

City of York  
General Authority  
York, PA  
(717) 849-2309  
October 26, 2015



Request for Proposal and Request for Qualifications  
Strategic Plan for the City of York Parking System for Positive Economic Impact

Due Date: November 27, 2015

Time: 4:00 p.m. EST

Receipt Location: City of York Administrative Offices 101 S. George Street, York, PA 17404

RFP # GA-10212015

## **1. Advertisement**

NOTICE IS HEREBY GIVEN by the CITY OF YORK and CITY OF YORK GENERAL AUTHORITY of the issuance of a Request for Proposal for a Parking Consultant to develop a Strategic Plan for the City parking system (the "RFP"). The deadline for initial submissions from all interested parties is 4pm, November 27, 2015, with submissions to be reviewed by officials from the City of York and General Authority thereafter. Interested parties and members of the public are directed to the City's website at, <http://www.yorkcity.org/>, for a complete copy of the RFP and instructions for making a submission. A complete copy of the RFP may also be obtained at the offices of the City, at 101 S. George St. York, PA 17401, during normal business hours between 8:00 am and 4:30 pm, Monday through Friday.

## **2. Introduction and Background**

The City of York General Authority was established per Ordinance No. 2 of Session 1995 under the authority of the Municipalities Authorities Act of 1945 (the "Act"). The Act grants municipalities the power to create authorities, such as the General Authority, to engage in various projects, which can benefit the municipality and/or to finance projects, some of which are outside of the boundaries of the City. The profit from these projects is then brought back to the home municipality.

In 1995, the General Authority acquired certain assets constituting the City of York Parking System. The system consists of three high-rise parking garages in the downtown business district, 16 surface parking lots throughout the City and over two hundred parking meters in the core business district and surrounding commercial and neighborhood districts. Recently, the CYGA launched a 30-day pilot program intended to maximize the capabilities of the technology within the parking system and discovered a need for a comprehensive plan for the long-term operation of the garages, lots, and meters.

## **3. Objective**

The objective of this Request for Qualifications (RFQ) and Request for Proposals (RFP) will be to engage a professional management company that has the technical parking expertise, relevant parking experience, and parking management qualifications to serve as a consultant and develop a comprehensive strategic plan for the York City parking system.

The consultant will have responsibility for creating a strategic plan for the management, operation, and maintenance of the city parking garages, on-street parking, parking lots, meter collection, parking enforcement, repair and maintenance. In addition, respondents will also be required to collect data, solicit stakeholder and public input, and create recommendations for parking strategies. That data collected, and subsequent analysis will include reports on the many factors that affect the operation of the parking system including demographics of the workforce and population, city events, economic development, capacity, pricing, competition, and the relationship between garage and meter rates.

## 4. Scope of Work

The consultant will provide, at a minimum, a report with findings and recommendations on the following topics:

1. Parking Supply/Demand and Demographic Study
  - a. Review relative zoning ordinances and restriction surrounding parking in the City. Redefine what is considered “Downtown York.”
  - b. Obtain copies of past reports and studies relative to City economic growth objectives.
  - c. Evaluate long-term trends of the City’s demographics including population, workforce, commercial expansion, and their effect on parking demand.
  - d. Complete a SWOT analysis of the city parking system including a thorough analysis of competition and alternatives, their capacity, locations, etc.
  - e. Examine other factor affecting parking system including economic development and the relationship between the garages, lots, and meters.
  - f. Conduct a minimum of three full-day parking occupancy surveys, one weekday survey and one weekend survey covering garages, lots, and metered parking areas in the downtown business district. The three selected days will be selected in conjunction with the CYGA. The parking occupancy survey should account for (if possible) events that frequently occur within the business district, such as:
    - i. Juror Parking (Mandatory)
    - ii. Strand Capital Events
    - iii. York Revolution Baseball Games
    - iv. First Friday
    - v. York County Courthouse Jury Selection
  - g. Complete analysis and make recommendations that will match parking supply, forecast future demand for garages, lots, and meters, and improve occupancy rates at garages and lots.
  
2. Evaluation of Current Assets and Programs
  - a. Complete a Seven (7) to Ten (10) year capital needs assessment to help the city understand the future cost of operation the parking system.
  - b. Determine true operating costs of operating the city garages, lots, and meters and compare to the revenue generated by each phase.
  - c. Evaluate the revenue control systems.
  - d. Review staffing models for parking service employees and the impact on parking operations.
    - i. Garage attendants
    - ii. Manager(s)
    - iii. Parking Enforcement Officers (currently under by Police Dept.)
    - iv. Potential impact of new technology on staffing model
  - e. Review potential impact of CRIZ Program, should it become available.
  - f. Review the disparity between garage and on-street meter rates.
  - g. Provide recommendations to improve current lots (repaving, etc.) and consider other land uses for underused lots that align with City’s strategic plan.
  - h. Evaluate lots that may be able to utilize multi-space meter.
  - i. Evaluate the potential for a private management contract to maximize use of the parking system.

3. Evaluation of Current Technology within Parking System
  - a. Evaluate current technology within the city parking system. Identify current limitations and options for better use.
  - b. Identify technologies that will automate parking garages and on-street parking system and enhance ease of use for city customers, including meters, kiosks, etc.
  - c. Evaluate any security risks associated with new parking technology.
  - d. Determine long-term impact of parking automation to staffing models.
  - e. Suggest solutions for cash and credit card payments at garages, lots, and meters, and evaluate conversion to chip card technology.
  - f. Evaluate potential impact of electric vehicles within the city and consider addition of charging stations in the downtown area.
  - g. Evaluate potential for mobile parking GIS to enhance appeal to end users.
  - h. Complete analysis and make recommendations that will identify the total capital cost and maintenance for necessary upgrades.
  
4. Development of a Parking Master Plan
  - a. Identify possible opportunities for public-private partnerships and development, by leveraging relationships with the City's main attractions, property developers and retail/restaurant and other destination spaces.
  - b. Recommend changes to existing garages/lots to maximize occupancy, appeal, and ease of use for the city's residents, businesses, and visitors.
  - c. Identify ways to connect ingress and egress pathways from the garages to activities and retail spaces and commerce creating an open flow and visual connection from parking source to destination.
  - d. Identify sequence of necessary technological upgrades to the parking garages, lots, and on-street system that will enhance appeal and ease of use to end users.
  - e. Develop a conceptual parking master plan demonstrating multiple options to:
    - i. Provide additional parking resources for future demand.
    - ii. Develop and refine existing assets and resources to maximize economic impact provided by parking services.
    - iii. Manage and staff the garages, lots and enforcement of metered spaces
    - iv. Market the garages and metered parking in a cohesive manner.
  - f. Identify meters in low usage areas that can be removed and replaced with residential permit parking.
  - g. Institutionalize a process that the General Authority can use to determine what assets to sell off when the opportunity arises.
  - h. Identify properties that the General Authority can acquire in an effort to provide additional parking, and institutionalize a process to determine areas in the local market to target for acquisition and future development.
  - i. Attend no more than 2 general meetings to be selected by the General Authority to solicit input from City representatives and stakeholders.
  - j. Prepare preliminary parking master plan, conceptual plans and designs, and resources for presentation to the General Authority at a public meeting to gather information and feedback.
  - k. Incorporate feedback from both the General Authority and other meetings with stakeholders, including local businesses, residents and refine the proposed parking master plan.
  - l. Prepare final parking master plan for submission to the General Authority.

## **5. Schedule**

List of key proposal and project milestones:

1. RFP Release – October 26, 2015
2. Deadline for Vendors to Submit Questions – November 13, 2015
3. City Response to Questions – November 20, 2015
4. Proposals Due – November 27, 2015 at 4:00 p.m. EST
5. Interview and Presentations – November 27, 2015 thru January 21, 2016
6. Selection Announced - February 18, 2016
7. Initial Phase of Plan to Begin – March 28, 2016
8. Targeted Completion of Analysis and Strategic Plan – September 15, 2016

## **6. Submittal Requirement & Qualifications Necessary for Consideration**

### **Part I: Project Vision and Approach**

- a) An overview of the consultant's approach to completing the study, reports, and analysis.
- b) A detailed task list.
- c) Project schedule and timeline.
- d) Anticipated costs and staff hours required to complete the project.

### **Part II: Qualifications of and Experience of Consultant(s)**

- a) Qualifications and experience of the consultant and/or consultant's firm.
- b) Information on each of the team members proposed to staff the project.
- c) Information on at least two similar projects, including references for each project.  
Specifically, proposals should include copies of similar reports prepared by the consultant(s).

### **Part III: Documents to Submit**

- a.) Proposal document should include summary of items in Part I and Part II. All items listed within Parts I and II must be covered in proposal.
- b.) Completed Signature Sheet (Page 9 of RFP)
- c.) Deadline to Submit is November 27, 2015 at 4:00 p.m. by mail, email, or fax. No proposals will be accepted after that time.
- d.) All questions should be submitted by November 13, 2015.

## 7. Communications

All contact should be directed to representatives from the City of York listed below. Respondents are not permitted to contact any officials, staff, or personnel at the City of York General Authority regarding this RFP.

*Representatives:*

Primary

City of York  
101 S. George Street  
York, PA 17404  
Attn: Michael Doweary, Business Administrator

Phone: (717) 849-2263  
Email: [kbarnes@yorkcity.org](mailto:kbarnes@yorkcity.org)

Alternate

City of York  
101 S. George Street  
York, PA 17404  
Attn: Kittrell Barnes, Financial Analyst

Phone: (717) 849-2321  
Email: [mdoweary@yorkcity.org](mailto:mdoweary@yorkcity.org)

If a Respondent has any questions regarding this RFP, the Respondent must submit the questions by email with the subject line "Strategic Parking Plan RFP Question" to the City Representatives at both [mdoweary@yorkcity.org](mailto:mdoweary@yorkcity.org) and [kbarnes@yorkcity.org](mailto:kbarnes@yorkcity.org). Questions must be submitted via email no later than November 13, 2015, as indicated in the Schedule. A Respondent who submits a question after the deadline date for receipt of questions assumes the risk that its Proposal will not be responsive or competitive because the General Authority and City are not able to respond before the Proposal receipt date or otherwise in sufficient time for the Respondent to prepare a responsive or competitive Proposal.

***To be considered for selection, the initial submissions and Proposals must arrive at the offices of the City of York Representatives on or before the submission deadline. Initial submissions and proposals will not be accepted via email or facsimile transmission. Respondents who send materials by mail or other delivery service should allow sufficient delivery time to ensure timely receipt. If, due to inclement weather, natural disaster, or any other cause, the offices of the Representatives are closed on the applicable response date, the deadline for submission will be automatically extended until the next business day on which the office is open. The hour for submission shall remain the same. The City and The General Authority will reject, unopened, any late materials.***

## **8. Selection Process**

Qualified consultants or teams must demonstrate competence and experience in all areas of expertise outlined in this scope of work. Respondents also must demonstrate competence and experience in public speaking and graphic presentations for the purpose of conveying project information to large and diverse groups of community stakeholders. The General Authority will select finalists and interview those firms before awarding a contract.

This Request for Proposals (RFP) does not commit the General Authority to award a contract, to pay any costs incurred in the preparation of the proposal, or to procure or contract for services or supplies. The York City General Authority reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any selected qualified representative, or to cancel any part, or the entirety of this RFP, if it is in the best interest of the General Authority to do so. The General Authority may require the proposers selected to participate in negotiations and to submit such price, technical or other revisions of their proposals as may result from negotiations.

Thank you for your interest in this project. We look forward to reviewing your proposal.

## **Small Diverse Business Participation**

The City of York General Authority encourages participation by small diverse businesses as prime contractors, and encourages all prime contractors to make a significant commitment to use small diverse businesses as subcontractors and suppliers.

A Small Diverse Business is a certified minority-owned business, woman-owned business, veteran-owned business or service-disabled veteran-owned business.

A small business is a business in the United States which is independently owned, not dominant in its field of operation, employs no more than 100 full-time or full-time equivalent employees, and earns less than \$7 million in gross annual revenues for building design, \$20 million in gross annual revenues for sales and services and \$25 million in gross annual revenues for those businesses in the information technology sales or service business.

Questions regarding this initiative can be directed to:

Kittrell Barnes  
City of York Administrative Offices  
101 South George Street  
York, PA 17404  
Phone: (717) 849-2321  
Fax: (717) 852-0452  
Email: [kbarnes@yorkcity.org](mailto:kbarnes@yorkcity.org)

## **STATEMENT OF NO OFFER**

Offerors not submitting an offer for the commodity or service requested are asked to fax this form to the Office of Business Administration prior to the solicitation due date. Questions concerning the requirements must be brought to the attention of the Office of Finance responsible for this solicitation by November 13, 2015.

RFP#: \_\_\_\_\_

Service: \_\_\_\_\_

Decline to submit an offer on the RFP for the following reasons:

- Unable to meet statement of needs
- Requirements are unclear or restrictive (explain in remarks)
- Unable to meet required delivery or performance date
- Unable to meet insurance requirements
- Insufficient time to respond to this solicitation
- Do not offer requested commodity or service, please remove our name from the City of York General Authority's bidders list for this commodity or service only
- Other (explain in remarks)

Remarks:

---

---

---

---

---

---

---

## Signature Sheet

My signature certifies that the proposal as submitted complies with all Terms and Conditions as set forth in RFP GA-10202015.

My signature warrants that I have not employed or retained any firm or person other than a bona fide employee working solely for the firm to solicit or secure this contract and have not paid or agreed to pay any firm or person other than a bona fide employee working solely for the firm any fee, commission, percentage, brokerage fee, gifts, or other consideration contingent upon or resulting from the award or making of this Contract. For breach or violation of this warranty, the General Authority shall have the right to annul or void this Contract without liability or, in its sole discretion, to deduct from the contract price or consideration, or otherwise recover the full amount of such fee, commission, percentage, brokerage fee, gift or contingent fee.

My signature also certifies that this firm has no business or personal relationships with any other companies or persons that could be considered as a conflict of interest or potential conflict of interest to the City of York General Authority, and that there are no principals, officers, agents, employees, or representatives of this firm that have any business or personal relationship with any other companies or persons that could be considered as a conflict of interest or a potential conflict of interest to the City of York General Authority, pertaining to any and all work or services to be performed as a result of this request and any resulting contract with the City of York General Authority.

I hereby certify that I am authorized to sign as a Representative of the Firm:

Complete Legal Name of Firm: \_\_\_\_\_

Order of Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Remit to Address: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Fed ID No.: \_\_\_\_\_

PA License Number: \_\_\_\_\_

Name (type/print): \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Telephone: ( ) \_\_\_\_\_ Fax No.:( ) \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

## **CITY OF YORK GENERAL AUTHORITY**

### **NON-DISCRIMINATION CLAUSE**

During the term of this contract, Contractor agrees as follows:

1. Contractor shall not discriminate against any employee, applicant for employment, independent contractor or any other person because of race, color, religious creed, ancestry, national origin, age or sex.

Contractor shall take affirmative action to ensure that applicants are employed and that employees or agents are treated during employment without regard to their race, color, religious creed, ancestry, national origin, age or sex. Such affirmative action shall include, but is not limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination, rates of pay or other forms of compensation; and selection for training.

Contractor shall post in conspicuous places, available to employees, agents, applicants for employment and other persons, a notice to be provided by the contracting agency setting forth the provisions of this non-discrimination clause.

2. Contractor shall, in advertisement or requests for employment placed by it or on its behalf, state all qualified applicants will receive consideration for employment without regard to race, color, religious creed, ancestry, national origin, age or sex.
3. Contractor shall send each labor union or workers' representative with which it has a collective bargaining agreement or other contract or understanding, a notice advising said labor union or workers' representative of its commitment to this non-discrimination clause. Similar notice shall be sent to every source of recruitment regularly used by Contractor.
4. It shall be no defense to finding of noncompliance with the Contract Compliance Regulations issued by the Pennsylvania Human Relations Commission or this non-discrimination clause that Contractor had delegated some of its employment practice to any union, training program or other source of recruitment which prevents it from meeting its obligations. However, if the evidence indicates that the Contractor was not on notice of the third-party discrimination or made a good faith effort to correct it, such factor shall be considered in mitigation in determining appropriate sanctions.
5. Where the practices of a union or of any training program or other source of recruitment will result in the exclusion of minority group persons, so that Contractor will be unable to meet its obligations under the Contract Compliance Regulations of the Pennsylvania Human Relations Commissions, 16 Pa. Code Chapter 49 and with all laws prohibiting discrimination in hiring or employment opportunities. In the event of Contractor's noncompliance with the non-discrimination clause of this contract or with any such laws, this contract may after hearing and adjudication, be terminated or suspended, in whole or in part, and Contractor may be declared temporarily ineligible for further Commonwealth contracts, and such other sanctions may be imposed and remedies invoked as provided by the Contract Compliance Regulations.

**PROVISIONS CONCERNING THE AMERICANS WITH DISABILITIES**  
**ACT**

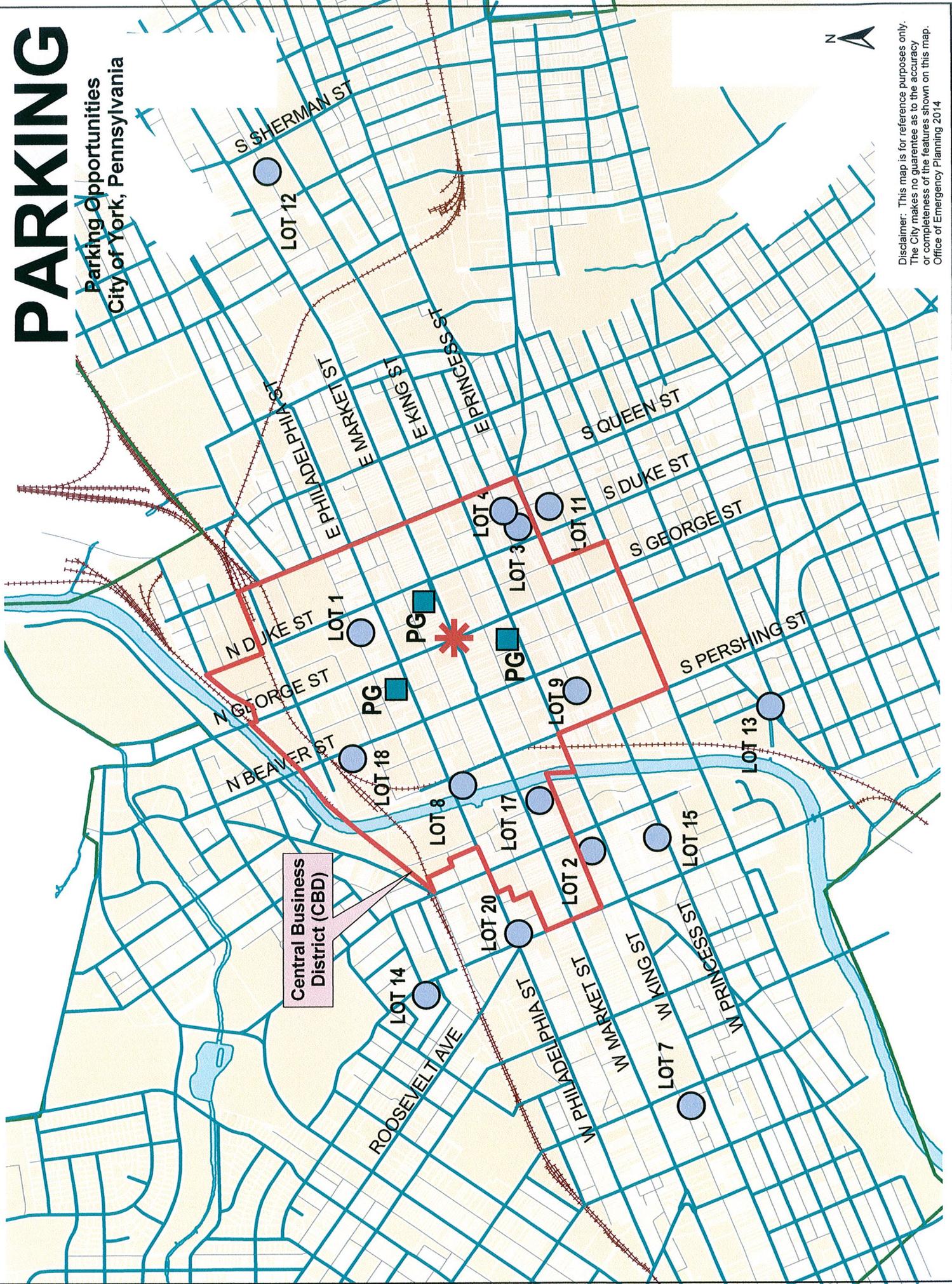
During the term of this contract, the Consultant agrees as follows:

1. Pursuant to federal regulations promulgated under the authority of The Americans With Disabilities Act, 28 C.F.R. Section 35.101 et seq., the Consultant understands and agrees that no individual with a disability shall, on the basis of the disability, be excluded from participation in this contract or from activities provided for under this contract. As a condition of accepting and executing this contract, the Contractor agrees to comply with the “General Prohibitions Against Discrimination”, 28 C.F.R. Section 35.130, and all other regulations promulgated under Title II of The Americans with Disabilities Act which are applicable to the benefits, services, programs and activities provided by the City of York General Authority through contracts with outside contractors.

2. The Consultant shall be responsible for and agrees to indemnify and hold harmless the City of York General Authority from all losses, damages, expenses claims, demands, suits and actions brought by any party against the City of York General Authority as a result of the Consultants’ failure to comply with the provisions of paragraph 1, above.

# PARKING

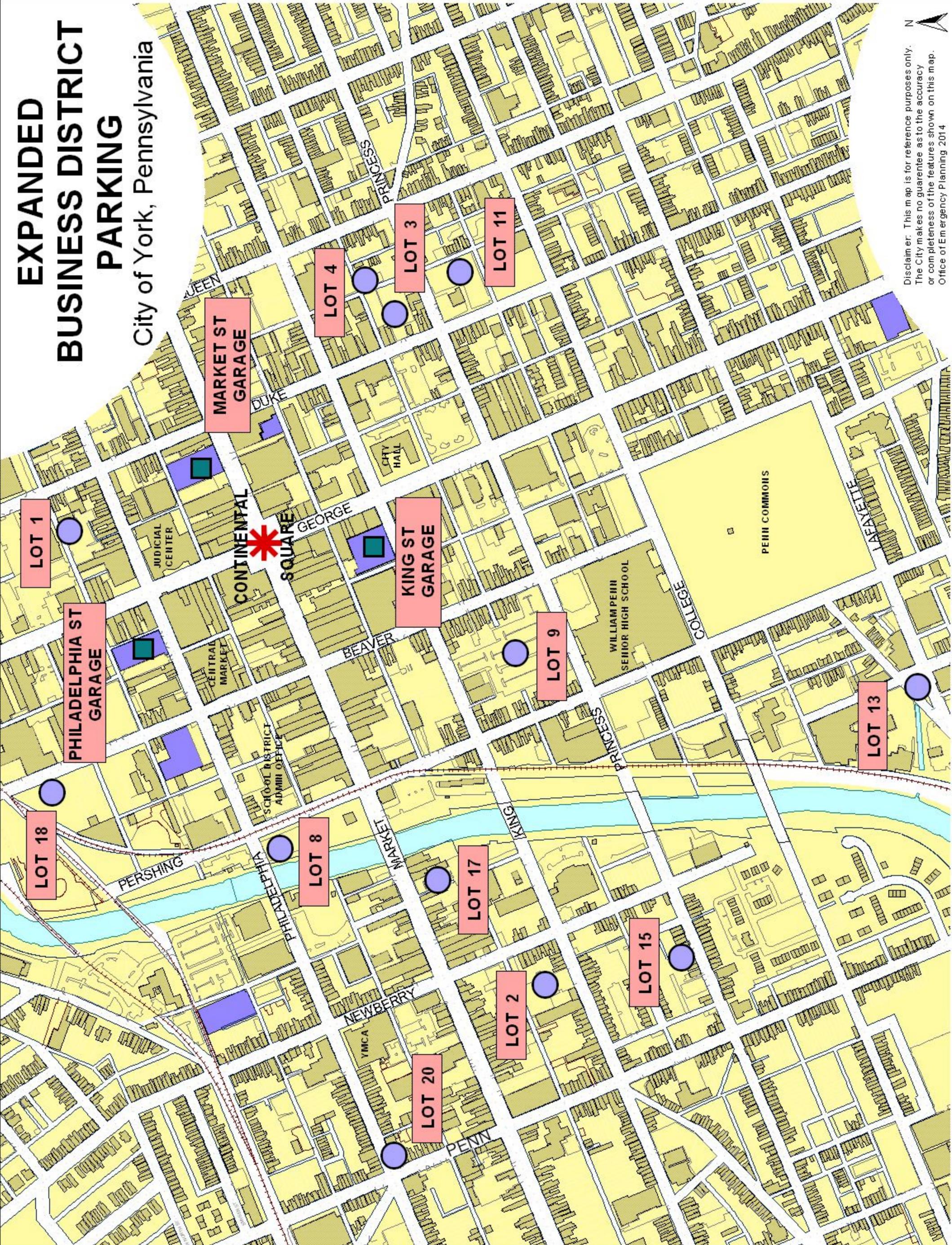
Parking Opportunities  
City of York, Pennsylvania



Disclaimer: This map is for reference purposes only.  
The City makes no guarantee as to the accuracy  
or completeness of the features shown on this map.  
Office of Emergency Planning 2014

# EXPANDED BUSINESS DISTRICT PARKING

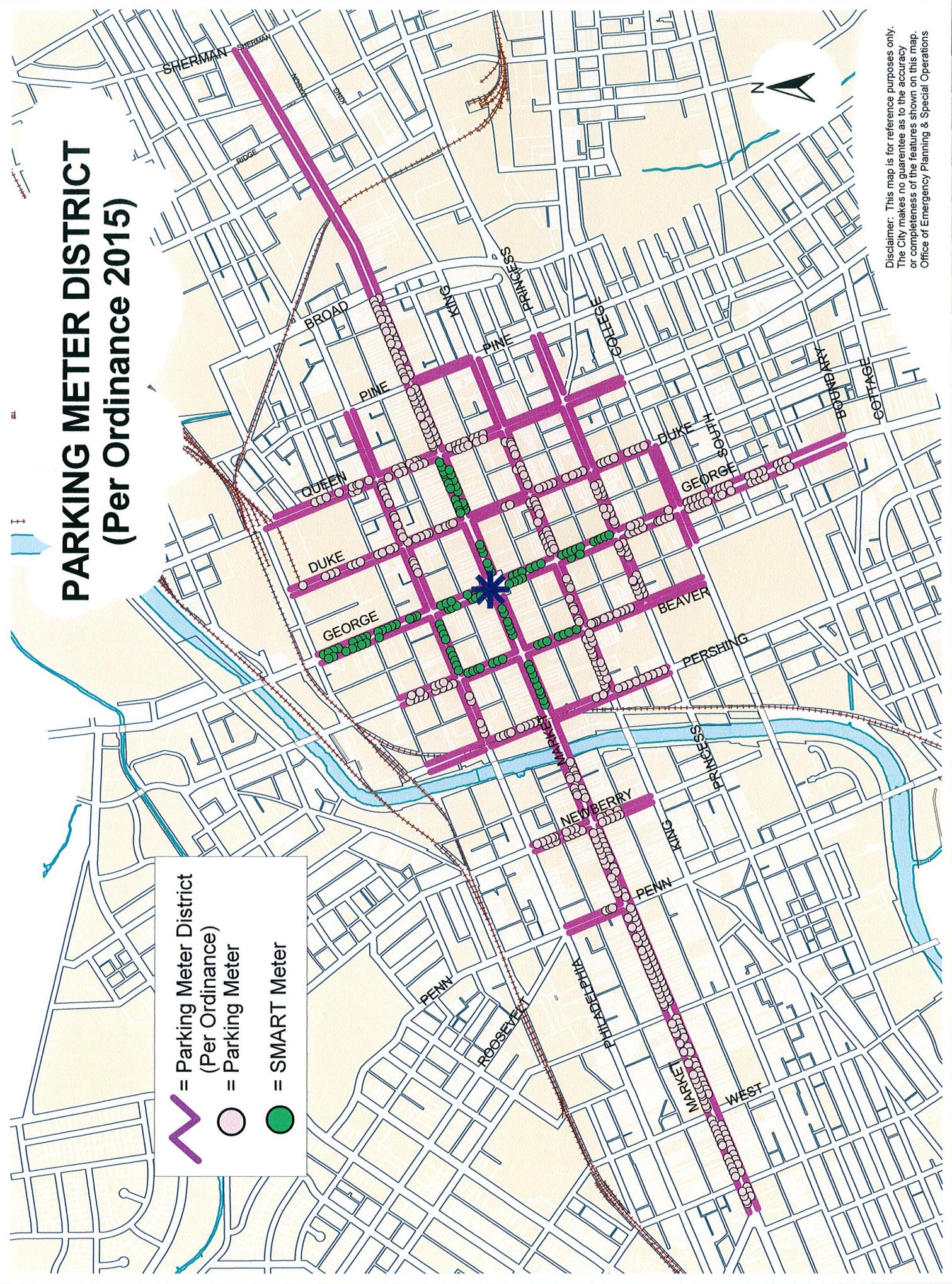
City of York, Pennsylvania



Disclaimer: This map is for reference purposes only. The City makes no guarantee as to the accuracy or completeness of the features shown on this map. Office of Emergency Planning 2014

# PARKING METER DISTRICT (Per Ordinance 2015)

-  = Parking Meter District (Per Ordinance)
-  = Parking Meter
-  = SMART Meter



Disclaimer: This map is for reference purposes only. The City makes no guarantee as to the accuracy or completeness of the features shown on this map. Office of Emergency Planning & Special Operations