

CITY OF NEWPORT
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CITY OF NEWPORT, OREGON

REQUEST FOR PROPOSALS

for

BAYFRONT PARKING MANAGEMENT SOLUTION

PROPOSALS DUE: January 6, 2023 by 5:00 pm PST

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 Bayfront Parking Management Solution

1. INTRODUCTION

The City of Newport (“City”) desires to engage a qualified firm to implement an app based parking management solution in the City’s Bayfront commercial district that includes metered (“paid”) zones, hybrid paid/permit zones, hybrid paid/timed zones, and timed zones for on and off-street public parking areas. The approach should be generally consistent with the concept illustrated in Figure 4 of City Ordinance No. 2163 (enclosed) with implementation by June 1, 2023.

2. PROJECT OBJECTIVES

City is looking for an integrated, turnkey solution that can be managed and operated by the City with vendor maintenance and support. Services are to include a product that provides for phone/app based payments, revenue and data management, real-time parking availability information, issuance of digital parking permits, robust reporting, intuitive customer service tools, and software and equipment to support parking enforcement and collections.

Proposals must provide for the design, integration, installation, testing, training and support needed to implement the solution, including the provision and placement of parking and wayfinding signage. City recognizes that there will be a need for pay stations to ensure equity amongst users, but desires to minimize the number that are needed and to avoid handling of cash/coins. Proposers should identify the type and number of pay stations they would deploy and how the stations would be integrated with their software solution.

City’s principal objective is to reduce congestion and improve the availability of parking along the Bayfront by influencing user parking preferences, increasing parking turnover rates, and improving the overall user experience. With that in mind, the parking management solution must satisfy the following:

- a. Supports dynamic/demand based pricing adjusting rates by peak season, weekday versus weekend, and by time of day. The solution must also provide a convenient interface for merchants to generate validation codes for customers.
- b. Accommodates a range of convenient, stable and secure electronic and online payment methods, reducing the amount of cash/coin that is potentially handled. Functionality must also provide daily settlement and automated financial reconciliation options.
- c. Provides a customer friendly, easy-to-use system that eliminates trips to City offices or phone calls to City staff to address routine transactions. This includes use of signage to provide clear direction to parking locations and payment options.
- d. Allows business owners, employees, residents, tourists and other users to easily track parking availability and pricing at on-street and off-street parking locations.
- e. Offers an easy to use data management interface that minimizes manual data entry.
- f. Provides on demand and structured reporting of revenues, transactions, and parking data, including utilization, turnover rates, and enforcement trends.
- g. Allows for reservation of spaces for events, including the ability to prepay for parking.

- h. Facilitates real-time parking permit management that offers end user accounts, easy access to customer and vehicle permit information, back office permit issuance, and an automated renewal process. The solution must accommodate tiered permit pricing and provide for issuance of guest passes.
- i. Utilizes license plate recognition technology for monitoring and enforcement of parking operations including digital chalking and integration with DMV and related platforms. Software should be able to accommodate permit holders with multiple vehicles.
- j. Offers customer service support in multiple languages with easy to use help screens, online technical support and tutorials, product educational materials, and telephone hotline service.

City's preference is that proposers furnish labor, materials, and equipment necessary to implement the parking management solution in line with the objectives outlined above, including installation of signage, striping, pay stations, and other requisite materials. Any role the City is to perform in this regard must be clearly identified in the proposal.

3. BACKGROUND

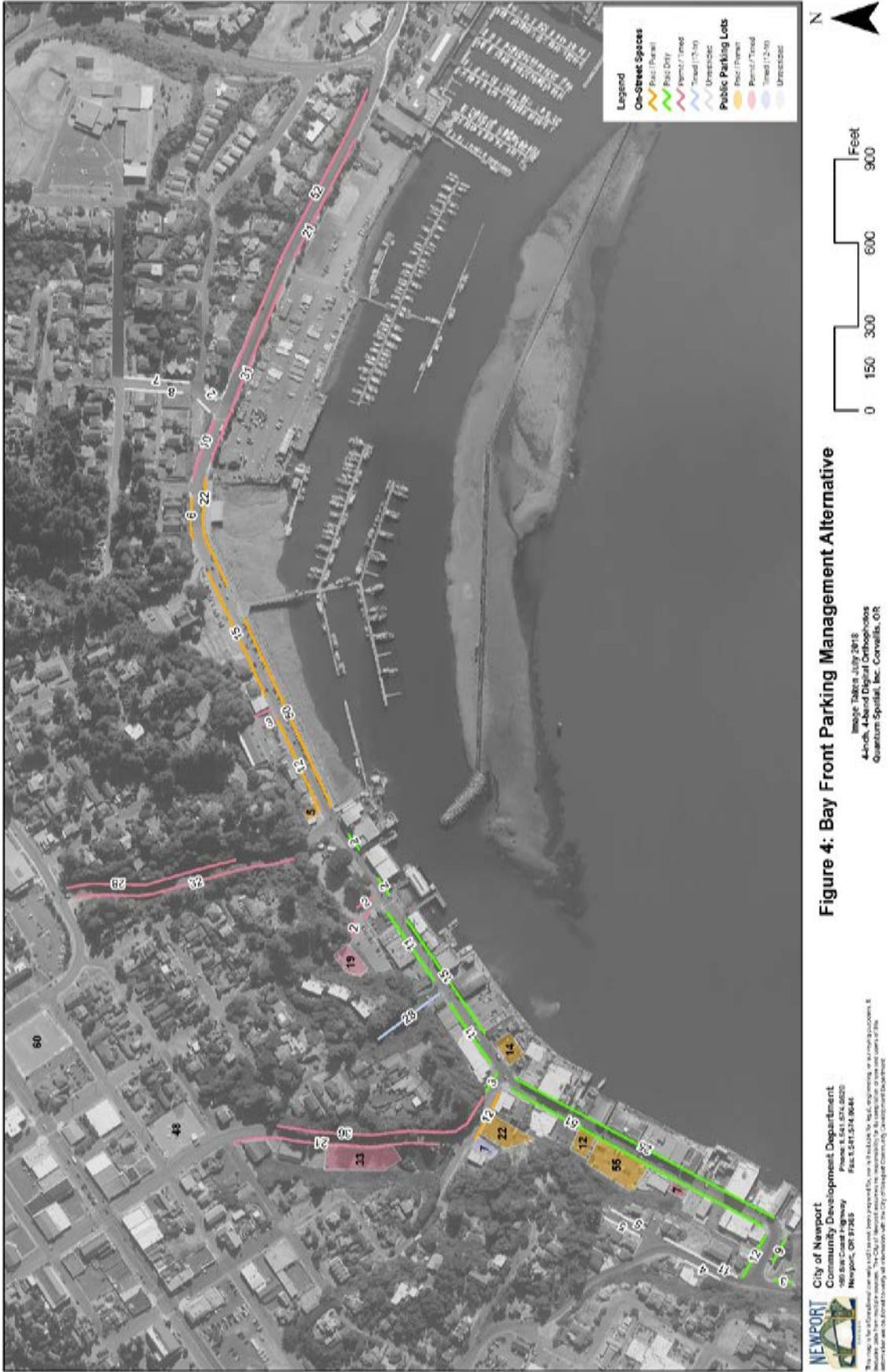
Newport's Bayfront commercial district is a working waterfront with a mix of tourist oriented retail, restaurants, fish processing facilities (e.g. Pacific Seafood), and infrastructure to support the City's commercial fishing fleet. The Port of Newport is a major property owner and a boardwalk and fishing piers provide public access to the Yaquina Bay. The area is terrain constrained, with steep slopes rising up from commercial sites situated along Bay Boulevard. Tourist-oriented businesses are the predominant form of development on the upland side of the street. On the opposite side, buildings and piers extend out into the Bay where there is a mix of waterfront industrial development, namely fish processing facilities, and tourist oriented uses. Moorages for the commercial fishing fleet and Port of Newport facilities are located at the east end of district.

Most of the parking along the Bayfront is publicly owned, with 575 on-street spaces along Bay Boulevard and its connecting streets and 178 spaces in parking lots. Many of the spaces are posted with a 4-hour timed parking limit, and there are a few that are limited to 30-minutes. There is no paid, public parking at this time.

In 2018 the City of Newport, with assistance from Lancaster StreetLab, completed a parking study that inventoried and assessed the condition of public parking assets along the Bayfront and a couple of other areas. The study includes detailed field survey data illustrating the utilization and turnover rates of parking spaces during peak and off-peak periods; a list of capital improvements needed to maintain and improve available parking, including possible upgrades to transit service; and financing strategies to fund needed improvements. Along the Bayfront, the study showed that parking occupancies are routinely at or near 85% or "functionally full" for much of the year, resulting in congestion attributed to vehicles cruising for parking, illegal parking, and other undesirable behavior. This led to a recommendation that steps be taken to manage parking demand, and a plan was developed identifying public parking that should be placed into metered ("paid") zones, hybrid paid/permit zones, hybrid paid/timed zones, and timed zones. The concept is illustrated with Figure 4 on the following page, and was adopted by the Newport City Council in March of 2020 with City Ordinance No. 2163. A copy of the ordinance is an attachment to this request for proposals. The complete parking study can be found at:

https://www.newportoregon.gov/dept/cdd/documents/Newport_Parking_Management_Plan_Final_Report_000.pdf

Figure 4:



4. FUNDING

Funding to implement these parking management solutions is included in the City's FY 22/23 capital budget. There are no state or federal funds associated with the project.

5. 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, and email address of the person, or persons, to contact whom are authorized to represent the proposer and to whom correspondence should be sent.
- B. Proposal Summary. This section shall discuss the highlights, key features, and distinguishing points of the Proposal, including a description of how the City's objectives will be accomplished as outlined in the RFP. The City is open to alternatives that a proposer believes will more effectively achieve its desired outcomes. In such cases, proposer should clearly describe and explain the reason for the proposed modifications.
- C. Profile of the Proposing Firm(s) This section shall include a brief description of the Proposer's firm size as well as the proposed project organization structure. Include a discussion of the Prime Proposer firm's financial stability, capacity and resources. Include all other firms participating in the Proposal, with similar information about those firms. Additionally, this section shall include a listing of any product related litigation, and the result of such action, pertaining to any public project undertaken by the Proposer or major subcontractors within the last five (5) years.
- D. Work Plan or Proposal. This section shall present a well-conceived service plan. Include a full description of major tasks and subtasks required to implement the parking management solution. This section of the proposal shall establish that the Proposer understands the City's objectives and work requirements and Proposer's ability to satisfy those objectives and turnkey requirements. Succinctly describe the proposed approach for addressing the required services and the firm's ability to meet the City's schedule, outlining the approach, including training and support details that would be undertaken in providing the requested services.
- E. Proposed Innovations. The Proposer may also suggest technical or procedural innovations that have been used successfully on other engagements and which may provide the City with better service delivery. In this section discuss any ideas, innovative approaches, or specific new concepts included in the Proposal that would provide benefit to the City and support its objectives. Proposals may include other services that are considered necessary to complete this project in a turnkey fashion.
- F. Proposal Exceptions. This section shall discuss any exceptions that Proposer has to the City's RFP project objectives. If there are no exceptions noted, it is assumed the Proposer can meet all of the objectives. Items not excepted will not be open to later negotiation.
- G. Project Timeline. Proposed timeline for accomplishing the project, including critical paths and milestones, and specific staff by task based on the Work Plan.

- H. Project Coordination and Monitoring. Describe the process for ensuring effective communication with the City, and for monitoring progress to ensure compliance with approved timeline, budget, staffing and deliverables.
- I. Proposed Cost of Services. Provide a budget summary broken down by task, time, personnel, hourly rate, number of hours and cost for each team member including those employed by major subcontractors. Fee information should be formatted to correspond to tasks identified in this RFP; however, this format may be modified to suit the Proposer’s approach to this project. The summary shall include a budget for reimbursable expenses. The final cost of 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. Transaction fees, technical support plans, maintenance plans, or other ongoing costs to the City are to be included in the proposal, but listed separate from those associated with initial implementation.
- J. Product Specifications. Brochures or similar materials shall be provided describing characteristics, features, maintenance requirements, and warranty information for pay stations and other hardware that is to be installed.
- K. Project Qualifications and Similar Experience. This section shall include a brief description of the Proposer's and major subcontractors’ qualifications and previous experience on similar or related projects. Include descriptions of pertinent experience with other municipalities that includes a summary of the turnkey work performed, the total project cost, the percentage of work the firm was responsible for, and the period over which the work was completed. Provide names, addresses and telephone numbers of clients associated with each of these projects. Through submission of a proposal, all proposers 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:

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 implement the parking management solution by June 1, 2023.	10 pts.
References from past and present clients.	15 pts.
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Total	100 pts.

7. PROPOSAL SUBMITTAL INFORMATION

The City will make every effort to ensure that all proposers are treated fairly and equally throughout the entire advertisement, review and selection process. The information provided herein is intended to give all parties reasonable access to the same basic information.

Parties interested in submitting a proposal should contact Derrick Tokos, Newport Community Development Director at (541) 574-0626 or d.tokos@newportoregon.gov. to indicate their interest and specify the manner to receive any amendments to the RFP.

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.

Proposals may be submitted electronically via the email address listed above, or in hard copy form to the attention of the Community Development Director at Newport City Hall (169 SW Coast Hwy, Newport, Oregon 97365).

8. SCHEDULE

November 14, 2022: Request for proposals released.

December 9, 2022: Deadline for questions.

December 16, 2022: Deadline for City to issue addenda (this will include a summarized list of questions and answers).

January 6, 2023: Proposals due by 5pm PST.

Proposers may be invited to present their concepts to the City. This may be in person or on a digital platform like ZOOM. City anticipates making a final selection by the end of January.

9. PUBLIC RECORDS DISCLOSURE

Information provided to the City will become property of the City and will be subject to public inspection after completion of the evaluation in accordance with Oregon Public Records Law, ORS 192.311 et seq. If an entity responding to this RFP believes that a specific portion of its response constitutes a “trade secret” under Oregon Public Records Law (ORS 192.345(2)) and is therefore exempt from public disclosure, the entity must clearly identify that specific information as a “trade secret.” Identification of information as a “trade secret” does not necessarily mean that the information will be exempt from disclosure. The City will make that determination based upon the nature of the information and the requirements of Oregon Public Records Law.

10. GENERAL CITY RESERVATIONS

City reserves the right to extend the submission deadline should this be in its best interest. Proposers have the right to revise their proposals in the event that the deadline is extended. Additionally, City reserves the right to withdraw this RFP at any time, and will notify proposers that the solicitation has been canceled. The City makes no representation that any contract will be awarded to any proposer responding to the RFP. The City reserves the right to reject any or all proposals. If in City’s judgment, an inadequate number of proposals are received or the proposals received are deemed non-responsive, not qualified, or not cost effective, the City may, at its sole discretion, reissue the RFP, or cancel this solicitation.

11. DESIGNATED CONTACT

For questions regarding this RFP please contact Derrick I. Tokos, AICP, Community Development Director, City of Newport, at d.tokos@newportoregon.gov or 541-574-0626.