



Parking Consultant Services

Request for Proposals

March, 2016

Issued by:

Winters Parking Committee

I. Introduction

The City of Winters (City) is seeking proposals from qualified firms/individuals (Consultant) to conduct a parking analysis focused on the downtown area of Winters. The primary objectives of the analysis include

- Assessing the need for additional public parking, based on current and future development
- Identifying sites (both public and private) that would be well suited to shared use on a daily basis as well as overflow sites for event parking.
- Designing a distinctive and clear signage model to direct motorists towards parking options.
- Analyzing a variety of funding strategies to support parking infrastructure in Winters, including, but not limited to special downtown parking business improvement district (PBID), downtown business assessment district, metered parking, enforcement, in lieu fees for new development as well as re-purposing existing downtown buildings.

This study and its recommendations will help inform the future development of a parking master plan for the downtown area.

II. Background

Winters is a city in rural Yolo County, California, located along Interstate 505 and Putah Creek. The population was 6,624 as of the 2010 census. It is part of the Sacramento–Arden-Arcade–Yuba City, CA-NV Combined Statistical Area.

In recent years the Winters downtown area has matured. The downtown now supports a variety of tourist-oriented businesses including restaurants, craft stores, wine, cheese and olive oil tasting establishments, a renowned playhouse in addition to business catering to local residents including a bank, drug store, hardware store, accountants, auto parts store and auto repair facilities.

Existing businesses and buildings have experienced a renaissance. New businesses have opened, operating days and hours have expanded, new visitors are attracted to Winters unlike before and the Chamber of Commerce, merchant groups and the business community now sponsor many events and programs not previously offered.

New economic development is on the near horizon. A 72 room hotel will open in Summer 2017. In addition to rooms, the hotel will provide additional retail and restaurant space, adding a positive downtown draw. [PH1] A major training facility for Pacific Gas and Electric will be opening in the same timeframe. While this facility is located outside the downtown area next to I-505, we expect some, if not all, of the anticipated 300 trainees and staff to frequent downtown businesses, especially during evening (peak parking demand) hours.

Over the past few years, downtown merchants began to notice significant parking impacts in the downtown area during peak periods. The concern of these merchants is that while economic vitality is a positive, a lack of adequate parking will detract from a

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positive “Winters experience”. Historically, the City has anticipated economic growth. 10 years ago, the City looked ahead and built the Rotary Parking Lot to accommodate growth in parking demand, a thoughtful and good decision. Today, we are looking at the next 10 years and seeing a need for similar proactive planning.

In July of 2015 the City formed a Winters Parking Committee (the Committee). The Committee has been meeting bi-weekly since its inception. The purpose of the Committee was to identify the scope of the parking problem, inventory downtown parking, collect data on parking space utilization, survey business owners on employee use of on-street parking and begin formulating a plan for the future.

The Committee presented a series of short term recommendations to the City Council in December, 2015 and asked the City Council to fund a consultant to work with the Committee and City staff to evaluate parking alternatives and strategies. The outcome of this process would support the subsequent development of a Downtown Parking Master Plan. [PH2]The Committee has done significant groundwork. However, at this time the Committee feels it has carried the project as far as possible without professional help. A summary of the Committee findings is outlined in Attachment 1.

III. Scope of Work

First and foremost, the Consultant is expected to work closely with the Committee and City staff to develop a framework for a Master Downtown Parking Plan. The framework will include both options and alternatives to mitigate anticipated growth in parking demand in the downtown area. Each option/alternative must be consistent with the rural and historic character of Winters.

Following is a list of potential options and alternatives, but it is not to be considered exhaustive. That in fact, is one of the motivations for hiring a Consultant: to suggest solutions that have thus far evaded the Committee and City.

A. Assessment of Current Conditions and Existing Parking Demand

The Committee believes that much of the groundwork for this item has been completed by either the Committee or the City. The Consultant will review that material and provide structured answers to the following items:

- Review existing data collected by both the Committee and City for adequacy.
- Where existing information is inadequate, suggest further data collection to be done by the Committee.
- Evaluate pedestrian traffic patterns and walking distances with respect to outlying parking facilities. Work with the Committee on establishing acceptability benchmarks and criteria for acceptable parking and pedestrian travel/parking zones and allowances to serve as triggers for future improvements.
- Evaluate potential parking demand for currently empty and under-utilized buildings and properties in the Downtown
- Review existing way finding signage and street lighting.
- Evaluate adequacy of existing special use parking including handicapped and commercial deliveries
- Identify periods of peak parking demands.

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- Determine practical capacity of existing parking facilities.

B. Analysis of Current Parking Inventory and Utilization

The Committee surveyed businesses in the downtown area and found that much of the parking inventory is being utilized by employees, managers and owners. In addition, there is significant parking inventory in the service alleys behind businesses, however this inventory is under-utilized. The Consultant shall:

- Provide models that encourage employees/managers/owners to park in non-public spaces.
- Evaluate alley parking and propose solutions that would increase the inventory and utilization of this resource.

Significant overflow parking is potentially available from large ag businesses during the evening hours. The Consultant shall evaluate overflow parking and suggest strategies for private/public partnerships to utilize this space. These strategies may include, but not be limited to:

- Public lighting of private lots
- Fencing or other containment strategies to delineate and control access to shared lots.
- Parking fee models such that private landowners are compensated for the use of their land as well as the parking operation having net-zero financial impact.

C. Analysis of Future Parking Demand, Alternative Parking Locations and Restrictions

Economic growth has a rosy future in Winters. Upcoming projects include the Downtown Hotel, PG&E training facility, Winters Ranch, new freeway development (possible 2nd hotel, coffee chain), a planned senior center and apartments, upgraded bridge over Putah Creek and an increasing number of special events happening in the downtown.

While all these projects (with the exception of the Downtown Hotel) are outside the downtown area, they are expected to bring more activity to the actual downtown and therefore increased parking demand. Like the construction of the Rotary Park lot in anticipation of future demand, we need to quantify anticipated future demand from the present, and plan accordingly.

The Consultant shall :

- Provide planning estimates of parking demand in the downtown based anticipated economic growth in Winters. These estimates may be drawn from the City's cumulative circulation plan of proposed projects, as well as the Consultant's experience with similar communities experiencing economic growth. Note that this RFP is **not** calling for a quantitative parking impact study, only estimates based on existing information and experience.
- Analyze the location and impact of valet parking on downtown parking inventory.

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- Analyze the location of non-downtown parking facilities and role of shuttles from these sites to the downtown.
- Recommended policies in regards to current businesses, employers and employees.
- Analysis of policies that could facilitate downtown parking, included but not limited to:
 - Parking Regulations (Timed zones, permits, etc.)
 - Enforcement (public and/or private)
 - Automated metering

D. Analysis of Financing Options to Support Downtown Parking Infrastructure

The Consultant will evaluate a variety of financial pathways, including, but not limited to:

- In-lieu fees for new construction as well as major renovations to existing downtown buildings.
- Establishment of a Parking Business Improvement District (PBID). Note that a PBID is separate and distinct from the existing BID.
- Metered/paid parking.
- Recommendations on a financing structure and alternatives for the funding of future parking facilities and improvements within the Downtown core including fees, assessments, utilization of TOT collections towards parking, etc.
- Recommendations for property and business based allocations and assessments for future improvements and assessments.

E. Preparation and Presentation of Final Report

The Consultant shall compile all data, analysis and recommendations into a final parking analysis report to be presented to the Committee, City staff and the City Council. The Consultant is expected to attend at least one City Council meeting to present the final report.

F. Communication

Historically, there have been no restrictions on parking in Winters, and all parking has been without direct cost to current businesses or property owners. This environment may change as parking pressures in the downtown area increase and a long term parking plan evolves.

The City and the Committee feel it is imperative that the community in general and the business owners and property owners in the downtown area, be involved in the development of the parking plan, making their expectations and concerns known. No parking solution will succeed unless there is buy-in from the stakeholders.

For this reason, the City and the Committee expect the Consultant to conduct:

- *At least* one public workshop to vet alternatives and strategies under consideration.

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- *At least one property/business owner workshop exploring the potential economic impacts, both positive (potential for increased customer traffic) and negative (fee assessments) of any proposed plan.*

Additional workshops may be requested by either the City or the Committee based on the outcomes, stakeholder participation and unanswered questions after the initial workshops.

IV. Statement of Qualifications and Proposal

The combined Statement of Qualifications and Proposal shall be limited to six (6) one-sided pages exclusive of resumes, shall be organized in the following format and shall include the information in the below outline:

A. Cover Letter

The cover letter is to be signed by an officer of the firm authorized to execute a contract with the City.

B. General Qualifications

Provide a summary of the Consultant's qualifications, general information about the firm, location of office(s), years in business and areas of expertise. Provide a brief description of projects which involved a similar scope of services as well as projects/clients where Consultant had performed as an extension of staff.

C. Key Staff

Identify key staff and include a description of their abilities, qualifications and experience. Attach resumes of key staff to be assigned to this project. Include a proposed project management structure and organizational chart. A meeting facilitator shall be included as part of the project team. Identify any portion of the scope of work that will be subcontracted. Include firm qualifications (brief) and key personnel, telephone number and contact person for all subcontractors. The City reserves the right to approve or reject all consultants or internal staff performing consulting services, proposed by the Consultant during or after the consultant review and selection process. There can be no change of key personnel once the proposal is submitted without the prior approval of the City

D. Project Approach and Methodology

Consultant shall describe its understanding of the project and the proposed technical and management approach. Consultant shall also describe the methodology and approach to complete each of the items and identified deliverables. Expand on the scope of work where appropriate to accomplish the overall objective of the project, and provide suggestions which might enhance the results or usefulness of the study. Include assumptions about the number of meetings needed with City staff to complete the Scope of Work.

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E. References

Consultant shall provide a list of references for the firm and any sub-consultants, including the names, addresses and telephone numbers of recent clients, preferably other public agencies for which Consultant has done similar work. Include a list of specific projects associated with each reference, date work was performed, cost and key personnel involved.

F. Schedule

Propose a timeline for completion of the Scope of Work including start date, milestones and target completion date. Any assumptions regarding turnaround time for City staff or City Council should be clearly noted.

G. Rates

Provide the billing rates or range for each classification of proposed staff members, including sub-consultants. Provide proposed overhead percentages.

V. Consultant Selection Process

The basic elements of the Consultant selection process are as follows:

A. Evaluation of Submittals

The purpose of this evaluation is to determine whether the submitting company is qualified to successfully complete the scope of work and has experience producing the type of analysis and report requested. Based on this evaluation the City will identify from one (1) to five (5) firms that are considered qualified. Proposals will be evaluated on various qualifications, including but not necessarily limited to:

- Experience of key personnel and staffing capabilities;
- Understanding of project scope;
- Technical approach and methodology;
- Experience and demonstrated competence on similar projects;
- Experience conducting public workshops in contentious environments;
- Availability of key personnel and resources; and
- History of working successfully and efficiently with public agencies.

B. Scoping Meeting

The top ranked Consultant shall meet with City staff and the Committee to ensure that the Consultant has a complete understanding of the project, and to refine the Scope of Services, if necessary.

C. Cost Proposal

Following the Scoping Meeting, the top-ranked Consultant shall submit a cost proposal to the City for the completion of the Winters Downtown Parking Analysis project according to the agreed-upon Scope of Services. The Consultant shall have seven (7) calendar days to submit the cost proposal to the City. The cost proposal

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shall include all labor costs, overhead costs, sub-consultant costs, and an itemized list for direct expenses. Costs must be shown in a matrix format, by task grouping, and show hours per staff member, base labor rates, and overhead and profit rates. Final negotiations with the City will commence shortly after receipt of the Cost Proposal.

VI. **General Information**

A. Qualifications/Proposal

Consultant shall submit six (6) copies of their Qualifications/Proposal to the City. Qualifications/Proposal must be submitted in a sealed envelope in response to this RFQ/RFP. Proposals must be received no later than **5:00 p.m., Monday, April 18, 2016**, at the following address:

City of Winters
Attention: John Donlevy
318 First Street
Winters, CA 95694

Late submittals will be rejected and returned.

B. Schedule

The anticipated schedule of activities related to this RFQ/RFP is as follows:

| <u>Activity</u> | <u>Date</u> |
|--|--------------------|
| RFQ/RFP Issued | 3/15/2016 |
| Pre-Proposal conference | 4/4/2016 |
| Qualifications/Proposal Submittal deadline | 4/18/2016 |
| Notice to proceed | Approx. 5/16/2016 |

C. Qualifications/Proposal Property

All Statements of Qualifications/Proposals become the property of the City upon submission

D. Cost of Qualifications/Proposal Preparation

City shall not be liable for any pre-contractual expenses incurred by any proposer or by any selected consultant. Each proposer shall protect, defend, indemnify, and hold harmless, the City from any and all liability, claims or expenses whatsoever incurred by, or on behalf of, the entity participating in the preparation of its response to this RFQ/RFP.

E. Amendments to RFQ/RFP

City reserves the right to amend the RFQ/RFP by addendum. If the City deems it necessary, the Qualifications/Proposals submittal deadline will be extended to allow proposers additional time to respond to the RFQ/RFP addendum.

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F. Non-Commitment of the City

This RFQ/RFP does not commit the City to award an agreement, to pay any costs incurred in the preparation of a Qualifications/Proposal for this request, or to produce or contract for services. The City reserves the right to accept or reject any or all Qualifications/Proposals received as a result of this request, or to modify or cancel in part or in its entirety the RFQ/RFP if the City determines it is in the best interest of the City to do so.

G. Inquires

Inquiries concerning this RFQ/RFP should be directed to:

Dan Maguire
Housing and Economic Development Manager
530-7946718
Daniel.maguire@cityofwinters.org

H. Notification and Debriefing of Unsuccessful Proposers

City will notify all of the proposers of the selection panel's recommendation. Consultants desiring a debriefing will be allowed to make an appointment with the City. Debriefings will not be scheduled until the City Council has acted on the recommendations of staff.

Attachment 1 – Committee Findings

A. Delineation of the Downtown Area

The downtown area of Winters is represented by an approximate 6 block area outlined in red on the map in Attachment 2. The area is bounded by Abbey Street on the north, 2nd Street on the west, Russell Street on the south and Elliot street on the east.

Access to the downtown area is primarily via SR 128 (Grant Street) to the intersection of Railroad Ave, then south on Railroad. This primary route is indicated by blue in Attachment 2.

A secondary access route to the downtown is via the Main Street extension which connects to Grant Avenue, indicated by the green line in Attachment 2. This route passes through numerous residential areas and is not a preferred route.

A third access route, shown in yellow is via the Putah Creek Road off-ramp from I-505, one-mile south of the main Winters/Highway 128 exit. This route would bring visitors west from I-505 on Putah Creek Road and across the new Putah Creek Bridge, onto Railroad Avenue. This is not currently a high traffic road and is not well lit or marked. The right [PH3]turn onto the Putah Creek Bridge would need improvements to make it safe for non-local visitors.

B. Parking Inventory

The Committee conducted a survey of parking spaces in the downtown and nearby areas. There are three City-owned parking lots and several privately owned parking areas that are commonly used for general parking. The following table summarizes available parking spaces in the downtown area:

| Area | Parking type | Spaces |
|--------------------------|---------------------------------|--------|
| City Hall | Public, Off-Street | 50 |
| City Hall Annex | Public, Off-Street, after hours | 12 |
| Railroad/Monticello | Public, Off-Street | 67 |
| Community Center | Public, Off-Street | 105 |
| Abbey Street | On-Street | 24 |
| W. Abbey St (Hotel side) | On-Street | 10 |
| W. Abbey St | On-Street | 20 |
| Eagle Drug | Private, Off-Street | 14 |
| Elliot St | On-Street | 10 |
| N. First Street | On-Street | 17 |
| S. First Street | On-Street | 17 |
| Lorenzo Center | Private, Off-Street | 38 |
| Central Main Street | On-Street | 40 |
| East Main Street | On-Street | 18 |
| West Main Street | On-Street | 41 |
| Railroad/Abbey/Main | On-Street | 18 |
| South Railroad | On-Street | 17 |
| John Pickerel Lot | Private, Off-Street | 12 |

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| | |
|--|--------------------------|
| | Total Spaces: 530 |
|--|--------------------------|

In addition to these spaces there are several large privately owned parking areas between Grant and Abbey on the east side of Railroad (not shown on Attachment 3). These are sometimes used informally as overflow parking, but without explicit consent from the landowners.

It should also be noted that Abbey and Russell streets are residential on one side and commercial on the other. Residential spaces are **not** included in the inventory. The presence of residential parking presents specific challenges when events fill up public spaces.

C. Parking space utilization Thursday-Sunday

The Committee has conducted several parking utilization studies. In particular, the Committee members surveyed the parking inventory areas weekly between 7/25/2015 and 8/28/2015 (date of the Earthquake Festival). A vacant space count was conducted at 10AM, 4PM and 8PM. The results are summarized in the table below:

Average Percent Occupied Parking Spaces by Day and Time

| | Mon | Tues | Wed | Thurs | Fri | Sat | Sun |
|-------------|-----|------|-----|-------|-----|---------|-----|
| 10AM | 35 | 45 | 43 | 43 | 44 | No data | 22 |
| 4PM | 54 | 42 | 43 | 50 | 44 | 29 | 36 |
| 8PM | 41 | 27 | 45 | 57 | 73 | 74 | 46 |

In general, the Committee found parking utilization rates are generally high only during the Thursday-Sunday time periods in the evenings (4PM and 8PM counts). Parking utilization rates were in the 70% range on Friday and Saturday nights. The Committee has been advised that utilization rates above 85% indicate a parking shortage.

D. Short-term recommendations

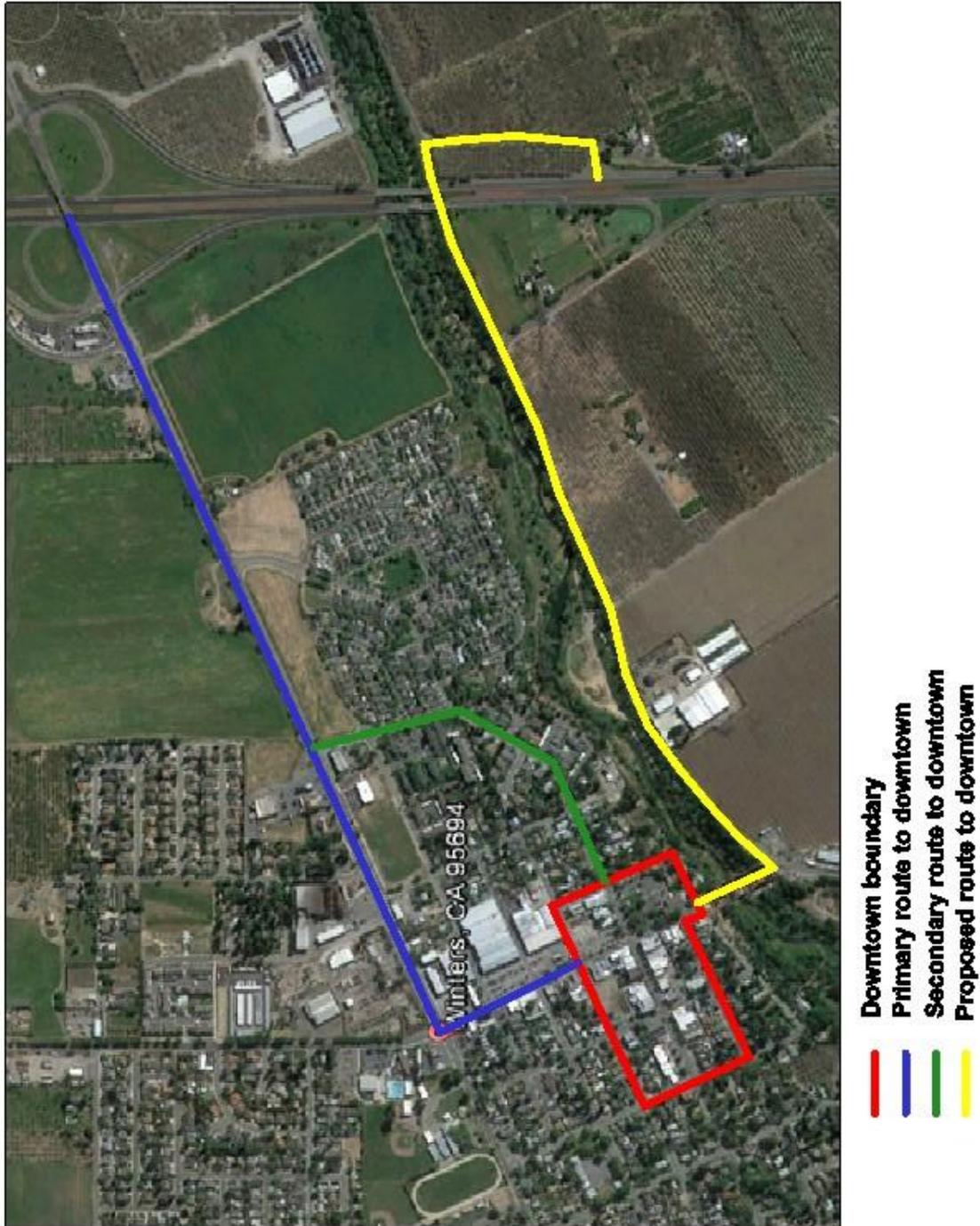
In December 2015 the Committee presented the City Council with a summary of its work done to date. The Committee considered both long-term solutions as well as short-term, however it focused on short term. Short-term solutions were defined as relatively inexpensive, reversible, and able to be completed within a six-month time frame. Solutions included:

- Re-stripe downtown parking spaces
- Tree trimming around downtown to move the canopy above existing street lighting.
- Continue historic lighting from Wolfskill to Grant Avenue
- Convert parallel to diagonal parking on several streets
- Remove sign on Grant directing downtown traffic down East Main

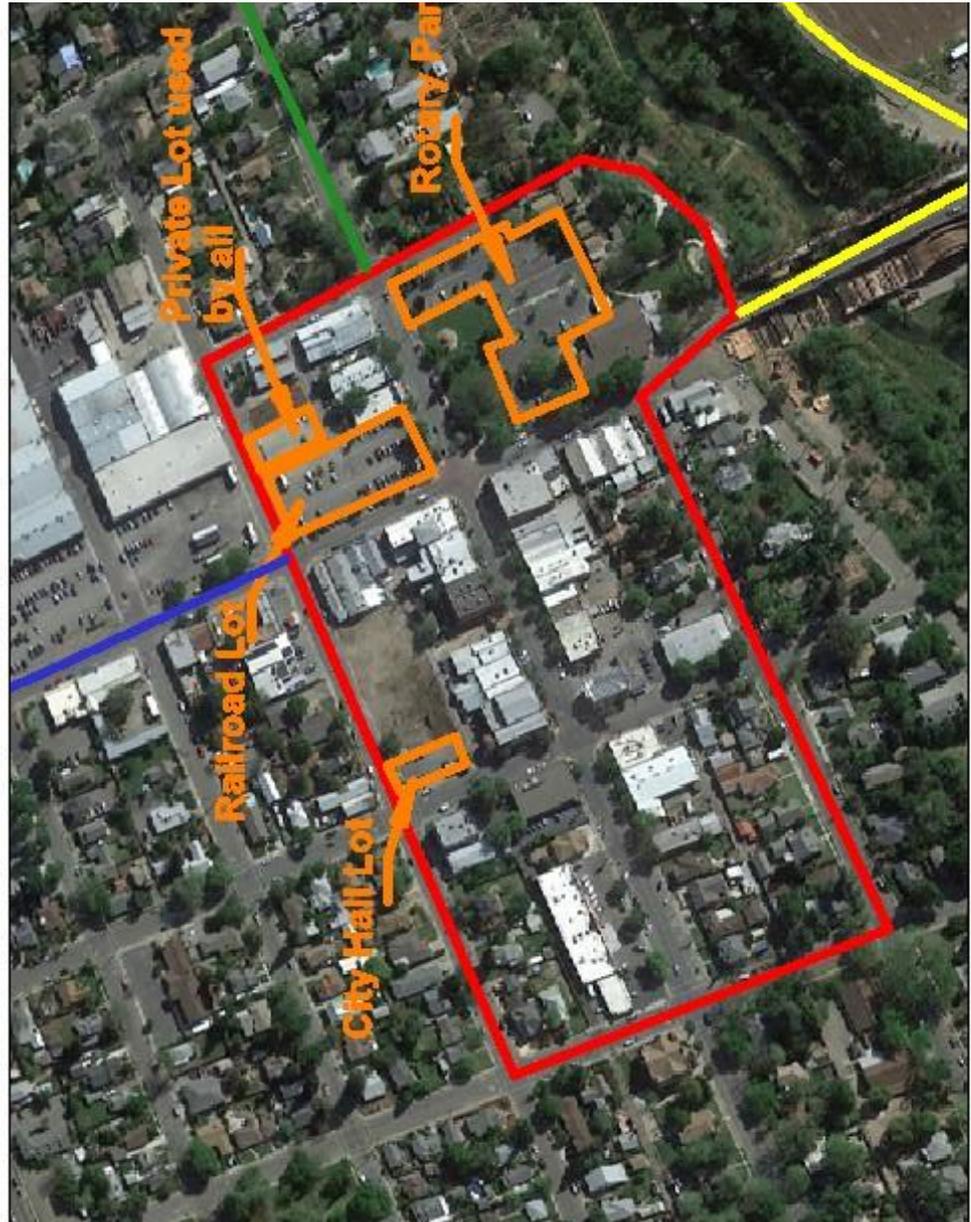
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- Create an additional entrance to the Rotary Park lot
- Investigate valet parking solutions

Attachment 2 – Delineation of the Downtown Area



Attachment 3 – Parking Lot Inventory



-  Downtown boundary
-  Primary route to downtown
-  Secondary route to downtown