking.
2. Perform studies during appropriate periods of time that provide information on parking turnover and occupancy patterns of city-owned parking ramps, lots and on-street parking.
3. Consider known and anticipated future parking needs.
4. Conduct stakeholder meetings with downtown business owners, residents, YMCA, Outagamie County, Appleton Downtown, Inc., City staff, other relevant groups as determined by the City, and owners of businesses located where potential parking structures could be located.
5. As part of the site evaluation process, work closely with the City of Appleton Traffic Division to identify any traffic-related impacts and/or needs related to the proposed new parking ramp location(s).
6. Recommend location(s) and size(s) of future parking ramp(s) best suited to meet the anticipated parking needs of Downtown Appleton to promote a functional downtown for existing businesses, business growth and city services.

7. Explore opportunities for public/private partnerships for the most efficient use of available space and financial resources including existing businesses.
8. Based on recommended location(s) and size(s) of the parking ramp(s), provide a detailed projected budget for the design, site preparation and construction of the parking ramp(s).
9. Provide a detailed schedule for the design, site preparation and construction of the parking ramps(s).

Items to be provided by the City include:

- *Current public parking quantities and locations*
- *Current building uses and occupancy rates*
- *Future known and anticipated developments*
- *Annual Downtown Special Events list*
- *The Downtown Plan portion of the Comprehensive Plan*

B. Public Participation and Communication

1. Kick-off meeting with City staff to plan stakeholder/public participation methods and dates.
2. Up to eight (8) stakeholder meetings with current businesses/property owners.
3. Four (4) public presentations: two (2) at Municipal Services Committee meetings and two (2) at Common Council meetings.
4. Meetings with owners of sites that could potentially be acquired to gain knowledge regarding current usage and ease/willingness of acquisition.

Deliverables: Upon completion of the analysis and stakeholder processes, the firm will conduct a presentation of the Draft Study (provided in electronic format to the City) to the Municipal Services Committee and Common Council. A Final Report will be prepared for public distribution as well as presentation to the Municipal Services Committee and the Common Council.

IV. PROPOSAL REQUIREMENTS

A. Executive Summary

The executive summary will be provided to the Municipal Services Committee and the Common Council. The consultant should address their approach to the project in terms that would be understood by the general public. Fees must not be included in this summary or in any portion of the submittal except the sealed envelope. This summary will be limited to three pages.

B. Introductory Letter

This letter shall stipulate the following:

1. All terms and conditions outlined in the Request for Proposals are acceptable to the Consultant, or if not, clearly define those elements and reasons for the objection.
2. Person(s) authorized to represent the consultant during the evaluation process, any negotiations, and signing of agreement that may result.
3. Any additional items the consultant believes should be added to the project.

C. Description of Firm

This relates to the firm and sub consultants. All sub consultants and their respective roles, qualifications, and experience must be clearly identified. This section will provide a basis for judging how well the firm's qualifications and experience relate to this specific project. Firm profiles may be included. Elements that will be evaluated are:

1. Background & Stability of the firm. (length of time in business, ownership, affiliations, etc.)
2. Relevant projects the firm has done. (Provide references)
3. Background of any sub consulting firm(s) used on this project, and an explanation of prior relationships with the consultant.
4. Relevant projects the sub consulting firm(s) has done. (Provide references)

D. Project Team and Experience with Similar Projects

This criterion relates to the project principal, project manager, key staff, and sub consultant staff. This section will provide a basis for judging how well the project team's qualifications, experience with similar projects, and time allocation relate to this specific project. Individual resumes must be included. Proposed hours for each project team member must be identified in this section. Elements that will be evaluated are:

1. Number of people and hours assigned to this project with information to be provided in a spreadsheet format that clearly identifies staff and hours. Costs must not be listed on this spreadsheet.
2. Extent of principal and project manager involvement. Meeting with the Project Team as often as necessary to meet objectives and additional meetings, as consultant believes necessary to enhance this project.
3. Key project team members on similar projects and unique qualifications that make them a valuable resource on this specific project, including experience with other design teams and consulting firms.
4. Key project team member roles during this project.
5. Does the project team cover all phases of this project?
6. Project Manager's technical and managerial experience with projects of similar scope and nature.

E. Project Understanding

A discussion of the approach the firm will use to complete the project. Is there a clear and concise understanding of the project, the work to be completed, and the coordination required based on existing information? Elements that will be evaluated are:

1. Demonstrated understanding of the project.
2. Clear and concise explanation of specific tasks needed to accomplish the project.
3. List of project tasks in sequential order.
4. Define issues to be resolved in the course of the project.
5. Are there elements to this project not identified in this proposal that the owner may wish to consider?

F. Project Schedule

This relates to the consultant's time requirements to complete those tasks identified. Elements that will be evaluated include:

1. Proposed schedule of tasks and progress meetings with the Project Team.
2. Time required to complete tasks (duration).

3. Inter-relations between tasks (dependencies).
4. Key events during the project (milestones).
5. Critical input points from the owner/stakeholders.

G. Consultant Agreement

The consultant shall submit their standard consultant agreement for City review.

H. Additional Information

The consultant may submit any information they believe relevant that does not fit within the body of the proposal. This may include brochures, company information, supplemental resumes, additional project descriptions, and any other information the consultant believes is useful. This additional submittal will be used by the Project Team as they see fit and may not have a significant bearing on the selection process.

V. FEE INFORMATION

Proposed consultant fees for this project must be submitted in a spreadsheet format in a sealed envelope marked **“Fee Structure – Do Not Open.”** The fee structure shall reflect the total estimated fee for this project as described by the consultant in Section III – Scope of Services. Proposed resources for each task must be identified, including hours and wage rates for consultants and sub consultants. Work that the consultant would not provide, and must be provided separately by the City, must also be identified. Elements that will be evaluated include:

1. Availability of resources from the consultant and sub consultant(s) for the project.
2. Estimated hours and fees to complete individual work elements.
3. Estimated total fee for the project, based on hourly rates including a not-to-exceed cap.
4. List of tasks not performed by consultant or sub consultant(s) for project, which must be performed by the City.
5. Identify what your firm considers reimbursable expenses and detailed costs of each.

VI. FINAL AGREEMENT FORMAT

The City Attorney will review the consultant standard consulting agreement. Modifications to that agreement may be required at the City Attorney’s discretion.

VII. INSURANCE AND INDEMNIFICATION

A Certificate of Insurance is to be provided according to the attached requirements (see “EXHIBIT C”).

Service Provider agrees to indemnify, defend and hold harmless the City and its officers, officials, employees and agents from and against any and all liability, loss, damage expense, costs (including attorney fees) arising out of this agreement, caused in whole or in part by Service Provider or anyone for whose acts any of them may be liable, except where caused by the sole negligence or willful misconduct of the City.

VIII. EVALUATION PROCESS

A committee, who may conduct interviews as a secondary step, will evaluate proposals. The proposals will be evaluated and ranked based on the information submitted in the proposals according to the evaluation criteria.

Project fees will be evaluated separately after ratings of the proposals are completed. Weighing of the project fee will be subjective; however, lowest cost does not assure selection. The City reserves the right to select any consultant it believes to be in its best interest and to negotiate fees, or to reject any or all proposals at its sole discretion. The proposals will require an estimated ten to fifteen (10-15) working days for evaluation.

If the Selection Committee deems interviews are required, they will be held approximately twenty (20) working days after the proposals are received. The Selection Committee will make a recommendation to the Municipal Services Committee, who will recommend the award of the contract to the Common Council.

The City of Appleton will not be liable for any costs incidental to the preparation of the Request for Proposals, presentations, or interviews relating to the selection process.

Public Information

Proposals will be treated as proprietary and confidential from the time of receipt and throughout the review process. However, the Proposer shall understand that all submitted proposals become the property of the City of Appleton and information included therein or attached thereto shall become public record pursuant to Wisconsin Statute after recommendation for endorsement of contract is made. Any specific portions of the proposal which the submitting firm desires to remain confidential due to legitimate "proprietary information" or "trade secret" must be clearly labeled as such upon submittal. The City of Appleton will be the final authority as to whether the information qualifies as confidential. In the event the City judges the information to be non-confidential, the proposer will be notified and given the opportunity to change the designation or withdraw the proposal prior to evaluation.

IX. ATTACHMENTS

- A. Insurance Requirements (EXHIBIT C")
- B. Map of Downtown Appleton Parking Study Area
- C. Existing Parking Information for City-owned Parking Facilities

"EXHIBIT C"

**INSURANCE REQUIREMENTS
FOR CITY OF APPLETON
PROFESSIONAL SERVICE AGREEMENT**

It is hereby agreed and understood that the insurance required by the City of Appleton is primary coverage and that any insurance or self insurance maintained by the City of Appleton, its officers, council members, agents, employees or authorized volunteers will not contribute to a loss. All insurance shall be in full force prior to commencing work and remain in force until the entire job is completed or the length of time that is specified in the contract.

1. PROFESSIONAL LIABILITY

- A. Limits
 - (a) \$500,000 each claim/\$1,000,000 annual aggregate
- B. Must continue coverage for 2 years after final payment for service/job

2. GENERAL LIABILITY COVERAGE

- A. Commercial General Liability
 - (a) \$1,000,000 general aggregate – per project
 - (b) \$1,000,000 products - completed operations aggregate
 - (c) \$1,000,000 personal injury and advertising injury
 - (d) \$1,000,000 each occurrence limit
- B. Claims made form of coverage is not acceptable.
- C. Insurance must include:
 - (a) Premises and Operations Liability
 - (b) Contractual Liability including coverage for the joint negligence of the City of Appleton, its officers, council members, agents, employees, authorized volunteers and the named insured
 - (c) Personal Injury
 - (d) Explosion, collapse and underground coverage
 - (e) Products/Completed Operations
 - (f) The general aggregate must apply separately to this project/location

3. BUSINESS AUTOMOBILE COVERAGE

- A. Limits - \$250,000 each person/\$500,000 each accident for Bodily Injury and \$100,000 for Property Damage
- OR
- \$500,000 Combined Single Limit for Bodily Injury and Property Damage each accident
- B. Must cover liability for "Any Auto" - including Owned, Non-Owned and Hired Automobile Liability

4. WORKERS COMPENSATION AND EMPLOYERS LIABILITY - If required by Wisconsin State Statute or any Workers Compensation Statutes of a different state.

- A. Must carry coverage for Statutory Workers Compensation and Employers Liability limit of:
\$100,000 Each Accident
\$500,000 Disease Policy Limit
\$100,000 Disease - Each Employee

5. ADDITIONAL PROVISIONS

*** Additional Insured - On the General Liability Coverage and Business Automobile Coverage. City of Appleton, and its officers, council members, agents, employees, and authorized volunteers shall be Additional Insureds.**

*** Endorsement -**

The Additional Insured Policy endorsement must accompany the Certificate of Insurance.

*** Certificates of Insurance -**

A copy of the Certificate of Insurance must be on file with the City Clerk.

*** Notice -**

NOTE: City of Appleton requires 30 day written notice of cancellation, non-renewal or material change in the insurance coverage.

***The insurance coverage required must be provided by an insurance carrier with the "Best" rating of "A-VII" or better. All carriers shall be admitted carriers in the State of Wisconsin.**

City-Owned Off-Street Parking Facilities

Rev. 4/22/2014

Description	Total Stalls	Handicap Stalls	"Reserved" Stalls	Permit Stalls	
RAMPS	YELLOW	25	58 (secured basement)	1,015	
			52 (3-hour stalls)		
			100 (Pay to Enter)		
	GREEN	784	18	24 (Evans Title)	632
				10 (Authorized - City Only)	
				100 (Pay to Enter)	
	RED	771	17	29 (M&I Bank)	375
				350 (Pay to Enter)	
	BLUE	411	14	68 (Metered stalls)	281
				32 (Motorcycle only)	
				12 (West Business)	
				1 (Cheyenne's)	
3 (5-min. zone)					
Subtotal - RAMPS	3,216	74	839	2,303	
LOTS	Library Plaza	6	88 (Metered stalls)	0	
	Lot 9	0	24 (Metered stalls)	0	
	North Lot (PAC Lease)	4 (Leased)	86 (Leased)	0	
	Subtotal - LOTS	10	198	0	
	TOTALS	3,424	84	1,037	2,303