

CITY OF NEWPORT  
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mombetsu, japan, sister city

## **CITY OF NEWPORT, OREGON**

### **REQUEST FOR PROPOSALS**

**for**

### **CONSULTING SERVICES TO PREPARE A PARKING MANAGEMENT PLAN FOR THE BAY FRONT, NYE BEACH AND CITY CENTER AREAS OF NEWPORT**

**PROPOSALS DUE: January 28, 2016, by 5:00 pm**

#### **SUBMIT PROPOSAL TO:**

**Derrick I. Tokos, AICP  
Community Development Director  
City of Newport  
169 SW Coast Highway**



# Newport, Oregon 97365

## CITY OF NEWPORT, OREGON

### Request for Proposals

#### **Consulting Services to Prepare a Parking Management Plan for the Bay Front, Nye Beach, and City Center Areas in Newport**

#### **1. INTRODUCTION**

The City of Newport is seeking proposals from qualified individuals, firms, teams (hereinafter referred to as Consultant), with demonstrated experience in developing effective parking management strategies through a process of active public engagement.

#### **2. PROJECT OVERVIEW**

The purpose of this project is to identify strategies that will maximize available parking supply in the Bay Front, Nye Beach, and City Center areas of Newport to support a vibrant working waterfront and retail-oriented, tourist commercial businesses. Each of these commercial areas within the City is densely developed with much of the parking demand being met with on-street spaces and public parking lots. Historically, persons developing commercial property in these areas have been allowed to pay a fee to the City in lieu of providing new off-street parking spaces to address the impacts attributed to their projects. That program proved outdated, and led business owners to petition the City to establish Economic Improvement or “Parking Districts” to fund parking system improvements through a business license surcharge. These Parking Districts will soon expire and the boundaries of those districts define the study area for this project (See Exhibits A, B, and C).

While the Parking Districts have been easier for the City to administer than a “payment in lieu” program with some customized agreements and greater involvement from area business owners, neither approach provides a clear, long term strategy for how parking assets should be managed nor have they generated sufficient funding to make meaningful improvements to the parking system.

This Parking Management Plan is intended to address these shortcomings. Work will include an inventory of existing parking assets and regulatory practices; stakeholder engagement to identify opportunities; constraints to improving the availability of parking; transit and/or van pool services; a parking demand analysis to establish parking utilization and turnover rates; and a capital needs assessment, financial strategies, and policy recommendations.

Characteristics of each of the commercial areas is summarized as follows:

Bay Front: A working waterfront with a mix of tourist oriented businesses, fish processing facilities and infrastructure to support the City’s commercial fishing fleet. The Port of Newport is a major property owner and a boardwalk and fishing piers provide public access to the bay. The area is terrain constrained, with steep slopes rising up from commercial sites situated along Bay Boulevard.

City Center: A “main street” style cluster of commercial buildings oriented along US 101 between the intersection of US 101 and US 20 and the Yaquina Bay Bridge. Many of the City’s public buildings are within this district, including the Lincoln County Courthouse, Newport City Hall, 60+ Center, Recreation Center, and the Samaritan Pacific Hospital. A new aquatic facility is being constructed next to City Hall and is expected to open in December of 2016.

Nye Beach: A mixed-use residential and tourist oriented business district with direct beach access anchored by Performing Arts and Visual Art Centers. Commercial development is concentrated along Beach Drive and Coast Street, both of which include streetscape enhancements that encourage a dense pedestrian friendly atmosphere. This is a mixed use area including retail, dining, lodging, professional services, galleries, single family homes, condominiums, long term and short term rentals.

This plan should consider City off-street parking requirements and provide recommendations for how they might be adjusted within the business districts, including the likely ramifications of lifting such requirements. The plan should further outline financing strategies the City can pursue to maintain existing parking assets, enhance transit services, and provide additional parking to support growth and vitality of area businesses. Each of the business districts experiences significant increases in traffic during summer months, and the analysis and recommendations that result from the plan should factor in seasonal variations in availability and demand for parking spaces.

The City desires to complete the parking management plan, including any recommended changes to City ordinances or agreements, by February 1, 2017 to inform the preparation of the Fiscal Year 2017/2018 budget. City envisions and consultant should anticipate that a citizen advisory committee will be formed, with representation from the business districts, to assist in the preparation of the plan.

### **3. DRAFT SCOPE OF WORK**

This draft scope of work represents the City’s best estimate of the work needed to accomplish the objectives for this project. The City is open to alternative approaches that may deviate from this scope to better meet project objectives.

A. Project Kick-off. Staff will provide Consultant with relevant background information in an electronic format, where available. This may include, but is not limited to:

1. Comprehensive Plan, maps and text
2. Development regulations, zoning maps, and text
3. Transportation System Plan, including draft of current update
4. Bayfront Parking District ordinance and supporting materials
5. Nye Beach Parking District ordinances and supporting materials
6. City Center Parking District ordinance and supporting materials
7. Newport Northside Urban Renewal Plan
8. Nye Beach Design Guidelines
9. Meyer-Reed Wayfinding Study
10. Bay Front Plan
11. Peninsula Urban Design Plan (Glick Report)
12. Vision 2020 and Strategic Action Plan
13. Tax Lot, contour, aerial imagery, natural features, and other GIS data relevant to the project areas

Consultant shall review the background materials and meet with City staff to clarify study objectives and confirm key policies and background information that could inform the work. At this meeting, consultant and staff will also confirm the range of key stakeholders that will need to be engaged, public outreach opportunities that will be pursued, and any other issues necessary to clarify the scope and schedule.

Product: Memo documenting meeting outcomes and final scope of work.

- B. Existing Conditions Maps. Consultant shall prepare scaled maps of the Bay Front, Nye Beach, and City Center areas identifying available parking spaces and depicting relevant existing conditions for use in later tasks. The maps should identify the location of parking assets, transit stops and routes, and areas with regulatory limitations (no parking, accessible spaces, timed parking, etc.). The maps should also include property boundaries, building locations, streets, shorelines, natural features, and/or other information to orient users and provide context.

Product: An electronic copy and two scaled hardcopy drawings (“D” or “E” size) of the maps for each area.

- C. Opportunity and Constraints. Consultant will conduct a site visit to gain familiarity with the project area and take photographs for use in subsequent tasks. Consultant shall conduct meetings with stakeholders in the Bay Front, Nye Beach and City Center areas to solicit input regarding opportunities to improve the availability of parking, transit and/or van pool services as well as “constraints” regarding customer parking, employee parking, parking for tourists/fisherman, delivery vans, and semi-trailers. Any major capital improvements believed to be critical to the success of the business districts (e.g. parking structure, transit funding, etc.) should be identified. City will identify appropriate venues for the outreach meetings and will provide notice to stakeholders and members of the general public. It is the City’s desire that, to the extent possible, outreach meetings occur concurrent with consultant site visits.

Product: Electronic copies of the photographs and materials summarizing the results of the stakeholder meetings.

- D. Parking Demand Analysis. Consultant shall conduct field surveys of parking assets during peak and off-peak periods to establish utilization and turnover rates of the parking spaces in each commercial area. Off-peak analysis should be performed in the March/April or November/December timeframe and should be coordinated with the City to avoid the Seafood and Wine festival or other major events that might skew the results. Peak period analysis should be performed in the July/August timeframe.

Product: Field notes, working drawings, and a graphic memo/maps summarizing the analysis (with supporting data).

- E. Capital Needs Assessment. Consultant, with the assistance of City, shall assess the condition of public parking assets and prepare planning level cost estimates for periodic maintenance and upgrades to these facilities. Planning level estimates shall also be prepared for any new facilities, such as a parking structure, parking lot, or the purchase and installation of parking meters. If enhancements to transit service are recommended then the assessment should identify an appropriate service provider and, in consultation with that provider, identify capital and operational expenses required for the service adjustment.

Projects shall be prioritized, with stakeholder input, for short, medium, and long term periods using a 20-year planning horizon.

Product: Schematic drawings, cost estimate worksheets and a memo summarizing capital needs.

- F. Financial Strategies. Consultant shall assess potential funding tools or a combination thereof needed to implement the capital program. This may include locations where metering could be utilized and how meter charges should be calibrated considering an equipment payback period, capital needs, and the parking demand analysis; whether or not businesses should contribute funding through a business license surcharge or similar funding tool; and whether or not permit parking should be instituted in any of the plan areas. Gap analysis should be performed for large capital projects (e.g. parking structure) with recommendations for how the gap could be filled with alternative funding sources.

Product: Financial strategies memo with supporting maps and tabular data sufficient to convey the concepts to policy makers. The document should include recommendations relative to the strengths and weaknesses of the different strategies.

- G. Final Report. Consultant shall prepare a final report incorporating the analysis from the previous tasks with recommended parking management strategies and implementation measures to put them into effect. The report must summarize the public engagement process, alternatives considered, and the rationale for recommended strategies. Planning level cost estimates shall be refined as needed, such that they are suitable for use in updating City facility plans. The report shall also be formatted such that the graphics and text can be readily incorporated by the City into other planning documents. Consultant shall provide a draft of the report to the City for one round of edits, and shall be available for presentation of the final report to the Newport Planning Commission and City Council.

Product: An electronic copy and six (6) hardcopies of the final report.

Consultant shall coordinate as needed with City staff throughout the process. Unless otherwise specified, it is the City's preference that work product be delivered in an electronic format. Should Consultant develop any GIS data layers in conjunction with this project, such data shall be provided to the City with delivery of the final report. It is the City's expectation that Consultant will be able to utilize technical data from City's existing facility plans, where available, to inform the development of planning level cost estimates.

#### **4. BUDGET AND SOURCE OF FUNDS**

A total of \$45,000 is budgeted for this project. Of that amount, \$15,000 is from the City of Newport General Fund, \$15,000 is from the Bay Front Parking District, \$10,000 is from the Nye Beach Parking District and \$5,000 is from the City Center Parking District.

#### **5. PROJECT PROPOSAL REQUIREMENTS**

Proposals should be organized in the following format:

- A. Cover Letter. Provide a cover letter, signed by a duly constituted official legally authorized to bind the proposer to both its proposal and cost estimate. The cover letter must include

the name, address, and telephone number of the proposer submitting the proposal and the name, title, address, telephone number, fax number, and email address of the person, or persons, to contact whom are authorized to represent the proposer and to whom correspondence should be directed.

- B. Project Approach and Understanding. Provide a detailed description of the Consultant's proposed approach demonstrating how the City's objectives will be accomplished as outlined in the above draft Scope of Work. Clearly describe and explain the reason for any proposed modifications to the methods, tasks and products identified in the draft Scope of Work outlined in Section 3 of this RFP.
- C. Project Organization and Team Qualifications. Identification of all services to be provided by the principal firm and those proposed to be provided by subcontractors and information regarding the firm(s) assigned to the project including size of firm(s) and overall capabilities of each as considered relevant to this project. Provide information regarding all personnel assigned as team members to this project including names, prior experience, position, role and level of responsibility in the project. The City reserves the right to reject any proposed firm or team member or to request their reassignment. The project manager shall be identified by name and shall not be changed without written approval by the City. The principal consulting firm must assume responsibility for any sub-consultant work and shall be responsible for the day to day management and direction of the project.
- D. Project Timeline. Proposed timeline for accomplishing the project, including critical paths and milestones, and specific consulting staff by task based on the draft Scope of Work.
- E. Project Coordination and Monitoring. Describe the process for ensuring effective communication between the Consultant, Stakeholders, and the City, and for monitoring progress to ensure compliance with approved timeline, budget, staffing and deliverables.
- F. Proposed Cost of Services. Provide a budget summary broken down by task, time, personnel, and hourly rate, number of hours and cost for each team member including those employed by subcontractors. Fee information should be formatted to correspond to tasks identified in this RFP; however, this format may be modified to suit the consultant's approach to this project. The summary shall include a budget for reimbursable expenses. The final cost of consulting services may be based on a negotiated detailed scope of work. The budget summary shall also include all required materials and other direct costs, administrative support, overhead and profit that will apply.
- G. Similar Project Experience. Specific examples of comparable work which best demonstrate the qualifications and ability of the team to accomplish the overall goals of the project under financial and time constraints. Provide names, addresses and telephone numbers of clients associated with each of these projects. Through submission of a proposal, all respondents specifically agree to and release the City of Newport to solicit, secure and confirm information provided.

## 6. SELECTION OF PROPOSALS

Proposals will be evaluated based on the following criteria:

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Thoroughness, quality and conciseness of submittal.	20 pts.
Project understanding and approach for accomplishing the City's objectives.	20 pts.
Qualifications of the project manager and project team, and proven ability to successfully complete projects of similar scope.	20 pts.
Proposed cost of services.	15 pts.
Ability to complete the Scope of Work within twelve (12) months of when the consulting contract is signed.	15 pts.
References from past and present clients.	10 pts.
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Total	100 pts.

## 7. PROPOSAL SUBMITTAL AND SCHEDULE

Parties interested in submitting a proposal should contact Derrick Tokos, Newport Community Development Director, to indicate their interest in submitting a proposal and specify the manner to receive any amendments to the RFP.

Four (4) copies of the proposal shall be submitted to the City of Newport, Attention: Derrick I. Tokos, AICP, Community Development Director, 169 SW Coast Highway, Newport, Oregon 97365, **no later than 5:00 P.M., January 28, 2016**. Envelopes should be marked: "Newport Parking Management Strategy Project."

**Proposals must be submitted in a sealed envelope.** All proposals must be completed in ink or typewritten. Facsimile proposals will not be accepted. Questions may be addressed to Derrick I. Tokos, AICP, Community Development Director, (541) 574-0626, [d.tokos@newportoregon.gov](mailto:d.tokos@newportoregon.gov).

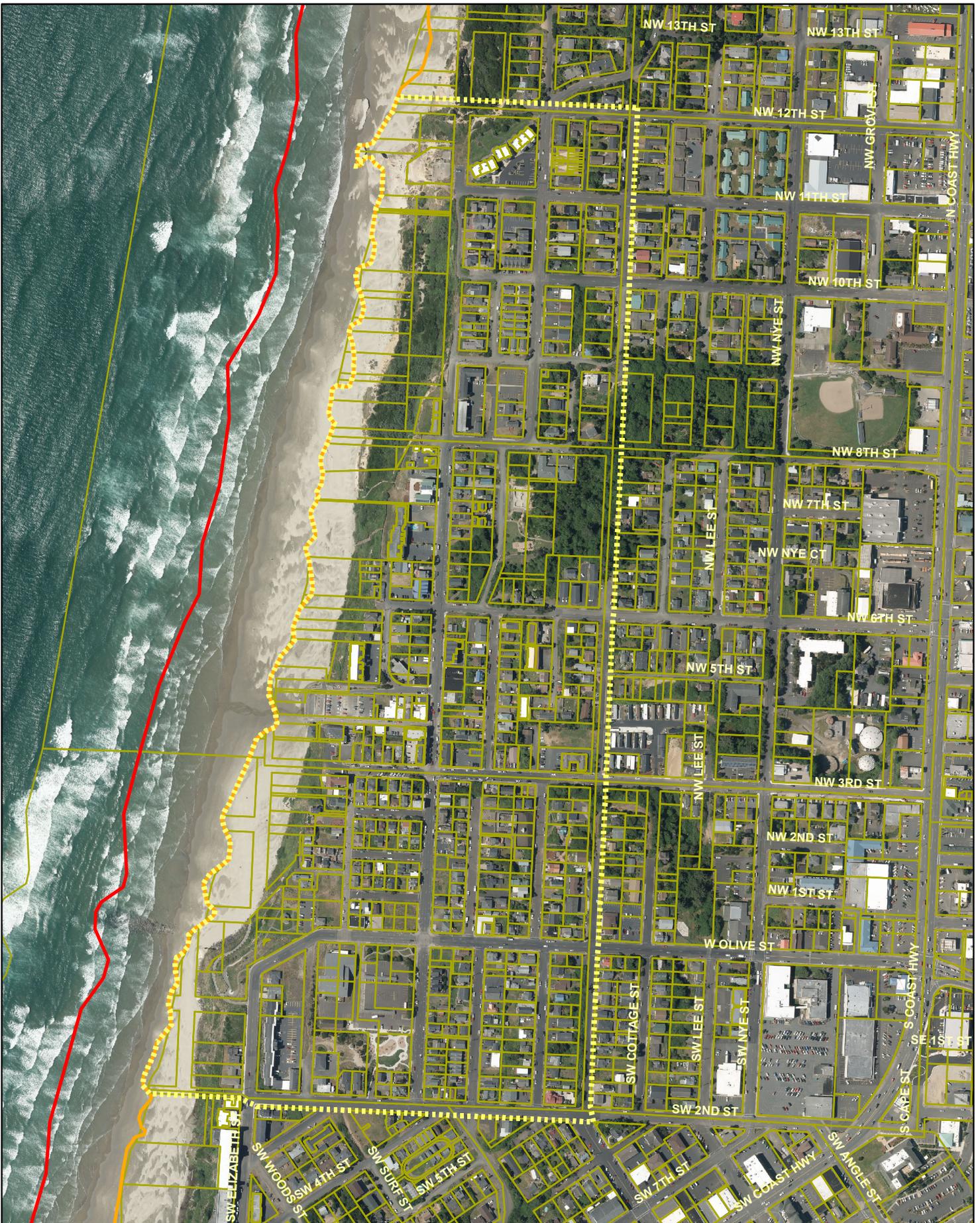
Any amendments to this RFP will be in writing and will be issued to all persons or businesses that have indicated an interest to receive RFP amendments. No proposal will be considered if it is not responsive to any issued amendments.



**City of Newport**  
**Community Development Department**  
 189 SW Canal Highway  
 Newport, OR 97365  
 Phone: 541.574.0839  
 Fax: 541.574.0644

**Bay Front Special Parking Area**  
 Image Taken July 2013  
 4-inch, 4-band Digital Orthophotos  
 David Smith & Associates, Inc. Portland, OR

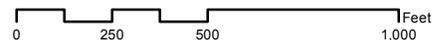
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**Nye Beach Special Parking Area**

Image Taken July 2013  
 4-inch, 4-band Digital Orthophotos  
 David Smith & Associates, Inc. Portland, OR



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