

## Request for Proposals (RFP) for Parking Planning Services

### Purpose

The purpose of this request is to obtain professional consulting services to assist the Town of Carrboro with planning and possible implementation of a paid parking system for Town operated parking spaces within downtown business district.

### Background

The Town of Carrboro had a Downtown Parking Plan completed in July 2017. Recommendations included in this Plan included: wayfinding improvements, enforcement of time-limits, and shared parking agreements as key tools for managing parking supply and demand. At that time, a paid parking system was not recommended and a survey of downtown visitors showed that more than 60% of respondents had a negative view of paying for parking.

On June 11, 2019, the Carrboro Board of Aldermen passed a resolution directing Town Staff to investigate and study the design of a paid-for-parking system in Downtown Carrboro. This study is to include scalable paid-parking technology, time-limited parking & enforcement, and options for private parking lot owners to participate in the paid system. This study should review scenarios that propose maintaining the existing parking supply or providing additional parking supply (e.g. a town-owner deck or increased on street parking), along with an assessment of the costs and revenues associated with any proposed program, enforcement efforts, and major capital investments.

The Town of Carrboro is seeking a qualified consulting firm to provide professional services to conduct this analysis. This project shall be completed with the desired schedule for completion of this planning is January 15, 2020. An initial draft should be made available for staff review by December 15, 2019.

### Scope of Services

The anticipated scope of services for this include the following tasks and/or deliverables:

1. Stakeholder Engagement: This study does not need to assess public opinion of paid parking, as the town already has an understanding of it from previous efforts, rather this outreach should aim to gauge the perceived impacts (both positive and negative) on businesses and customers which would result from such a change. The consultant will identify options to engage various stakeholders including businesses, employees, customers, and other residents of Carrboro who would be impacted by paid parking.
2. Data Review/Analysis: The Town of Carrboro completed a Parking Plan in 2017, which at the time did not recommend implementing paid parking. The consultant shall perform data collection in a manner which is consistent and comparable to the data collection methodology used during the 2017 plan. Any additional data collection beyond this is left to the discretion of the consultant.
3. Parking Technology, Payment Systems and Scalability: The consultant shall conduct a review of best practices for managing paid parking including available parking technologies & payment

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systems should be conducted and recommendations provided. Any proposed payment system should be **capable** of providing multiple transactions methods (Cash, Card, or Smartphone App). The scalability of any proposed system is needed to enable to opportunity for private sector parking owners to participate in the system if/when they see fit.

4. Parking Enforcement and Operations: The consultant shall conduct a review of current best practices in parking enforcement, operations, and maintenance procedures. Examples from municipalities of comparable size and within the state of North Carolina shall be used where applicable and recommendations made based on this review
5. Parking Costs and Revenue: The consultant shall conduct an assessment of the costs and revenues associated with the aforementioned parking technologies, parking enforcement, operation & maintenance, and potential costs associated with providing additional town-owned/operated parking supply, such as a parking structure, shall be assessed.
6. Analysis of Equity Impacts: The consultant shall conduct a before and after assessment of the costs associated with paid parking as experienced by businesses and patrons. This would be a comparison between the current paradigm (where businesses generally provide parking at no charge to the users, but the underlying cost of that parking affects the rest of their business and the price customers pay, even those who do not access an establishment by car) versus a paid parking paradigm (where drivers pay for parking, both customers and employees) and the associated impacts that would have on prices (those seen by consumers) and land rents.

## Reference Document

The following plans and documents should be used as reference:

Downtown Parking Plan Report - <http://townofcarrboro.org/DocumentCenter/View/4877/Carrboro-Downtown-Parking-Plan-REPORT-July-2017>

Downtown Parking Plan Appendix - <http://townofcarrboro.org/DocumentCenter/View/4876/Carrboro-Downtown-Parking-Plan-APPENDIX-July-2017>

Community Climate Action Plan - <http://www.townofcarrboro.org/DocumentCenter/View/4116/Community-Climate-Action-Plan>

Comprehensive Bicycle Transportation Plan - <http://townofcarrboro.org/737/Bike-Plan>

Comprehensive Bicycle Transportation Plan Update – Draft Network -

Vision 2020 - <http://www.townofcarrboro.org/DocumentCenter/View/1371/Vision-2020>

Downtown Transportation Study - <http://www.townofcarrboro.org/DocumentCenter/View/1941/Carrboro-Downtown-Transportation-Study>

The Town of Carrboro's participation in the Government Alliance on Race and Equity (GARE) - <https://www.racialequityalliance.org/tools-resources/>

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### Submittal

If you are interested in submitting a proposal, please provide the following items August 26, 2019.

1. A 2-page or less summary of firm's methodology and resources to undertake this project;
2. A summary of firm's experience with parking planning and design for similarly sized Towns.
3. Schedule and proposed timeline for completing work.
4. List of deliverable work documents (e.g. paid parking system plan, technology & scalability plan, equity analysis)
5. Three (3) references that can speak to the firm's experience duties
6. Estimated cost for completing Parking Planning Services .

Meetings to discuss final documents and materials for submittal to the Town will be scheduled for **prior to award of a contract.** At a minimum, the contractor shall deliver the following to the Town:

1. All elements of the scope of services in a comprehensive report with findings.
2. A financial implementation and impact plan that to include: 1) required initial capital outlays, 2) annual revenue estimate; 3) annual expenditure estimate; and 4) breakeven cost analysis. F

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No Obligation - The Town reserves the right to: (1) evaluate the responses submitted; (2) waive any irregularities therein; (3) select candidates for the submittal of more detailed or alternate proposals; (4) accept any submittal or portion of submittal; (5) reject any or all Respondents submitting responses, should it be deemed in the Town's best interest; or (6) cancel the entire process.

Submit information to:

Zachary Hallock, Transportation Planner

Town of Carrboro

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