

TOWN OF SURF CITY



REQUEST FOR PROPOSAL
for
Parking Capacity Analysis

RESPONSE DUE BY:

July 23, 2021

at 3pm

Town of Surf City

Attn: Kyle Breuer, Town Manager

214 W Florence Way

Hampstead, NC 28443

- **STATEMENT OF WORK**

- a. **INTENT**

- It is the intent of this request for proposals to describe the scope and requirements to complete a parking capacity analysis for the Town of Surf City.

- b. **SCOPE**

- The Town of Surf City plans to enter into an agreement with a company that has the expertise to provide oversight in developing a parking capacity analysis to meet the needs of the Town.

- c. **BACKGROUND**

- The Town of Surf City recently implemented a pay to park program at all public parking locations, to include public beach accesses, surface parking lots, and select rights of way owned and controlled by the Town. With increased growth in the Region and demand to access the public beach, the Town desires to increase parking capacities that reflect a balance of accessibility and safety for motorists as well as bicycle and pedestrian users, and access to commercial entities. The Town is seeking immediate, mid-term, and long-term strategies that would evaluate the current and projected parking demands, as well as a detailed recommendation on funding strategies as they may relate to capital investments. The analysis and implementation plan should consider how to achieve space maximization and may also consider other public/private partnerships or opportunities.

- Professionals who have a strong track record in preparing and implementing parking analysis and management plans, especially involving a mixed-use, coastal environment, are encouraged to respond.

- d. **SPECIFIC REQUIREMENTS**

- The Parking Analysis and Management Plan should provide overall parking strategies that will include an evaluation of current and future parking characteristics, best management practices and implementation strategies. Specific requirements of this project include (but are not limited to):

- Inventory of current available public parking
 - Analyze current and future parking demands
 - Recommend short-term, no-build options for improvements in parking utilization
 - Inconsistent signage to identify where vehicles can park and where parking is restricted.
 - Evaluation of on-street (right of way) parking availability and safety.
 - Conflicts between motorists, cyclists, and pedestrians.
 - Assess the impact of future development on parking

- Develop financing options for increasing the parking supply and economic justifications for the expenditures
- Identify a course of action and phased implementation plan (immediate/mid-term/long-term), including location alternatives and cost estimates to meet the projected parking needs
- Evaluate the feasibility of multi-level parking structures for the current public parking conditions and future parking needs and site suitable locations
- Complete additional studies during appropriate periods of time that provide information on turnover and occupancy patterns
- Identify additional parking capacity needed to address fluctuating demands during community events
- Evaluate existing and consider opportunity for additional golf cart parking

A Statement of Work must include (but is not limited to):

- A summary of work to be completed
- The proposed project team
- Goals and Objectives to this assignment
- Similar projects completed by the proposed project team
- Schedule of work
- Cost summary

- EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Understanding of the project as presented in the Proposal.
- Thoroughness and quality of Proposal.
- Qualifications and experience of members of the firm performing the work.
- Past experience and performance on similar projects.
- Proposed fee and project schedule.

- SUBMITTAL

Submissions of the Proposal must be received no later than 3pm on Friday, July 23, 2021, and the proposals can be submitted by regular mail or email to the following addresses:

Town of Surf City
 Attn: Kyle Breuer, Town Manager
kbreuer@surfcitync.gov
 214 W. Florence Way
 Hampstead, NC 28443

REQUEST FOR INFORMATION

July 13, 2021

Questions/Response:

- 1) Would it be possible to obtain a map designating the proposed study area?

Please see link here:

<https://surfcity.maps.arcgis.com/apps/instant/minimalist/index.html?appid=61410753ea3445a39f94d8456e6cc358¢er=-77.5451,34.4265&level=18>

Each separate parking area is delineated on the map, but the study area would be on the island only from town line to town line.

- 2) Would the consultant team have access to any GIS data for the study area including building square feet and usage type.

Square footage will be contained within parcel data, however, the Town does not have an up to date existing land use survey. Our Police Department has an up to date repository of existing businesses in Town.

- 3) Does the Town have dates and times in mind for the inventory and parking utilization evaluations to take place? For example: from 9:00 am to 5:00 pm on a Wednesday in late August / early September.

Utilization rates would be preferred to be performed on a weekend day, the selected consultant would be provided data, to include weather conditions, of each day from April to current.

- 4) We are typically in Town for one week as part of our field data collection efforts. We also typically make a formal in-person presentation of the final report to Town Council at the conclusion of the project. Other than during these periods, would any other meetings be required, and if so, would it be acceptable to have these remotely?

Remote participation would be acceptable outside of the times noted however, we would reserve the potential for a focused meeting, if needed, if requested.

- 5) Does the Town have a project start and completion date in mind?

We would like to see the project started as soon as possible in order for the selected consultant to have time to obtain the utilization rates in season as much as possible.