



**CITY OF WAUSAU
REQUEST FOR PROPOSALS
CENTRAL BUSINESS DISTRICT PARKING ANALYSIS AND LONG TERM PLAN**

The City of Wausau is requesting proposals from consultants to conduct an evaluation of the City's current parking system, evaluate future parking needs and make recommendations for the development of a long-term parking strategy for the East and West Central Business District. The City's objective is to provide a functional, efficient and self-sustaining parking system that will achieve maximum benefits. Proposals will be accepted until 4:00 PM, April 8, 2014.

The City of Wausau is interested in developing a comprehensive parking strategy to maximize use of available parking; improve the accessibility of convenient parking for visitors to the central business district; minimize the negative impacts of surface parking lots; improve existing parking facilities and plan for future parking improvements; provide for emerging technologies; establish parking rates that encourage effective use of parking infrastructure and provide revenue to recover parking costs; create a strategy for fines that encourages compliance with parking rules; develop a marketing, signage and education strategy to improve the parking experience.

Attached to this proposal is a map defining the boundaries of the East and West side of the Central Business District, the existing public and private parking facilities and parking zones.

SCOPE OF WORK AND DELIVERABLES

Below is an outline of minimum items to be considered within the scope of work. Consultants are encouraged to recommend additional analysis or review that will result in an improved parking plan. While the study incorporates the East and West side of the Central Business District these areas have different needs and challenges that must be studied and addressed independently.

A. Stakeholder Input

Propose a methodology for engaging stakeholders including property owners, business owners, employees, residents, public and potential developers in the process. East and West side of the Central Business District River East and West stakeholder input should be conducted independently.

B. Parking Utilization Observations and Analysis

Include private and public parking facilities.

C. Existing and Future Parking Conditions, Needs and Recommendations

- Assess the demand for parking within each study area and evaluate the demand to current inventory. Provide occupancy and turnover data. Identify areas with surplus or deficit parking.
- Project new demand based on proposed developments and assess the impact on parking.

- Identify the feasibility, optimal locations and timing for potential parking structures to support existing and future parking needs. Provide specifics regarding recommended parking capacity, number of floors, mixed-use opportunities and cost estimates.
- Identify and evaluate potential sites that could satisfy current and projected parking deficits. Proposed sites should identify estimated parking count and optimal configuration on the site.
- Evaluate the potential for “in-fill” development of surface lots to increase development density within the East and West side of the Central Business District.
- Examine opportunities for shared private parking.
- Examine and recommend opportunities to relocate, redesign or reuse existing parking inventory to meet existing and anticipated parking needs.

D. Review and Recommendations for Parking Management Strategies

- Evaluate existing ordinance and recommend parking rules and regulations that support the goals and objectives of a downtown parking strategy.
- Recommend a fee structure (including fees and fines) for on- and off-street parking that encourages the optimal parking utilization and discourages parking abuse by employees and all-day parkers. Provide comparisons to similar localities.
- Examine the hotel parking located within the Jefferson Street Parking Ramp and Lot and provide recommendations for improved processes.
- Examine and recommend zoning requirements for private off-street parking within the East and West side of the Central Business District.
- Identify potential new revenues sources.
- Evaluate and recommend parking control technology strategies that will improve parking management.

E. Improved Parking Experience

- Evaluate and recommend a parking wayfinding system.
- Evaluate and recommend technology to improve parking location identification and payment options.
- Evaluate and recommend street crossings, pedestrian access and synergy with alternative modes of transportation including the City bus system.
- Evaluate and recommend safety and security measures.
- Recommend other opportunities for enhanced parking experiences specifically as it relates to the prospective of downtown residents, workers, business owners and visitors.

F. Future Parking Regulations

- Provide the City with a policy, criteria or guidelines to manage future requests from special interests to modify existing parking regulations.

F. Implementation Plan and Budget

- Develop an implementation matrix which outlines recommended actions, estimated time frames, costs and responsible parties. Specifically identify and highlight those actions considered “quick fixes”.
- Create a map of the East and West side of the Central Business District. Identify proposed parking infrastructure improvements or redevelopments and parking time limits.

G. Presentation

Conduct three formal presentations:

- Meeting One - East Side Stakeholder Meeting
- Meeting Two – West Side Stakeholder Meeting
- Meeting Three – Common Council Meeting

The consultant may propose additional tasks and/or a revised scope based on experience with similar projects in similar cities. Expected client consultant communications such as conference calls, draft reviews, site visits, etc. shall be considered part of the proposed scope but are not specifically detailed within this document.

SELECTION PROCESS

Proposals will be reviewed and a consultant will be recommended by the selection committee to the City's *Economic Development Committee*. The recommendation will be based upon the consultant's experience/capabilities, project approach, and cost, all of which are described below under "Proposal Specifications."

TIMELINE

The estimated timeline for completion of the selection process is outlined below.

March 4	Distribution date of RFP
April 8	Deadline to submit proposal
April 23	Consultant is selected and final negotiations are concluded
On or Before	
October 10	Stakeholder Presentations

PROPOSAL SPECIFICATIONS

Consultants are asked to submit concise proposals describing their capacity to manage projects, their experience with similar projects, and their approach to the proposed project. Proposals should be prepared on standard size paper. Standard advertising brochures should not be included in the body of the proposal. The proposal shall include the following information:

Business Organization – This section shall include the firm's name, areas of expertise, and a brief history of the firm, size, office locations, and business addresses. The name, address, and telephone number of a contact person and/or prospective project manager regarding the proposal shall be included. If sub-consultants are being utilized, similar information should be included for all subcontracted firms.

Experience and Capabilities - The consultant shall describe relevant qualifications of the firm and experience with similar projects. Qualification summary and list of staff intended for the project. Provide a description of similar projects along with a list of references for each applicable project.

Project Approach – The consultant shall describe the approach to the proposed project, the method of conducting the work, and how the final deliverables will be developed.

Stakeholder Input – The consultant shall describe the method or methods used to obtain stakeholder input on parking.

Cost – The consultant shall provide an hourly rate schedule and an estimated number of hours to complete the proposed project. Estimated hours to be spent on specific tasks should be broken out to the greatest extent practicable. If hours are to be billed at different rates, a breakdown of hours per wage rate shall be provided.

SUBMITTAL REQUIREMENTS

One (1) original and four (4) copies of the proposal along with an electronic pdf stored on a jump drive, must be submitted in a sealed envelope by **4:00 p.m. CST on Tuesday, April 8, 2014**. Please mark “Proposal for City of Wausau Parking Study” on the envelope.

The mailing and hand delivery address is:

**Wausau City Hall
Attn: Maryanne Groat, CPA
Finance Director
407 Grant Street
Wausau, WI 54403**

CONTACT PERSON

Questions about the RFP or the project should be directed to Maryanne Groat, Finance Director, phone (715) 261-6645 or email mgroat@ci.wausau.wi.us.

TERMS AND CONDITIONS

The City reserves the right to accept or reject any or all proposals or portions thereof without stated cause. Upon selection of a finalist, the City by its proper officials shall attempt to negotiate and reach a final agreement with the finalist. If the City, for any reason, is unable to reach a final agreement with this finalist; the City then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable proposal. The City may also elect to reject all proposals and re-issue a new RFP.

Clarification of proposals: The City reserves the right to obtain clarification of any point in a consultant’s proposal or obtain additional information. Any request for clarification or other correspondence related to the RFP shall be in writing or email, and a response shall be provided within three (3) business days.

The City is not bound to accept the proposal with the lowest cost, but may accept the proposal that demonstrates the best ability and most qualified to meet the needs of the City. The City reserves the right to waive any formalities, defects, or irregularities, in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the City. The City reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the consultant.

SIGNATURE BLOCK

Note: Please return this page with your proposal.

The undersigned, an authorized agent of his/her company, hereby certifies:

- () the receipt of this letter to solicit bids (on this date): _____
- () familiarization with all terms, conditions, and specifications herein stated,
- () company is qualified to perform work and services as proposed,
- () that the proposal submitted is valid until _____ (date).

Company Name

Authorized Signature

Mailing Address

Printed Name

City, State, Zip

Title

Type of Entity (S-Corp, LLC, etc.)

Phone Number

Web Site

Email Address