

Central Eastside Industrial Council
February 1st, 2019

RFP no. 1803
REQUEST FOR PROPOSALS
For
CENTRAL EASTSIDE INDUSTRIAL DISTRICT PARKING MASTER PLAN

PROPOSALS DUE: Thursday, March 7th, 2019 by 4:00 p.m.

Envelope(s) shall be sealed and marked with RFP number and Project Title. Five (5) copies are required.

Submit the Proposal to:

CEIC/RFP No. 1803 District Parking Master Plan
Attn: Rina Jimmerson
511 SE Belmont Street, 2nd Floor
Portland, OR 97214

Refer questions to:

Rina Jimmerson
Phone: 503.236.6830
Direct Ph: 503.890.3383
Email: rina@ceic.cc

Notice of Interest and Questions must be submitted in writing or email prior to midnight Monday, February 11th, 2019

PART I SOLICITATION REQUIREMENTS

SECTION A GENERAL INFORMATION

1. BACKGROUND

In October 2010, the Central Eastside Industrial Council (CEIC) took a proactive approach to parking and transportation issues by participating with the Portland Bureau of Transportation (PBOT) in developing the Central Eastside Parking Management Plan (CEPMP). During the planning process, it became clear the CEIC would need to be even more involved once the plan was initiated. After adoption by City Council in June 2012, the CEIC authorized formation of the Transportation and Parking Advisory Committee (TPAC).

TPAC's mission is to implement the CEPMP by monitoring, reviewing and advising on parking and transportation in the Central Eastside Industrial District (CEID). Our committee is comprised of CEIC board members, PBOT staff, business owners, neighborhood representatives and other interested organizations.

Specifically, as noted in the CEPMP the TPAC will:

- Implement the Plan and collaborate on refinements over time.
- Provide parking and transportation self-governance for stakeholders, neighborhoods and the CEIC in a collaborative manner with PBOT.
- Create an on-street exceptions process with ongoing refinements mutually agreed by the CEIC and PBOT.
- Serve as a forum for action, planning and program implementation and monitoring of parking and transportation regulations as the district evolves.
- Bring more balance and focus to multiple modes of transportation within the district.
- Establish a funding strategy including permit surcharges and meter revenue sharing to fund other parking and transportation solutions in the CEID.

Inherent with the mission is to support and promote the economic vitality, employment and safety of the CEID through cooperative, business-supported programs promoting efficient, balanced transportation and parking systems and land use patterns.

The primary goal of the TPAC is to leverage the transportation and parking systems to assist, foster, and expand employment and business growth in the CEID. Key elements of this activity will include improved parking management; freight mobility and delivery of goods and services; utilization of public transit; an integrated and cooperative approach to ridesharing; bicycle and pedestrian measures, resolving conflicts to maximize throughput of right of way, utilizing appropriate transportation demand management (TDM) and other sustainable measures to improve air quality and livability for residents, employers and employees in the area served by the TPAC.

The TPAC has met and successfully advised on a number of CEID transportation and parking issues for the past six years. Many parts of the CEPMP have been implemented but there remain additional phases including those identified as "Long-Term Actions" needed to address customer parking demand and the lack of parking infrastructure within a traditional industrial district.

The CEID has experienced substantial development and employment growth over the past five years. Yet the districts "traditional" industrial parking model (parking spaces provided for an industrial zone, mostly on street parking and no off-street facilities) is not capable of addressing demand. The demand has impacted the ability for employees to get into and out of the district as well as find available parking. We need to explore

opportunities to transition our employees into existing and yet-to-be-built off-street facilities while moving them into alternative modes. It is the intent that the parking master plan will determine the amount of additional parking capacity needed to support existing, new, and expanding businesses in our district. It must also keep in mind the importance of customers that frequent the businesses in the CEID as well as the deliveries that are routinely made there.

2. PURPOSE OF THIS SCOPE

The CEIC wishes to determine an efficient and sustainable approach for providing access to and movement around the district for workers, visitors, residents and customers for the long term. The CEIC is seeking proposals from individuals, firms, teams or Consultants, hereafter called "Proposer(s)," with demonstrated experience in the development of parking master plans and proposes to engage the successful Proposer for development of a Parking Master Plan for the Central Eastside District which is a 681-acre district encompassing property south of I-84 to Powell and the river to SE 12th.

The purpose of the Parking Master Plan is to:

Plan and review existing parking supply, demand and utilization, and assess future parking needs based on projected growth and development and potential loss of existing parking supply.

The plan would identify potential locations for future parking facilities and assess the appropriate scale of these facilities, should they be required.

The plan reviews and re-evaluates present and future Transportation Demand Management (TDM) goals and/or other non-traditional methods of alleviating cars by identifying where visitors, employees and users are coming from.

The plan includes cost-estimates for potential future parking facilities as well as best strategies for the future of parking in the district.

The plan will also evaluate the profile of current commuters for the purpose of equity

The plan will explore best-practices around flexible parking solutions, especially those that can be re-purposed in the future.

Moreover, the plan will:

- Provide direction and facilitate parking demand via currently available resources and proposed infrastructure improvements.
- Be based on the goals set forth in the CEPMP and expand in areas based on current data collection and growth in the district.
- Assist the TPAC in creating a five-year strategic plan based on parking & transportation goals and mission.
- Anticipate where additional parking demand might occur and identify how the plan can be phased and implemented annually. A portion of which may address immediate needs in the district.
- Develop a business plan for the CEID parking and transportation advisory committee that includes goals and targets, potential services, possible funding streams and measurable standards of performance.
- Determine market demand for paid parking and costs associated with development, maintenance, staffing and associated costs for surface and structured parking in the CEID.
- Evaluate the impact of the permit program and on-street paid environment and it may affect the ability to have paid off-street parking.

- Engage in a process that (a) creates consensus on balancing transportation access and mode split goals to accommodate the district’s economic development plan and vision for growth and (b) involve increasing numbers of CEID businesses in parking management and commute trip reduction programs. As required by City, State and County employment goals outlined in the 2035 plan.
- Raise awareness of the value of CEID parking and transportation goals at various levels, which include (a) businesses, (b) public sector leadership, (c) community groups and (d) potential users of TPAC services.
- Suggest how to work with local partners, private and public, to improve services and facilities in the CEID and increases access to alternatives to SOV commuters thus reducing parking demand while incentivizing transit and shared services.
- Keep in mind the ever-changing and evolving car usage (i.e. Uber/Lyft/ electric vehicles/autonomous vehicles, etc.) so as to incorporate parking solutions into the plan that would be feasible in the long term.
- Be mindful of the environment

3. SCOPE OF WORK

Task 1: Assemble background data

- 1.1 **Parking Inventory and Occupancy Survey** Research/review sources for accurate data that establishes baseline measures for parking demand and occupancy in the CEID (both on street and off street, including surface lots that can be used by the public).
- 1.2 Research/review sources for accurate data that establishes baseline measures for commuter (employee and customer) access to the CEID (i.e., mode split data).
- 1.3 Research/review sources for accurate information on job, housing and access targets that may already be established for the district (e.g., urban renewal documents, vision plans, Central City in Motion Plans, Portland’s 2035, etc.)
- 1.4 Create an “Executive Summary” of research/review findings as a “baseline” document for use in initial stakeholder work sessions. Taking into account where workers are coming from.

Task 2: Initial Stakeholder Outreach

- 2.1 Establish TPAC Parking Master Plan Work Group. Work Group would be, at minimum, comprised of CEIC-TPAC “members” with other key participants (e.g., PBOT, BPS, CEIC Board members, neighborhood associations, etc.). The Work Group should be broadly representative of the businesses, property owners and public leadership within the CEID boundary.
- 2.2 Identify 10-15 key stakeholders within the CEID boundary for individual one-on-one interviews. “Key contacts” would be targeted at CEO’s, business owners, developers, key leaders, clients and employees. Purpose of interviews would be to (a) communicate strategic process, (b) garner input on key parking issues, (c) gather ideas, thoughts, challenges and barriers and (d) identify common themes pertinent to delivery of TPAC services, programs and strategies.
- 2.3 Compile Technical Memorandum 1 summarizing key stakeholder input.

- 2.4 Host a “project report back” meeting (kick-off meeting) to present findings of Tasks 1.1– 2.2 to TPAC Strategic Plan Work Group. This includes a wide survey of employees and employers.

Task 3: Stakeholder Advisory Committee

- 3.1 Convene the Work Group to serve as a discussion forum and central clearinghouse for information derived from the strategic planning process.
- 3.2 Facilitate a series of work session(s) with the Work Group to develop/ascertain common issues, themes, challenges and opportunities. This would include assessment of parking services and on-going facilitation of parking and trip reduction goals for the CEID community.
- 3.3 Conduct individual meetings, as necessary, with CEID leaders (public and private) to discuss project and report status.

Task 4: Issue Identification and Development of Consensus Solutions

- 4.1 Develop a draft plan.
- 4.2 Facilitate development of "consensus" solutions/strategies/programs to parking and access challenges identified through Work Group process.
- 4.3 Identify and prioritize proposed consensus solutions/strategies/programs, particularly those that result in a more efficient parking system (that incorporates on-street, locations and off-street) and reduce single occupant vehicle trips, vehicle miles traveled; resulting in mode split shifts to non-auto alternatives.
- 4.4 Prepare draft Technical Memorandum 2 summarizing input from Work Group meetings.
- 4.5 Identify demand management tools that could be implemented immediately.

Task 5: Plan Completion

- 5.1 Work with TPAC to evaluate and develop a parking plan for the CEIC-TPAC that will provide organization and services consistent with Consensus Solutions identified in Task 4.
- 5.2 Work with TPAC to explore funding options necessary to support the parking plan, TPAC organization and its future efforts.
- 5.3 Meetings as necessary with CEIC and TPAC staff to finalize findings and recommendations.
- 5.4 Conduct additional meeting(s) CEIC and TPAC to test findings and refine conclusions.

Task 6: Final Plan

- 6.1 Prepare final plan and recommendation with initial business and financial plan. Final plan will discuss potential financial contributions from businesses and local jurisdictions, staffing and resources plan, budget, as well as trip reduction programs and services to be provided. It will also identify where parking can be added, number of spaces that may be needed over a 5, 10, 15-year period and what the on-street environment needs (paid, permits, etc.)

PROJECT FUNDING

The CEIC has not determined the anticipated cost for the requested services. The Proposer's proposal shall include the proposer's true estimated cost to perform the work regardless of the CEIC's budgeted funds for this work.

4. TIMELINE FOR SELECTION

This RFP will be published on Friday February 1, 2019. The following dates are proposed as a timeline for this project:

| | |
|--|---------------------------------|
| Interest Notice and Questions due prior to 12:00am | Monday, February 11th, 2019 |
| Written proposals due at 4:00 p.m. | Thursday, March 7th 2019 |
| Announcement of short list Proposers | Friday, March 15th, 2019 |
| Interviews or additional review, if deemed necessary | Week of March 18th - 22nd, 2019 |
| Selection committee recommendation | March 22nd, 2019 |
| Contract negotiation with successful Proposer | Week of March 25th - 29th, 2019 |
| Notice to proceed – work begins | Monday, April 1st, 2019 |

The CEIC reserves the right to make adjustments to the above noted schedule as necessary.

SECTION B WORK REQUIREMENTS

1. TECHNICAL OR REQUIRED SERVICES

Proposer must demonstrate experience providing similar services for public and or private clients. Letters of recommendation is encouraged.

Proposer must provide resume/background information on key management staff and examples of management tools used to monitor service.

Professional services required are likely to include:

- a. Parking analysis
- b. Understanding of parking systems including robotic systems
- c. "State of the Art" parking management systems, including web based "on-street" parking availability.
- d. Parking demand costs, and market trends
- e. Facilitation of work groups
- f. Produce concrete materials including, but not limited to, maps, studies, evaluations, reports

The successful Proposer shall perform the tasks listed below for this project, and shall be expected to work closely with designated CEIC personnel to accomplish these goals:

- a. Suggest changes to the scope if required to meet the goals.
- b. Determine the market demand and viability of both surface and structured parking.
- c. Present examples of other cities methods to address repaid growth and parking demand.
- d. Clearly identify immediate actions and long-term goals needed to address parking in the district. This could include conversion of parking to other uses if the demand for parking diminishes in the future.
- e. TDM evaluations
- f. Surveys of where parking users in the CEID are coming from
- g. Present reports on a regular basis
- h. Participate in public/private meetings regularly
- i. Perform TDM evaluations for the short and long-term
- j. Participate in public/private meetings and give updates on the actions that have been taken as well next steps
- k. Be respectful of deadlines

The CEIC has assigned a project manager to oversee the successful Proposer's work and provide support as needed. Specific duties the CEIC will perform include:

- a. Review progress
- b. Be available to provide input, answer questions and recourses.
- c. Advertise meetings and reports through email and/or mailers and at CEIC meetings and events
- d. Provide a report to the CEIC-TPAC and/or CEIC board every month.
- e. Implement the Parking Master Plan
- f. Determine (after 1 year, 5 year) if there is a need for adjustments to the master plan with additional consultation from the proposer

2. PROJECT REVIEWS

On a day-to-day basis, the progress of the work will be managed by the CEIC's Project Manager.

DELIVERABLES AND SCHEDULE

Deliverables shall be considered those tangible resulting work products that are to be delivered to the CEIC such as reports, draft documents, data, interim findings, drawings, schematics, training, meeting presentations, final drawings, and reports. Unless otherwise specified by the CEIC, the successful Proposer shall prioritize submitting applicable deliverables electronically, and any paper-based deliverables shall be printed double-sided and in bindings or report covers that are fully recyclable, preferably using materials containing post-consumer waste (PCW) recycled content.

Deliverables and schedule for this project shall include:

We expect the contract to run for approximately six to eight months from the April 1st, 2019 start date.

All deliverables and resulting work products from this contract will become the property of the CEIC. As such, the Consultant and any Subconsultants grant the CEIC the right to copy and distribute (in any and all media and formats) project deliverables for regulatory, project certification/recognition, program development, public education, and/or for any purposes at the sole discretion of the CEIC.

3. PLACE OF PERFORMANCE

Contract performance will take place primarily at the successful Proposer's facility. On occasion and as appropriate, work will be performed at CEIC facilities, a third-party location, or any combination thereof.

4. PERIOD OF PERFORMANCE

The CEIC anticipates having the successful Proposer begin work immediately upon contract execution with submittal of deliverables as described above.

PART II PROPOSAL PREPARATION AND SUBMITTAL

SECTION A PRE-SUBMITTAL INTEREST / RFP CLARIFICATION

1. PRE-SUBMITTAL INTEREST

Proposer must send a notice of interest no later than Monday, February 11th, 2019 to receive addendum, Q/A or other pertinent items. Notice of interest must include company name, contact name and email address.

2. RFP CLARIFICATION

Questions and requests for clarification regarding this Request for Proposal must be directed in writing, via email or fax, to the person listed below. **The deadline for submitting such questions/clarifications is Thursday, February 28th, 2019 seven (7) days prior to the proposal due date.** An addendum will be issued no later than 72 hours prior to the proposal due date to all recorded holders of the RFP if a substantive clarification is in order.

CENTRAL EASTSIDE INDUSTRIAL DISTRICT PARKING MASTER PLAN

CEIC/RFP No. 1803

ATTENTION Rina Jimmerson

E-mail: rina@ceic.cc

Phone: 503.236.6830

Direct Ph: 503.890.3383

SECTION B PROPOSAL SUBMISSION

1. PROPOSALS DUE

Sealed proposals must be received no later than the date and time, and at the location, specified on the cover of this solicitation. If submitting by hard copy the outside of the envelope shall plainly identify the subject of the proposal, the RFP number, and the name and address of the Proposer. It is the Proposer's responsibility to ensure that proposals are received prior to the specified closing date and time, and at the location specified. Proposals received after the specified closing date and/or time shall not be considered and will be returned to the Proposer unopened. The CEIC shall not be responsible for the proper identification and handling of any proposals submitted to an incorrect location.

2. PROPOSAL

Proposals must be clear, succinct and **not exceed 20 pages**. Section dividers, title page, table of contents, cover letter, do not count in the overall page count of the proposal. Proposers who submit more than the pages indicated may not have the additional pages of the proposal read or considered. [The 20-page limitation does not include supplemental information such as résumés, project narratives or other supporting materials. However, they must be part of an addendum at the end of the proposal]

Submittals shall be printed on both sides of a single sheet of 8.5" x 11" paper wherever applicable; if sheets are printed on both sides, it is considered to be two pages.

All submittals will be evaluated on the completeness and quality of the content. Only those Proposers providing complete information as required will be considered for evaluation. The ability to follow these instructions demonstrates attention to detail.

3. PROPOSAL SUBMISSION

For purposes of this proposal submission, the proposer shall submit: one **(1) original printed copy and four (4) additional printed copies, and one (1) PDF or MS Word format copy on CD disk or flash drive.** If the proposer requests redactions please submit a PDF or MS Word format document with redactions on a USB flash drive or CD disk. If no redactions are requested in a proposal, please state that clearly in the Cover Letter section of your submittal. **The entire proposal submittal must be received at the place and on or before the time and date specified on the cover page of this RFP document.**

4. COST OF RESPONDING

All costs incurred by the Proposer in preparation of proposals to this solicitation, including presentations to the CEIC and/or for participation in an interview shall be borne solely by the Proposer; the CEIC shall not be liable for any of these costs. At no time will the CEIC provide reimbursement for submission of a proposal unless so stated herein.

5. ORGANIZATION OF PROPOSAL

Proposers must provide all information as requested in this Request for Proposal (RFP). Proposals must follow the format outlined in this RFP. Additional materials in other formats or pages beyond the stated page limit(s) may not be considered. The CEIC may reject as non-responsive, at its sole discretion, any proposal or any part thereof, which is incomplete, inadequate in its response, or departs in any substantive way from the required format. Proposals shall be organized in the following manner:

1. Project Team
2. Proposer's Capabilities
3. Project Approach and Understanding
4. Proposed Cost
5. Addendum

SECTION C EVALUATION CRITERIA

1. PROJECT TEAM

Please provide the following:

- Approximate number of people to be assigned to the project.
- Extent of company's principal member's involvement.
- Names of key personnel who will be performing the work on this project, and:
 - their roles and responsibilities on this project
 - current assignments and location
 - directly relevant experience on similar or related projects
 - unique qualifications
 - demonstrated performance record of key personnel
 - percentage of their time that will be devoted to the project
- Proposals must identify a proposed project manager who would be responsible for the day-to-day management of project tasks and would be the primary point of contact with the CEIC project manager. Describe the project manager's experience with similar projects and with managing and leading interdisciplinary teams. List other projects the proposed project manager is currently assigned to.

- Team qualifications and experience on similar or related projects:
 - qualifications and relevant experience of prime consultant
 - qualifications and relevant experience of sub-consultants, if any
 - Full resumes are allowed in the Addendum section if needed but are not required.

2. PROPOSER'S CAPABILITIES

Please provide the following:

- Describe your firm's legal structure, areas of expertise, length of time in business, number of employees, and other information that would be helpful in characterizing the firm.
- Provide the address of the firm's home office and the address of the office that will manage the project, if applicable.
- Describe similar projects performed within the last five years, which best characterize firm's capabilities, work quality and cost control.
- For each project mentioned, include the name, address and phone number of a person who can be contacted regarding your performance on the project. Identify year of execution and duration. When submitting projects for which your firm worked in an auxiliary or in a joint venture or partnership, include the name of the lead firm.
- Describe firm's resources available to perform the work for the duration of the project and other on-going projects.
- Describe firm's internal procedures and/or policies associated or related to work quality and cost control.
- Describe firm's management and organizational capabilities.
- Describe or provide a detailed description of firm's approach to overall management and integration of all activities required by the scope of work, including the management objectives and techniques that demonstrate how the work requirements will be met.

3. PROJECT APPROACH AND UNDERSTANDING

- Describe the proposed scope of work and activities and provide a narrative description of how the firm proposes to execute the scope of work of the project.
- Identify the team members who will work on each task.
- Describe the proposed work products that will result from data collection, operations management and evaluation.
- Identify points of input and review with CEIC staff.
- Based on your firm's expertise and experience with similar projects, demonstrate how your firm will effectively operate proposed project.
- Specify vehicle proposed for service, make/model, capacity and reliability reports.
- Indicate fleet size is sufficient to manage out of service vehicle (i.e. spares) and ability to increase or reduce bus capacity based on demand.
- Specify the approach for addressing ADA requirements.

4. PROPOSED COST

The proposal shall include the Proposer's **true estimated cost or fixed-price estimate** for the proposed project approach irrespective of the CEIC's anticipated cost and shall include the hourly rates of each person associated with the project as well as the estimated number of hours each staff member will be expected to work on each task.

PART III PROPOSAL EVALUATION

SECTION A PROPOSAL REVIEW AND SELECTION

1. EVALUATION CRITERIA

A Selection Committee (Committee) will be appointed to evaluate the proposals received. For the purpose of scoring proposals, each Committee member will evaluate each proposal in accordance with the criteria listed in Part II, Section C. The Committee may seek the assistance of outside expertise, including, but not limited to, technical advisors. The Committee will require a minimum of ten (10) working days to evaluate and score the proposals

The choice of how to proceed, decisions to begin or terminate negotiations, determination of a reasonable time, decisions to open negotiations with a lower scoring Proposer, and any decision that a solicitation should be cancelled are all within the sole discretion of the CEIC.

The proposal evaluation process consists of a series of Evaluation Levels that will lead to the identification of a Successful Proposer. Each proposal response will be evaluated in accordance with the following evaluation criteria:

Written Scoring: Responses meeting the mandatory and responsiveness requirements will be further evaluated as part of Evaluation Level #1. One hundred possible points are available at Level #1. This step consists of a detailed review and scoring by the Committee of the proposals as follows:

| Criteria | Maximum Level #1 Score |
|----------------------------|-------------------------------|
| 1. Project Team | 30 |
| 2. Proposer's Capabilities | 30 |
| 3. Project Approach | 30 |
| 4. Proposed Cost | 10 |
| Total: | 100 |

The CEIC has the right to reject any or all proposals for good cause.

4. SCORING PROCESS

For Evaluation Level #1, the sum of all points earned by a Proposer from all proposal evaluators will be the Overall Score.

5. CLARIFYING PROPOSAL DURING EVALUATION

At any point during the evaluation process, the CEIC is permitted, but is not required, to seek clarification of a proposal. However, a request for clarification does not permit changes to a proposal.

SECTION B CONTRACT AWARD

1. CONSULTANT SELECTION

Following the Selection Committee's final determination of the highest scored Proposer, the CEIC will issue a Notice of Intent to Negotiate and Award and begin contract negotiations. The CEIC will attempt to reach a final

agreement with the highest scoring Proposer. However, the CEIC may, in its sole discretion, terminate negotiations and reject the proposal if it appears agreement cannot be reached. The CEIC may then attempt to reach a final agreement with the second highest scoring Proposer and may continue on, in the same manner, with remaining proposers until an agreement is reached.

The selection of the Successful Proposer shall be based on negotiated costs and conformance to the CEIC's terms and conditions. Negotiations will follow with the Successful Proposer, and if successful, the consultant and CEIC will enter into a service contract for the work. If agreement concerning the negotiated costs, schedule, and scope of work cannot be reached with the Successful Proposer within a time period deemed reasonable to the CEIC, the CEIC may, at its sole discretion, terminate such negotiations and begin negotiations with the next highest scored proposer from the Short List.

2. CONTRACT DEVELOPMENT

The proposal and all responses provided by the successful Proposer may become a part of the final contract.