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# Request for Proposals: Downtown Parking Analysis

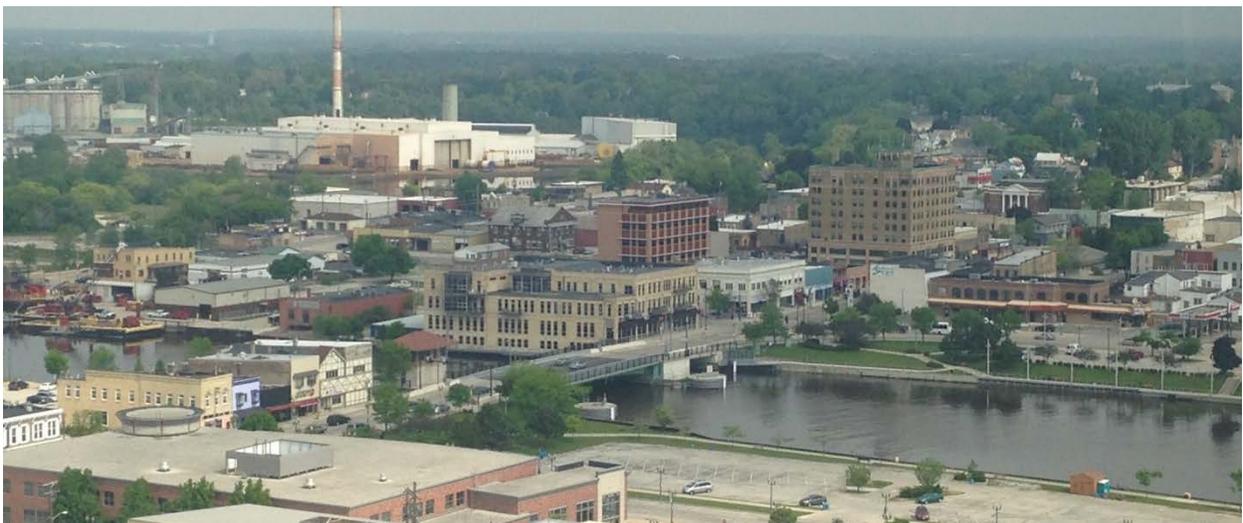
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To Provide Direction to the  
Manitowoc Common Council  
for Improved Downtown  
Parking Management and  
Future Capacity

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**City of Manitowoc**  
**Community Development**  
**Department**  
Released February 21, 2017

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## **I. Introduction**

The City of Manitowoc (City) is soliciting proposals from qualified planning and engineering firms (Consultants) to assist with analysis of alternative vehicle parking strategies to meet current and projected future demand. Manitowoc’s downtown area will be the geographic focus, which is designated as the “Study Area” and displayed in Figure 1. The selected firm must demonstrate a thorough understanding of parking supply and demand analysis, alternative methods for managing parking in a mixed-use downtown environment, and the design and construction of parking structures.

### **A. Project Goals**

The following statement of goals outlines the City’s overall desires for the results of this Downtown Parking Analysis.

1. Evaluate current parking conditions in the Study Area including supply and demand for public and private parking.
2. Assess current operational practices for the City’s parking programs and identify potential improvements.
3. Estimate future parking demand in the Study Area based on known and projected future development.
4. Develop strategies for meeting expected future parking demand.

### **B. Addenda, Rejection, Cancellation, Preparation Cost**

The City reserves the right to revise any part of this RFP by issuing an addendum at any time prior to the submittal deadline. The City reserves the right to accept or reject, in whole or part, all proposals submitted and/or to cancel this announcement if any such action is determined to be in the City’s best interest. All materials submitted in response to this RFP become the property of the City. The City will not be responsible for costs associated with preparing proposals. By submitting a proposal, each Consultant agrees to be bound in this respect and waives all claims regarding such costs and fees.

## **II. Background**

Wisconsin’s Maritime Capital, the City of Manitowoc, is a charming and historic community situated on the west shore of Lake Michigan. The main pillars of the Manitowoc economy consist of manufacturing, tourism, and health and educational services. According to ACS 5-Year Estimates, the City of Manitowoc had a 2015 population of 33,301 and the economic and transportation characteristics shown in the following table.

While the nature of industry and trade has changed since the City’s founding in 1836, the City’s strong manufacturing base and inherent natural resources, combined with its hardworking residents and innovative businesses, have enabled it to maintain a high quality of life. The City has benefited from its picturesque shoreline, quality schools and safe neighborhoods, as well as strong regional connections. The City is located along major ground and water transportation corridors connecting it to regional markets, population, and economic cores of the Midwest and beyond.

Manitowoc’s downtown is a relatively dense, mixed-use environment covering about 30 blocks near the confluence of the Manitowoc River and Lake Michigan. The downtown consists of various shops and restaurants, lodging, small- to medium-sized office buildings, limited upper-story residential uses, and many community and institutional uses like the Wisconsin Maritime Museum, the Capital Civic Center, the Manitowoc Public Library, and the like. Like many other communities, the downtown serves as a center of employment and tourism, and as a community gathering place for various festivals and events.

**Selected Economic and Transportation Characteristics, City of Manitowoc**

ACS 5-Year Estimate (2015)

Workforce (16 years and older)	15,609
Average Household Income	\$53,954
<b>Means of Commute</b>	
Car, truck, etc. - alone	85.1%
Car, truck, etc. - carpooled	8.0%
Public transportation	0.4%
Walked	3.0%
Bicycled	0.9%
Taxi, motorcycle, other	0.8%
Worked at home	1.7%

Some distinguishing features of Manitowoc’s downtown: the SS Badger car ferry with daily service from May through October, laboratories and corporate headquarters for the nation’s second largest provider of dermatology services, the Mariner’s Trail connecting the downtown with City of Two Rivers and Point Beach State Park to the north, and the impending designation of Lake Michigan’s first National Marine Sanctuary. The City has made its Downtown a top priority for 2017 and beyond by budgeting for parking improvements, a downtown master plan update, bicycle route improvements, car ferry dock improvements, wayfinding signage, brownfields redevelopment, and various other initiatives.

The downtown currently includes a variety of parking options. There are 12 City-owned public off-street parking lots with approximately 560 parking spaces. Some are leased during weekday business hours, and some are open to the public. There are also a number of private off-street parking lots. On-street parking is available throughout the downtown including angle and parallel spaces. None of the on-street parking is currently metered, but two-hour time limits are enforced for the spaces along primary business corridors. There are currently no City-owned parking structures, but two private properties in the downtown provide covered parking.

**III. Anticipated Scope of Work**

One of the City’s goals with the Downtown Parking Analysis is to strategically share the project work with the selected Consultant in order efficiently utilize the project funds. The City anticipates the following breakdown of primary work tasks, so proposals must address all of these tasks at a minimum in order to be considered a complete submittal.

## **A. Consultant Scope and Deliverables**

### **1. Evaluate Current Conditions**

- a. Review and analyze parking utilization data provided by the City. Work with City staff to gather additional data where needed.
- b. Review the current zoning ordinance relative to parking regulations for Study Area land uses.
- c. Complete a supply versus demand analysis and identify immediate needs for available parking within the Study Area.
- d. Gather input from key downtown stakeholders (major business and property owners) and City staff regarding current parking regulations and conditions.
- e. Provide draft and final documentation and maps that illustrate the results of this analysis.

### **2. Assess Operational Practices**

- a. Assess current operational practices by the City of Manitowoc Department of Public Infrastructure and Police Department, comparing those practices to similar communities around the Country, and provide recommendations on operational changes that improve efficiency and provide a cost savings or revenue source to the City.
- b. Gather input from key downtown stakeholders and City staff regarding current parking operations, enforcement, fees, and other conditions.
- c. Provide draft and final documentation and maps that illustrate the results of this analysis.

### **3. Estimate Future Demand**

- a. Project future parking demand in the Study Area based on anticipated development, stakeholder input, and trends in downtown transportation and development for communities similar to Manitowoc.
- b. To the extent practical, identify location, volume, and timing of needs based on known and projected demand and the City's downtown Master Plan.
- c. Gather input from key downtown stakeholders and City staff regarding expected future development and impact on parking demand.
- d. Provide draft and final documentation and maps that illustrate the results of this analysis.

### **4. Develop Strategies**

- a. Provide near-term recommendations (implementation in two to three years) and long-term recommendations (implementation in 10 or more years) on parking needs within the Study Area. Consider comprehensive solutions including both demand management and increased or modified parking supply. Address optimal parking utilization and strategies to regulate on-street parking abuse by "all-day" parkers. Consider alternative revenue sources and the utilization of modern technology to enforce parking regulations.
- b. Formulate an implementation strategy to meet projected future parking needs. The strategy must include specific recommendations and identify timing, responsible parties, estimated costs, and potential funding sources.
- c. Provide draft and final documentation and maps that illustrate the results of this analysis.

### **5. Preliminary Analysis/Design**

- a. If warranted by the preceding analysis, identify potential sites for parking structures.
- b. If structure(s) not warranted, identify potential sites for additional surface parking.
- c. For up to two preferred parking structure or surface lot locations, complete a preliminary design/feasibility analysis to an adequate level of detail that determines site suitability and estimated construction cost. Provide specifics regarding the recommended capacity, number of floors, mixed-use opportunities, and annual maintenance costs.
- d. Provide draft and final documentation and maps that illustrate the results of this analysis.

### **B. Role of the City**

1. Work with Consultant to compile parking utilization data and to gather additional data where needed.
2. Provide existing operational and regulatory information to the Consultant including ordinances, policies, and procedures.
3. Provide existing Downtown Master Plan to the Consultant and provide integration with the Master Plan update process to the extent allowable by the timelines of each project.
4. Coordinate City staff meetings as needed.
5. Assist with scheduling and coordination toward gathering input from key downtown stakeholders.
6. Review and comment on draft documentation and maps.
7. Facilitate review and approval of the Downtown Parking Analysis through the appropriate Committees and the Common Council.

## **IV. Proposal Requirements**

### **A. Proposal Content and Organization**

To achieve a uniform review process and a degree of comparability, the proposals should be organized in the following order and contain all of the following information:

#### **1. Title Page and/or Cover Letter**

Show the proposal title, the name of firm, address, telephone number(s), email address, name of primary contact person, the date, and other relevant company information. Provide the name(s) of the person(s) authorized to make representations for your firm, their title(s), address, email address, and telephone number(s). Include a list of and contact information for any proposed sub-consultants and the work they will perform.

#### **2. Experience and Examples**

Describe your firm's experience in the required areas of expertise, and its ability to provide the needed services for the City. Include examples for which your firm has supplied the same or similar services for other municipalities. Provide up to three experience summaries describing similar work and identifying client reference contact information.

**3. Key Staff**

Identify the designated project manager or primary contact and key supporting staff, along with their availability, parking analysis experience, and capacity to provide the requested services. Clearly state the person(s) assigned to oversee the project and those who will be actively involved in executing the project. Include resumes for each of the individuals and clearly identify any sub-Consultants.

**4. Scope and Approach**

State the services your firm is proposing to provide. Describe the process and timeline that would be utilized to complete the project. At a minimum, all “Consultant Scope and Deliverables” listed in the Section III. A. of the RFP must be addressed.

**5. Cost**

Provide a fee computation broken down by the major tasks listed in Section III. A. and for the project as a whole. Include the maximum fee not to be exceeded for the services to be rendered. Provide an hourly fee schedule for the personnel involved in the project.

**B. Submittal Requirements**

Proposals must be received by the City of Manitowoc by 4:00 PM on **Thursday, March 9, 2017**. It is recommended that all proposals be submitted via certified mail or other commercial courier services in order that the Consultant will have a written record of the delivery. The following requirements must be completed in full:

1. Two (2) original hard copies of the completed proposal
2. At least one (1) electronic copy via one of the following devices: CD, DVD, or USB
3. Please send the identified information to the City of Manitowoc at the address listed below:

City of Manitowoc  
 Attn: Nicolas Sparacio  
 900 Quay Street  
 Manitowoc, WI 54220

**V. Selection Criteria and Process**

**A. Selection Criteria**

The proposals will be reviewed and scored by the project selection team using the following point system.

Firm Experience and Examples	25
Project Approach and Scope	25
Project Cost	25
Key Project Staff	15
Proposal Document Quality	10
<b>Total Possible Points</b>	<b>100</b>

**B. Selection Process**

The Consultant selection process will involve the following primary steps.

**1. Proposal Review**

Proposal review will be based on a comparative assessment and scoring of each document in accordance with the Selection Criteria identified in Section A. The City will then select one or more finalist firms to advance in the selection process.

**2. Interviews**

The City will determine whether interviews are needed, or it may make a selection based on the proposals alone. If determined necessary by the City, the finalist firms will be requested to present their experience, proposed approaches, and personnel in an interview to members of the City’s selection team. (Further interview instructions will be provided to the selected finalist firm(s).) The City will then review the presentation(s) and select a Consultant to advance in the process.

**3. Common Council Approvals**

Based on the results of the selection process, the City’s selection team will recommend to the Manitowoc Common Council a Consultant for approval. The Committee of the Whole will be the committee of jurisdiction. The final contract must also be approved by the Common Council.

**4. Contract Negotiation**

The selected Consultant will submit a proposed scope of services, then work cooperatively with the City to develop the final scope and project cost. Proof of the required insurance coverage will also be required at that time. Refer to Sections C and D below for further details related to insurance, contract award, and notification.

**C. Selection Timeline**

The following is the anticipated schedule for Consultant selection but is subject to change.

Submittal Deadline	March 9
Consultant Interviews	March 13-15
Consultant Selection	March 16
Council Confirmation	March 20
Contract Award by Council	April 17

**D. Rules Governing Competitive Evaluation**

**1. Examination of Request for Proposals**

Consultants should carefully examine the entire RFP, any addenda, and all related materials and data referenced in the RFP. Consultants should become fully aware of the nature of the work and the conditions while performing the work. An electronic version of this RFP and supplemental materials can be found at [www.manitowoc.org](http://www.manitowoc.org)

**2. Proposal Acceptance Period**

The selection of a Consultant with which to begin contract negotiation is expected to occur within two weeks of the submittal deadline. Short-listing of Consultants for interview and Consultant interviews (if utilized) will take place within this time period.

**3. Contract Negotiations**

The highest-ranked Consultant will enter into negotiations with the City. If an agreement cannot be met, the City will notify the Consultant and stop negotiations. Then the second highest-ranked Consultant will enter into negotiations. This process may continue until a successful negotiation occurs. The City reserves the right to cease any negotiations with any Consultant should it be in the City's best interest.

**4. Personnel Changes**

Prior to the execution of any contract for the requested services, the Consultant shall notify the City, in writing, of changes in key staff. The City shall have the right to terminate or renegotiate the contract if these changes will affect any work product or agreed upon timetables.

**5. Compensation**

Compensation will be based upon a negotiated fee between the Consultant and the City determined by the actual unit cost for items of work required to perform a specific task.

**6. Contract Time**

The Consultant shall proceed with the services specified after the execution of the contract and upon written notice from the City. The estimated contract duration for the requested services is six months. The actual duration will be specified in the contract along with options for renewal and extension.

**7. Insurance Requirements**

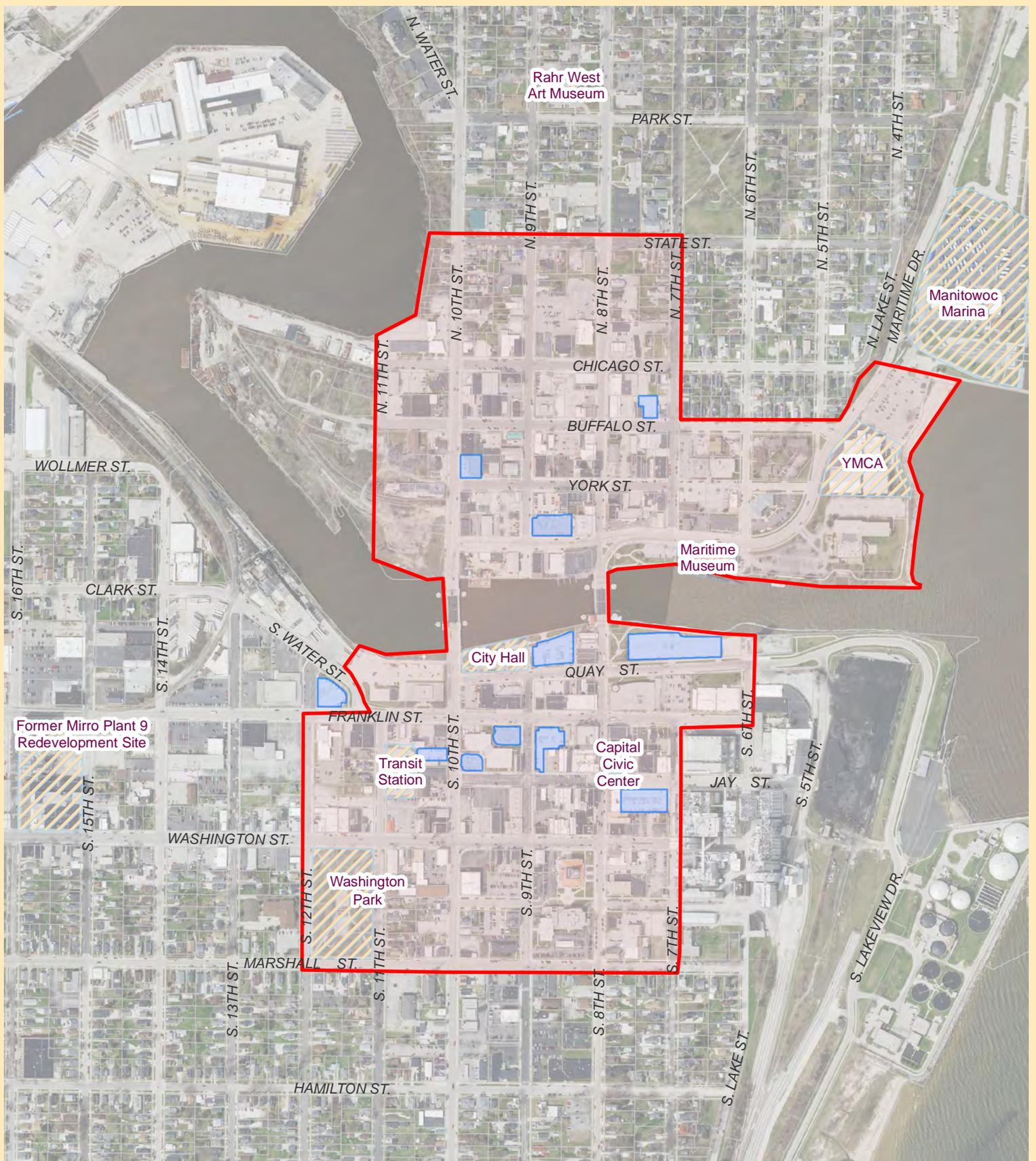
The successful Consultant will be required to provide proof of required insurance coverage, naming the City as an additional insured, to the City Attorney prior to the start of work. The minimum requirements include at least \$2,000,000 general liability on an occurrence basis, evidence of automobile liability, and statutory workers compensation.

**E. Questions and Comments**

All questions shall be submitted in written form to the contact information provided below. Answers will then be provided, via the City website, in written form as a part of an addendum to this RFP.

City of Manitowoc  
Attn: Nicolas Sparacio  
900 Quay Street  
Manitowoc, WI 54220  
Email: nsparacio@manitowoc.org  
Phone number: (920)686-6930

For additional context on the City of Manitowoc and the digital version of this RFP, please visit our website at [www.manitowoc.org](http://www.manitowoc.org).



**City of Manitowoc Downtown Parking Analysis  
Figure 1**



Scale: 1" = 650'  
 Prepared by City of Manitowoc  
 Planning Department  
 www.manitowoc.org  
 Map Plotted: 2/16/2017  
 Y:\Planning\Downtown and Main Street\  
 Parking Structure Study\Maps and Data

Study Area     Public Lots

0    325    650  
 Feet

*DISCLAIMER: Maps and associated data are believed to be accurate, but are not warranted. This information is not intended for legal, survey, or other related uses. Please obtain the original recorded documents for legal or survey information.*