



Request for Proposal/Qualifications

**Downtown Parking
2023**

*City of St. Joseph
700 Broad Street
St. Joseph, MI 49085*

I. Purpose

This Request for Proposal (“RFP”) is to provide interested firms with sufficient information to submit proposals for consideration by the City of St. Joseph (“City”) and Downtown Development Authority (“DDA”) in connection with its needs for **Parking Consulting for Downtown St. Joseph.**

Favorable pricing will be one element of the selection process, but the experience of the firm, qualifications, direct experience and ability of assigned staff, completeness of the level of service proposed and timeliness of service proposed by the bidder will be significant factors in the award of this contract. The final decision on the selection of the bidder for this project will be determined by the City Commission. The City reserves the right to reject any proposals or parts of proposals. The City also reserves the right to waive any irregularities, inconsistencies, or take whatever action is appropriate as determined by the City to be in the best interest of the City.

A complete Request for Proposal may be viewed or downloaded at www.sjcity.com, or mailed by contacting the City Clerk at 269-983-6325 or clerk@sjcity.com.

REQUEST FOR PROPOSAL: **Parking Consulting for Downtown St. Joseph.**

CLOSING DATE AND TIME: **Tuesday, April 4, 2023, 3PM**

II. About the City of St. Joseph

The City of St. Joseph, with a population of approximately 8,000, is located on the west coast of Michigan. We are part of a “small town” chain stretching from the state line along the beautiful shoreline of Lake Michigan. St. Joseph’s location along the beaches of Lake Michigan and the St. Joseph River, as well as its close proximity to major metropolitan areas such as Chicago, Milwaukee, Indianapolis, and Detroit, makes it a premier tourist destination for visitors throughout the Midwest. St. Joseph’s small-town charm, high quality of life, excellent schools, and site as the headquarters for major employers, i.e., Whirlpool Corporation, make it a wonderful place to live year-round.

The City’s Downtown Vision Master Plan describes St. Joseph as follows:

Situated atop the bluff overlooking Lake Michigan, Downtown St. Joseph is a charming, attractive, and active mixed-use district at the core of the City of St. Joseph, functioning as the cultural and social heart of the community. Located where the St. Joseph and Paw Paw Rivers converge and flow into Lake Michigan, Downtown St. Joseph is a major regional destination in Southwest Michigan for recreation and tourism. This includes major attractions like Silver Beach, the St. Joseph Lighthouse, the Silver Beach Carousel, Whirlpool Compass Fountain, Krasl

Art Center, and Curious Kids' Museum. These attractions are further complimented by a variety of retail, dining, and entertainment options in a beautiful, pedestrian-friendly environment, primarily along State Street. Together, these and other attractions and amenities make Downtown St. Joseph a popular destination.

Although busiest during the summer months, St. Joseph's Downtown remains active year-round as an employment center, cultural center, the county seat for Berrien County, and the center of civic activity within the community. Further, Downtown hosts numerous events and festivals throughout the year, offering residents and visitors unique experiences in a social setting. This makes Downtown more than just a seasonal tourist destination, but also a community gathering space providing a variety of year-round recreation, dining, shopping, entertainment, cultural, and civic experiences for the entire community and beyond.

Downtown St. Joseph is an attractive, lively, and successful urban center, serving as the cultural, civic, and entertainment hub of the City. Maintaining and further enhancing the quality of this area requires a continuous dedication to preserving and enhancing what makes Downtown St. Joseph great.

The Downtown Vision Master Plan included a survey of downtown parking. The study identified 3,593 total parking spaces in the study area, 611 on-street, 1,473 off-street public, and 1,509 off-street private spaces. Parking is free year-round with two-hour, three hour and all day lots; 30-minute parking was recently added in a few on-street locations. Parking observations made in May, June, July and August 2019 showed that parking was frequently at or near capacity, with parking east of Main Street less crowded than parking west of Main Street.

III. Project Summary

The City of St. Joseph, MI seeks qualified consultants to support developing a parking strategy for Downtown St. Joseph. The parking consultant should support St. Joseph in developing a plan that takes into account the diverse parking needs of City residents, visitors, downtown businesses and employees, and downtown residents, ensuring that parking meets these diverse needs while supporting an economically vibrant, active and accessible downtown.

The consultant will work closely with city staff, the City Commission, the Downtown Development Authority and other relevant stakeholders.

As part of the proposal, the consultant is **encouraged to leverage their own experience and expertise** to make suggestions and or recommendations reflective of their past successes that may not have been directly requested in this RFP or may be contrary to what is requested in this RFP. Any such suggestions and/or proposed steps, actions or deliverables should be identified in the proposal along with associated costs, if applicable.

IV. Project Objectives and Resources

This engagement will provide the DDA and the City with a parking strategy, and implementation and communications plans for implementing the agreed upon strategy.

The consultant should leverage the City's Downtown Vision Master Plan to ensure recommendations are aligned with resident feedback and City plans already in place.

A. Objectives

The consultant should consider the following objectives for parking in downtown St. Joseph, ensuring that the strategy:

- Supports a vibrant, active downtown that accommodates uses across stakeholder groups, enhances economic development, maintains a sense of pride in the community, and draws visitors to the City.
- Meets the needs of varied users, including offering accessible parking.
- Reduces congestion created by vehicles searching for parking
- Leverages parking best practices, including aiming to achieve an 85% occupancy rate at peak times.
- Creates turn over in highest demand areas
- Utilizes test periods to measure the success of a chosen strategy.
- Ensures compliance with relevant local regulations, including MDOT where relevant.
- Supports flexibility if any surface lots are used for development.
- Changes the perception of a lack of parking in Downtown St. Joseph.

B. Resources Available for the consultant include:

- The Downtown Vision Master Plan
- Current Downtown Parking Map (see Appendix A)
- DDA Map
- Social District map and information

V. Project Scope

This project will focus on the majority of downtown, including:

- The DDA's boundaries
- Beyond the DDA's boundaries on Lake Boulevard from Market to Park Street

- Beyond the DDA’s boundaries on Broad and Pleasant Streets to Court Street, incorporating Lot 12

There are a number of related efforts in development or upcoming that the consultant should be aware of, including:

- Plans to rehab State Street, possibly as early as Fall 2024 or as late as Fall 2025.
- Main Street – which is an MDOT thoroughfare – is expected to be reconstructed in 2027.
- The City recently began a Wayfinding and Signage program with Corbin Design that will happen in parallel with this effort.
- The City recently released an RFP for a Streetscape Consultant for the downtown area.
- The City is in the process of rehabbing a parking lot located just outside of the DDA. The design concept for this lot is expected to be reused for the other public lots in the downtown.
- The Downtown Vision Master Plan calls for development on the sites of some of the existing surface lots. This could result in a reduction of parking supply in downtown St. Joseph.

VI. Project Phases

The scope of work is expected to develop in phases, generally described below:

Phase 1: Parking System Design

Utilizing the Downtown Vision Master Plan along with other resources the consultant should develop recommendations for establishing a more robust parking system in downtown St. Joseph that meets the City’s goals.

The consultant should consider the following factors for both on-street and lot parking. Note that while not all of the factors must be recommended, all should be considered:

- Short term parking
- Medium term parking
- Long term parking
- Overnight parking
- Free parking
- Paid parking
- Parking rates, if / where relevant
- Parking meter or kiosk locations, if / where relevant

The City seeks a draft proposal identifying:

- Proposed time limits for each area – including on street and lot parking
- Parking rates, if relevant, for each area – including on street and lot parking
- Explanations / justifications for each recommendation
- Anticipated benefits of each recommendation, for the City as well as the community, including residents, visitors, business owners and staff
- Other key recommendations, overall or by location, such as changes to signage, enforcement, flow of traffic, etc. that would support the implementation of the proposal and / or support the objectives listed above
- Recommended phasing for implementation, if relevant, recognizing that the city may choose to roll out parking changes in multiple phases
- Anticipated costs to implement, maintain and operate the recommendations along with estimated revenues, if relevant
- Anticipated impact to City operations, such as enforcement, street sweeping, permit issuance, etc.

The consultant should be prepared to present the recommendations to City staff, the DDA, and City Commission members, in addition to other key stakeholders. The consultant should make any revisions necessary following discussions and feedback about the initial draft proposal.

Phase 2: Parking System Implementation and Operations

With the parking program proposal in mind, the Consultant should prepare an additional report, recommending what will be necessary to implement and operate the program as recommended. This should include, but should not be limited to:

- Enforcement related policies and procedures
- Anticipated maintenance needs, costs and staffing
- Recommended management structure
- Compliance requirements
- Revenue collection and procedures, if applicable
- Recommendations for establishing a Parking Benefits District, if applicable

The consultant should present these recommendations to City Staff, DDA and City Commission members and make adjustments as needed based on questions and feedback.

Phase 3: Parking System Feedback

The consultant should work with the City to develop a strategy for gathering stakeholder input and outreach. While the consultant should recommend the best approach for gathering feedback for the City of St. Joseph, the consultant should consider utilizing:

- Surveys
- Input sessions
- Public meetings
- Focus Groups
- Existing relevant meetings
- Strategic communications

Once the consultant has gathered robust stakeholder input, they should produce a report sharing the feedback received, including parking perceptions and preferences, along with any recommended changes to the Parking System Design proposal and Implementation / Operations Plan.

The consultant should be prepared to present the recommendations to City staff, the DDA, and City Commission members, in addition to other key stakeholders if needed. The consultant should make any revisions necessary following these discussions.

Phase 4: Parking System Communications

Finally, the consultant should work with the City and key stakeholders to develop and support a communications plan ensuring that all relevant stakeholders – including residents, visitors, business owners, staff, etc. – are aware of and/or can easily access information about parking changes and implementation plans.

The comms plans should utilize diverse channels including marketing materials, detailed web information, community meetings, etc. as recommended by the consultant.

VII.Submittal Requirements

Proposals should demonstrate the qualifications, experience, service level, cost of services, competence, and capacity to satisfactorily implement the Scope of Work outlined in this RFP.

Proposals must include the following information:

1. Cover letter. The letter should include a Project Statement, describing the proposer's understanding of the goals and objectives, as well as the approach and philosophy regarding the project.
2. Firm Background. Full name and address of the firm with a short description of the firm, including the following information:
 - a. Business organization
 - b. Year established
 - c. EIN
 - d. Michigan tax ID number, if applicable
 - e. The firm's legal formation (e.g. corporation, sole proprietor, etc.)
 - f. State of incorporation, if applicable
 - g. List of the firm's officers (up to three)
3. Work Plan. A proposed approach / work plan and timeline for the project.
4. Proposed Project Team Members. Include a description of the organization, an organizational chart, and the primary role and responsibility of each team member. Clearly designate the team leader and primary contact for this project.
5. Individual Experience. Include information on the background of key members and detail their specific contributions to past projects, as related to this project.
6. Specific Project Experience. Provide examples of similar successfully executed government projects.
7. Affirmative statement regarding ability to start upon award of the contract.
8. Additional suggested and/or proposed steps, actions or deliverables which members of the firm deem advisable, along with associated costs, if applicable.
9. References. Include a minimum of three (3) references for similar projects completed within the past five (5) years. Include the name, telephone number and email address for the primary contact, as well as the year the project was completed. List services provided to each client.
10. Compensation/Fees: Provide a complete, detailed breakdown of costs to complete the work as described for each phase, as outlined in this Request for Proposal. Include all staffing necessary to complete the project as outlined above, a standard rate sheet for your firm, and the costs of any additional recommendations submitted in your proposal. All reimbursable expenses should be identified and included. In each task or

lump sum, identify the cost for of doing the full project at once, along with the cost of doing the work in three projects as described above.

VIII. Issuing Officer (Point of Contact)

Questions regarding the scope of work to be accomplished may be directed to Emily Hackworth, Assistant City Manager at (269) 983-5541 or by email at ehackworth@sjcity.com by **4:00 pm Wednesday, March 22, 2023.**

IX. Registration and Addenda

In the event it becomes necessary to modify any part of this Request for Proposal, addenda will be issued to all parties who received the original RFP.

Interested parties are encouraged to send an email to ehackworth@sjcity.com to register their intent to respond to this RFP. All firms expressing interest will be added to the email distribution list and will be notified if additional information related to the RFP is issued.

X. Instructions to Proposers

Sealed proposals are due at the St. Joseph City Clerk's Office no later than **3:00 pm Tuesday, April 4, 2023.**

Proposals may be mailed or delivered to the City of St. Joseph City Clerk, 700 Broad Street, St. Joseph, Michigan 49085. Sealed envelopes should be plainly marked:

Attention: City Clerk
Re: Parking Consulting for Downtown St. Joseph
700 Broad Street
St. Joseph, MI 49085

It is the sole responsibility of the Proposer to see that its proposal is received within the required time period. The City is not responsible for any errors or irregularities with the delivery method utilized for submittal of the Proposal. Any proposals received after the closing date and time will be returned unopened.

XI. Incurring Costs

The City is not liable for any costs related to respondents' preparation of their proposal.

XII. Withdrawal of Proposal

Any Bidder may withdraw its proposal in person, by facsimile or by letter any time prior to the scheduled closing time for receipt of proposals. Each proposal shall be considered binding and in effect for a period of Sixty (60) days after the closing date.

XIII. Opening of Proposals

Proposals will be opened publicly **at 3:15 pm Tuesday, April 4, 2023** in the City Hall Commission Chambers, 700 Broad Street, St. Joseph, Michigan.

If interviews are needed, the city intends to conduct them the weeks of **4/10/2023 and 4/23/2023**. Proposers should ensure availability during this timeframe.

XIV. Evaluation of Proposals

It is the intent of the City to evaluate all proposals quickly and be prepared to recommend an award at the **April 24, 2023** City Commission meeting.

Favorable pricing will be one element of the selection process, but all of the following factors will be used in evaluating proposals received:

- Previous relevant experience
- Project understanding and approach
- Project schedule
- Strength of team
- Cost

XV. Negotiations

The City reserves the right to reject any and all proposals and negotiate with any source, in any manner necessary, deemed to be in its best interest.

XVI. Award of Contract / Acceptance of Proposal (Terms and Conditions)

The contents of this RFP and the bidder's proposal, as submitted and/or modified, shall become contractual obligations to be executed by the authorized contracting agents of both parties.

The successful bidder must procure and maintain the following insurance with carriers acceptable to the City and admitted to do business in the State of Michigan, and provide proof of the same to the City:

- **Worker's Compensation Insurance**, including employers' Liability coverage, in accordance with Michigan law.
- **Commercial General Liability Insurance** on an "Occurrence Basis" with limits of liability not less than \$1,000,000 per occurrence and aggregate. Coverage shall include the following extensions: A). contractual liability, B) Broad form general liability extensions or equivalent.
- **Motor Vehicle Liability Insurance**, including Michigan No-Fault coverage, with limits not less than \$1,000,000 per occurrence combined single limit for bodily injury and property damage. Coverage shall include all owned vehicles, non-owned vehicles, and hired vehicles.

The Commercial General Liability Insurances shall include an endorsement naming as an additional insured the City of St. Joseph, all elected and appointed officials, employees, volunteers, boards, commissions, and/or authorities and boards, including members, employees and volunteers thereof. Bidder's insurance shall be primary and any other insurance City may have in effect shall be considered secondary and/or excess. Coverage shall be maintained throughout the term of the agreement. The stated insurance requirements shall not be interpreted to limit the successful bidder's liability.

All insurance shall include an endorsement that contains a thirty (30) day advance written notice of cancellation to the City Manager, City of St. Joseph, Michigan, 700 Broad Street, St. Joseph, Michigan 49085.

XVII. Nondiscrimination

The successful bidder shall not discriminate in its provision of accommodations or services, nor against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, sexual orientation, gender identity, height, weight, marital status, or because of a disability that is unrelated to the individual's ability to perform the duties of a particular job or position. Breach of this covenant may be regarded as a material breach of the agreement.

XVIII. Payment Terms

The City shall make payments to the successful bidder for actual services rendered within thirty (30) days following receipt of an acceptable invoice; or as otherwise mutually agreed.

Proposal Form: Parking Consulting for Downtown St. Joseph

Please attach this cover page to your proposal

Contact Information

Business Name: _____

Contact: _____

Phone number: _____ Email: _____

Address: _____

Cost

Total Cost \$ _____

Proposals shall be delivered or mailed to:

City of St. Joseph

Attention: City Clerk

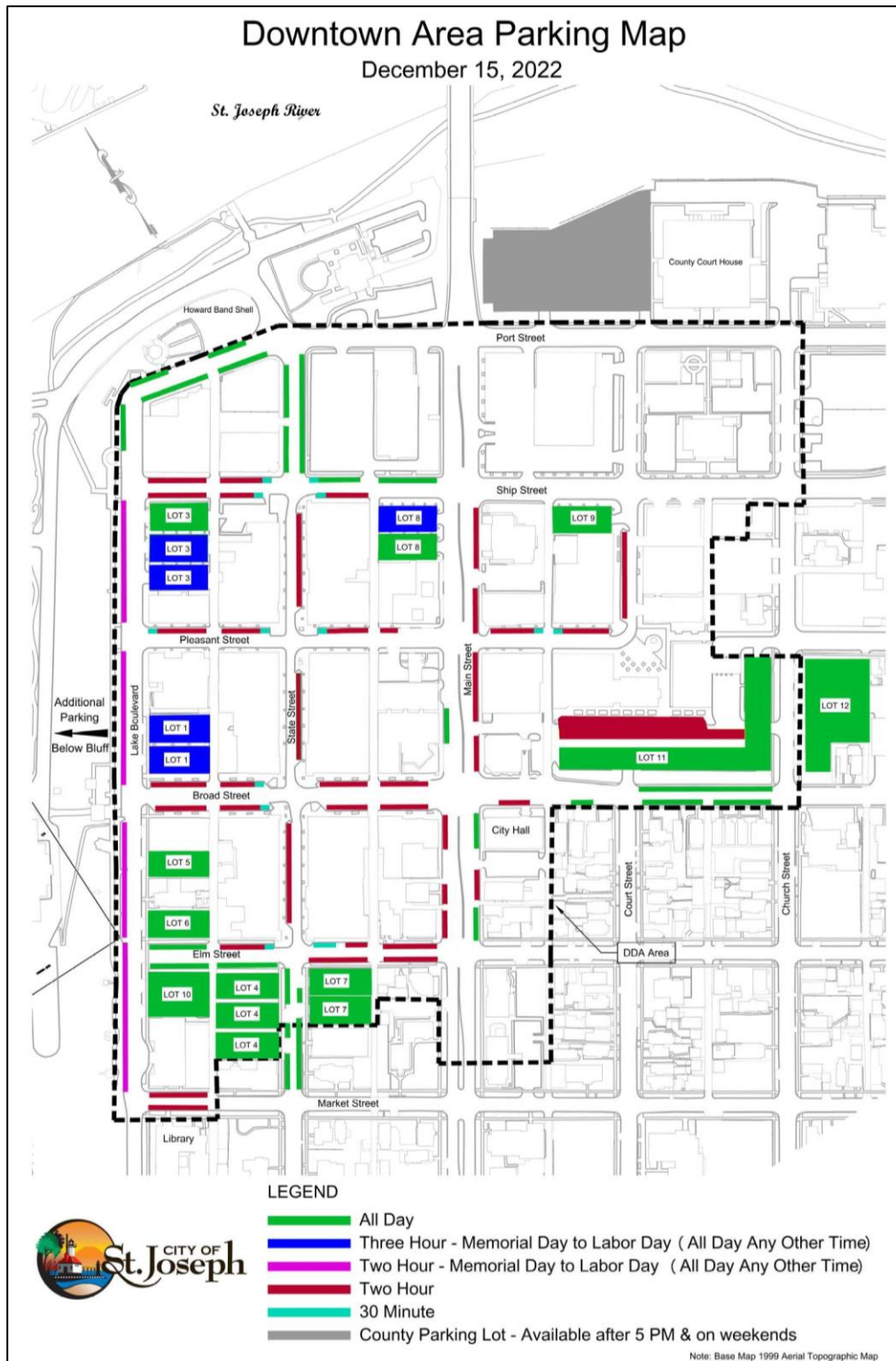
Re: Parking Consulting for Downtown St. Joseph

700 Broad Street, St. Joseph, MI 49085

Signature: _____

Title: _____ Date: _____

Appendix A: Current Downtown Parking Map



Note that all parking is currently free.