

DEFUNIAK SPRINGS COMMUNITY REDEVELOPMENT AGENCY
REQUEST FOR PROPOSAL
PROFESSIONAL SERVICES FOR
DOWNTOWN PARKING STUDY
FOR THE DEFUNIAK SPRINGS COMMUNITY REDEVELOPMENT AGENCY
RFP 24-01-CRA

Part I: GENERAL INSTRUCTIONS

1. PURPOSE

A. Intent of RFP: The DeFuniak Springs Community Redevelopment Agency (CRA) through this Request for Proposal No. 24-01-CRA, is soliciting Proposals from qualified and experienced firms registered to do business in the State of Florida to conduct a **Downtown Parking Study**. This study will inventory and map existing parking, analyze parking needs and opportunities, and provide recommendations through the development of a parking plan. The Board of Commissioners invites interested firms to respond.

B. Time and Due Date: The DeFuniak Springs CRA Board will accept Proposals that must include statements of qualifications from firms/individuals, corporations, partnerships, and other legal entities authorized to conduct business in the State of Florida by **July 1st, no later than 4:00 pm**.

C. Background:
Overview

Over the last few years, DeFuniak Springs' downtown core has seen sustained growth and prosperity, with Main Street (Baldwin Avenue) emerging as one of its prime assets. A key objective outlined in the 2023 Redevelopment Plan Update is to realize the goal of infrastructure, thereby ensuring persistent viability and enhanced quality of life for all residents.

Alongside this growth, there's a pressing need to address parking concerns to ensure the continued success and expansion of downtown DeFuniak Springs as a vibrant community hub. Both residents and officials are now actively seeking to define objectives and strategies that can effectively manage parking demands while sustaining the area's prosperity. The increasing vibrancy of the downtown has made parking more challenging to secure, prompting businesses and residents alike to seek solutions for this issue.

The Downtown Parking Study

The downtown parking study will provide direction on the development of parking priorities and recommendations to help address real and perceived parking concerns within the context of a vibrant mixed-use urban center. Additionally, a phased implementation plan will provide direction on how to best meet current and future parking needs.

2. CONTRACT AWARDS/TERM OF CONTRACT

Following the selection of a qualified firm/individual the CRA Board anticipates entering one (1) contract with the firm/individual whose qualifications and experience are judged to be most advantageous to the CRA Board. The project compensation schedule will be negotiated to provide the flexibility to the Consultant to prioritize his/her staff as efficient as possible. The Proposer understands that any response to this RFP as submitted will not constitute an agreement or a contract with the Proposer. A proposal is not binding until proposals are reviewed and accepted by the Crescent City Commission and the CRA Board and both parties execute a contract.

3. DEVELOPMENT COSTS

The CRA Board shall not be liable for any expense incurred in connection with the preparation of a response to this Request for Proposal. Proposers should prepare a straightforward and concise description of the Proposer's ability to meet the requirements of the RFP.

4. INQUIRIES

The CRA Board/Staff will not respond to oral inquiries. Proposers may submit e-mailed inquiries regarding this RFP to the Executive Director's e-mail address at cradirector@defuniakspringscra.com. The CRA will respond to e-mailed inquiries received at least five (5) working days prior to the RFP due date. The CRA will record its responses to inquiries and any supplemental instructions in the form of written addenda. All written addenda will be issued through the Executive Director's email. It shall be the responsibility of the Proposer, prior to submitting their proposal, to contact the Executive Director's Office to determine if addenda were issued; acknowledging and incorporating them into their proposal.

5. PROPOSAL SUBMISSION AND WITHDRAWAL

The CRA Board will receive Proposals at the following address and clearly marked on the outside:

RFP 24-01-CRA: PROFESSIONAL SERVICES FOR DOWNTOWN PARKING STUDY:

DeFuniak Springs Community Redevelopment Agency
694 Baldwin Avenue, Suite 4A
DeFuniak Springs, FL 32435

Statements received after the established deadline will not be opened. Proposers may withdraw their submittal by notifying the CRA Board in writing at any time prior to the due date. Upon opening, the submitted Proposal will become a "public record" and shall be subject to public disclosure in accordance with Chapter 119, Florida Statutes.

6. STATEMENT RESTRICTIONS

In order to control the cost of proposal preparation, submittals will be restricted to the requirements as described in Part II – Instructions for Preparing the Proposal contained within this RFP.

7. DRUG FREE WORKPLACE

The DeFuniak Springs CRA is a Drug Free Workplace. It is strongly suggested that the attached Drug Free Workplace Form be signed and returned to this office with the proposal.

8. PUBLIC ENTITY CRIMES STATEMENT

In accordance with Florida Statutes Sec. 287.133(2) (a), "A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid on a contract to provide any goods/services to a public entity, may not submit a bid on a contract with a public entity for construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or Consultant under a contract with any public entity and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017, for Category Two, for a period of 36 months from the date of being placed on the convicted vendor list."

9. MINORITY BUSINESS ENTERPRISE (MBE)

M/WBEs are encouraged to participate in the proposal process. All MBEs shall be certified as a Minority Business Enterprise by the State of Florida, Department of Management Services, Office of Supplier Diversity pursuant to Section 287.0943, Florida Statutes, or by statewide and interlocal agreement certification, as provided for by Section 287.09431, Florida Statutes. A State of Florida MBE Certificate or interlocal agreement from an agency having an interlocal agreement with the

State of Florida must accompany the RFP submission.

10. CANCELLATION

The CRA Board shall have the right to unilaterally cancel, terminate or suspend any contract, in whole or in part, resulting from this RFP by providing the selected firm thirty (30) days written notice by certified mail.

11. FISCAL NON-FUNDING CLAUSE

In the event sufficient funds are not budgeted for a new fiscal period, the Board shall notify the successful Proposer of such occurrence and the contract shall terminate on the last day of the current fiscal year without penalty or expense to the Board.

12. RESERVED RIGHTS

The CRA Board reserves the right to accept or reject any/or all submissions, to accept all or any part of the submission, to waive irregularities and technicalities, and to request resubmission, if it is deemed in the best interest of the Board. The Board, in its sole discretion, may expand the scope of work to include additional requirements. The Board reserves the right to investigate, as it deems necessary, to determine the ability of any firm to perform the work or services requested. The firms upon request shall provide information the Board deems necessary in order to make a determination.

13. EQUAL EMPLOYMENT OPPORTUNITY CLAUSE

DeFuniak Springs Community Redevelopment Agency, in accordance with the provisions of Title VII of the Civil Rights Act of 1964 (78 Stat. 252) and the Regulations of the Department of Commerce (15 CFR, Part 8) issued pursuant to such Act, hereby notifies all Proposers that it will ensure that in any contract entered into pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit proposals in response to this advertisement and will not be discriminated against on the ground of race, color or national origin in consideration for an award.

14. REUSE AND OWNERSHIP OF DOCUMENTS

All data, inputs, analytical reports, contract documents, deliverables, and other work products that result from the professional services being offered through any response to this RFP and any contract resulting therefrom shall become the property of the CRA and shall be delivered to the CRA as requested. Any and all information/ materials covered under this paragraph and RFP may not be copyrighted by the contractor. The CRA may use all data and products for purposes deemed appropriate by CRA for the business of the CRA.

15. NO PRE-SUBMISSION CONFERENCE

There will be no Pre-Submission Conference.

16. SCOPE OF WORK

Overview

The DeFuniak Springs Community Development Agency (CRA) is soliciting Proposals from qualified and experienced firms registered to do business in the State of Florida to conduct a downtown parking study. This study will inventory and map existing parking, analyze parking needs and opportunities, and provide recommendations through the development of a parking plan. The project study area is included in the project map (Figure 1), which encompasses the downtown core.

The chosen consultant should possess expertise in gathering and evaluating parking data, generating forecasts for parking demand, and proposing solutions to address parking issues. This includes developing public policies, implementing programs and management strategies, fostering public-private partnerships, and enhancing bicycle and pedestrian connectivity.

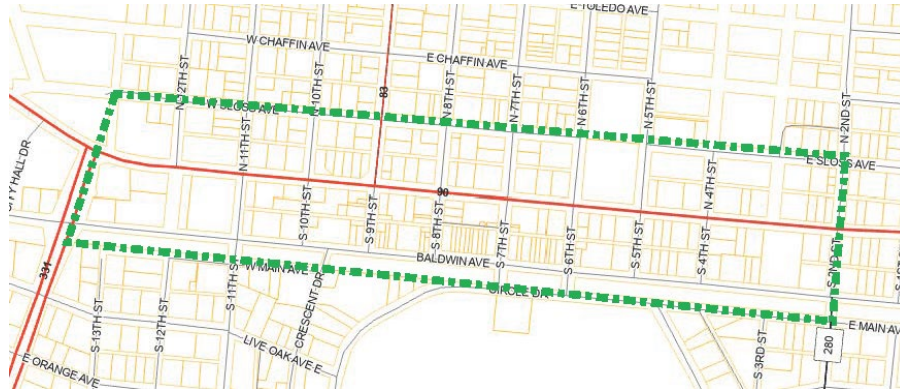


Figure 1: Project Study Area

Objectives for the Downtown Parking Study are as follows:

- To inventory and evaluate the usage of publicly accessible parking throughout the day/night and across all seasons.
- To identify the needs and potential opportunities in downtown areas by comparing them to established benchmarks of similar communities.
- To formulate suggested approaches and initiatives aimed at establishing downtown parking requirements, encompassing various aspects such as parking management, connectivity enhancement, physical infrastructure adjustments, regulatory and zoning modifications, signage implementation, educational efforts, marketing materials creation, and fostering public-private collaborations.

Scope of Work

DESCRIPTION	
Task 1	<p>Project Coordination</p> <p>The consultant will collaborate closely with the Community Redevelopment Agency at every stage of the project and until the completion of the outlined services. It is anticipated that regular project management meetings with CRA/City staff will occur throughout the project duration. Furthermore, the consultant should be prepared to participate in and deliver presentations at one (1) Community Redevelopment Agency Board meeting, one (1) Planning Board meeting, one (1) Main Street Board meeting, and one (1) City Council meeting.</p>

<p>Task 2</p>	<p>Conduct Parking Survey</p> <p>The consultant will be responsible for suggesting a methodology to conduct surveys and/or interviews with various stakeholders including business owners, employees, residents, visitors, developers, Main Street and CRA/City staff. The survey instrument should aim to uncover parking needs, concerns, experiences, and challenges in the downtown area. It should offer multiple response options to ensure representation from a diverse range of respondents.</p>
<p>Task 3</p>	<p>Inventory Existing Parking</p> <p>The inventory should encompass both public and private parking, including on-street, off-street, and surface parking. It should entail a detailed block-by-block breakdown within the study area, outlining the following information: the number, location, time limit, and hours of service for on-street parking spaces; the number, location, time limit, and hours of service for public and private parking lot spaces; bus stops; loading zones; and ADA-accessible parking spots. This data will be depicted on a GIS-based map and provided in spreadsheets within the final report.</p>
<p>Task 4</p>	<p>Parking Usage Observations and Analysis</p> <p>The study area will undergo examination at various times of the day and days of the week to offer insights into the fluctuating dynamics of parking demand in the downtown core. This analysis aims to determine average and peak occupancy rates, average turnover, and typical parking durations. It will pinpoint peak demand periods as well as times of low demand for parking. Moreover, the study will identify areas experiencing parking shortages, areas with surplus parking, and problematic parking zones within the study area. Nonconforming on-street parking spaces as per state law will also be identified. Additionally, underutilized private lots that could potentially alleviate parking shortages in high-demand areas will be pinpointed. The study will also highlight areas for enhanced pedestrian connectivity and walkability, including potential locations for bicycle and pedestrian amenities. Moreover, it will identify areas where new parking spaces could be established to comply with ADA and other relevant state and federal regulations.</p>
<p>Task 5</p>	<p>Assessment of Existing and Future Demand</p> <p>Examine the parking demand within the designated study area and compare it against the existing inventory. Forecast new demand considering current land use regulations and anticipated growth in both commercial and residential sectors. Review the parking standards outlined in current land use ordinances. Propose parking solutions to accommodate anticipated changes and growth within the study area.</p>

<p>Task 6</p>	<p>Identify Parking Priorities and Recommendations</p> <p>Formulate parking priorities and recommendations aimed at addressing both real and perceived parking challenges within the framework of a lively mixed-use urban environment. Include a phased implementation strategy to cater to present and future parking demands. Recommended strategies may encompass, but are not restricted to:</p> <ul style="list-style-type: none"> • Establishing public-private partnerships, potentially involving license agreements or memorandums of understanding to utilize private off-street parking lots, along with exploring innovative parking solutions. • Enhancing bicycle and pedestrian connectivity through improvements in signage, wayfinding systems, and lighting. • Suggesting amendments to land use ordinances, which could involve adjustments to parking standards and the introduction of parking in lieu fees. • Reviewing the distribution and availability of public parking, potentially establishing peripheral parking areas and repurposing existing parking spaces where suitable. • Introducing various programs and initiatives, such as educational campaigns, informational resources for local businesses and residents, rideshare and bikeshare programs, park-and-walk initiatives, incentives for employees and users, parking demand management strategies, and enforcement measures.
<p>Task 7</p>	<p>Final Report</p> <p>The consultant will gather data and present it using graphical and spreadsheet formats. Additionally, they will create a map/inventory of downtown parking, adhering to ArcGIS standards, with GIS shapefiles. This map will illustrate current parking spaces in the study area, including the location of handicap spaces and drop-off/loading zones, and distinguish between public and private parking, along with detailing time regulations for public parking.</p> <p>The consultant will create a comprehensive Downtown Parking Study report, which will encapsulate the study's discoveries and recommendations based on the aforementioned tasks. A draft of this report will be crafted for review by the CRA/City, public, and relevant boards. Following feedback and revisions, a final version will be submitted to the CRA in electronic format, along with all original files and data generated during the study.</p>

A. Deliverables for Downtown Parking Study:

- a. Meetings with staff to coordinate as the project progresses, additional meetings requested by the Board will be billed hourly;
- b. Minimum monthly reports outlining significant meetings, discussions, actions and results.
- c. Consultant shall present a draft of the Final Report prior to finalizing the deliverables, for the purpose of receiving feedback and making revisions at the direction of the following Boards/Committees.
 - One (1) Planning & Zoning Board meeting
 - One (1) Main Street Board meeting
 - One (1) CRA Board meeting
 - One (1) City Council meeting
- d. 3 copies of the final Parking Study Report with all maps, guidelines, etc. and 1 copy in electronic format

- e. Electronic version of final documents must be provided in a compressed or web view as well as a printer-ready version.

17. ESTIMATED TIME SCHEDULE

The basic contract period shall be negotiated for completion of deliverables identified in this RFP and included in the execution of any resulting contract with the most qualified firm and/or individual as determined by the CRA Board.

18. CONTENTS OF THE STATEMENT OF QUALIFICATIONS

As part of the Responder's Proposal each firm/individual shall submit documentation of their qualifications for consideration and will include the following information. All responses shall at minimum contain the following:

- A. **Scope of Services and Statement of Qualifications.** Describe in detail an understanding of the services requested. Respondents shall also submit a statement of qualifications that addresses the proposed scope of services; provide a company/individual profile, and a description of major accomplishments.
- B. **Description.** Description of overall knowledge of the City of DeFuniak Springs and the CRA's redevelopment goals and objectives.
- C. **Business Organization.** State the full name of the organization and indicate whether the company operates as a partnership, corporation, or sole proprietorship. State the number of years the organization/individual has been in business and include the name and business address of company owners. Identify the individual by name and title authorized to negotiate contract terms and enter legally binding commitments. Identify by name and position the staff persons assigned to the project and who will perform the services requested in this proposal.
- D. **Project Management.** Provide a narrative explanation that specifies project management and reporting responsibilities for managing a project similar to the one described in this request. The narrative should also detail the approach, methodology, deliverables, and client meetings.
- A. **Samples of Previous Work.** Provide samples of previous Master Planning services for municipal entities.
- E. **References and Client List.** List three former clients for whom similar or comparable services have been performed. Provide a current list of your company's clients and identify any potential conflicts.

Any response not containing full and complete responses to the above minimum elements may be deemed unresponsive to this RFP.

19. INSURANCE REQUIREMENTS

- A. Worker's Compensation – in compliance with State and Federal laws.
- B. Comprehensive General Liability – Minimum limits of \$500,000 per occurrence and \$1,000,000 aggregate for Bodily Injury Liability and Property Damage Liability.
- C. Comprehensive Automobile Liability.
- D. Professional Liability Insurance – minimum limits of \$1,000,000.
- E. Any and all deductibles to the above referenced policies are to be the responsibility of the successful firm.
- F. **Hold Harmless:** The CRA Board shall be held harmless against all claims for bodily injury, sickness, disease, death or personal injury or damage to property, or loss of use resulting from or arising out of performance of this agreement or contract, unless such claims are a result of the Board's sole negligence. The CRA Board shall also be held harmless against all claims for financial loss with respect to the provision of or failure to provide professional or other services resulting in professional, malpractice, or errors or omissions liability arising out of performance of this agreement or contract, unless such claims are a result of the CRA Board's sole negligence.

PART II: INSTRUCTIONS FOR PREPARING PROPOSALS

1. RULES FOR SUBMITTING THE STATEMENT OF QUALIFICATIONS

A. The Statement must name all persons or entities interested in the proposals as principals of the Project Team. The Statement must declare that it is made without collusion with any other person or entity submitting a proposal pursuant to this RFP.

B. Any questions regarding a project or submittal shall be directed to the Executive Director's Office. There shall not be any contact between a Proposer and any member of the CRA Board regarding the project or any proposal submitted by any Proposer. Any Proposer contacting any member of the CRA Board regarding a submitted proposal is subject to sanctions up to and including having the Board disqualify that firm's submittal.

2. STATEMENT FORMAT

Responses to the RFP must include one (1) original (unbound) and six (6) copies of the response which addresses the requirements below, along with an electronic version (PDF) of the full response.

In determining the responsibility of any offeror, the CRA staff will examine the factors as listed below. Offerors shall address each factor specifically in their Statement.

A. Section 1 – Qualifications

Provide a statement of your qualifications. Identify your firm's capability and experience on similar assignments, particularly for municipalities. Include a description of the firm, its organizational structure, the location of the principal offices and the location of the office that would manage this project.

B. Section 2 – References

List three recent clients for whom similar or comparable services have been performed. Include the name, mailing address and telephone number of their principal representative. Describe, in detail, each projects' outcomes and the process your company took to achieve those outcomes.

C. Section 3 – Project Team

List the key personnel and their individual responsibilities for this assignment. Include the extent of each person's participation and their related experience (Resumes should be included in an appendix). Indicate the approximate percentage of the total work to be accomplished by each individual.

D. Section 4 – Proposed Budget

Define the total estimated contract amount on a time and materials basis, with a not to exceed amount. The cost information provided will help to indicate your understanding of the scope of the project. Include the following:

- A list of all phases of work;
- A list of all tasks required to accomplish each phase;
- The estimated material and labor hours for each position classification required to accomplish each task and a current fee schedule including each position classification; and
- The time duration required to accomplish each phase of the work.

E. Appendices

1) Appendix #1 – Resumes

Resumes of all key personnel within the project team shall be provided. Each resume shall not exceed two (2) pages in length.

Part III: SELECTION PROCESS

The respondent's proposal will be evaluated by staff and the staff will recommend the top proposal to the CRA Board (CRA) for their consideration.

EVALUATION METHOD AND CRITERIA

A. General

The CRA shall be the sole judge as to the merits of the Proposal, and any resulting agreement. The Board's decision will be final. The evaluation criteria will include, but shall not be limited to, considerations listed under Part I, #17 – Scope of Work. Proposals will be reviewed by the CRA Staff and evaluated based on the format and content outlined in this proposal as follows:

EVALUATION CRITERIA POINTS PERCENTAGE (WEIGHT)

Points

QUALIFICATIONS

- A. Shows a strong knowledge of creating Parking Studies & Plans for public agencies/clients;
 - B. Proves a successful work history for previous Parking Study projects for public agencies/clients;
-
- 0 to 30

TEAM PROPOSED FOR THIS PROJECT

- A. Incorporates a strong team structure able to handle the task;
 - B. Team members have resumes that reflect experience in Parking Studies;
 - C. Company has completed work for other City and/or County Governments.
-
- 0 to 15

COST

- A. Cost breakdown is detailed and meets the Statement's requirements;
 - B. Costs are controlled.
-
- 0 to 25

PROVIDED SERVICES

- A. Shows a thorough understanding of the project
 - B. Able, at a minimum, to meet all of the principle areas defined in the RFP's Scope of Work
-
- 0 to 20

REFERENCES

- A. Lists strong references reflecting examples of successful outcomes for similar projects.
-
- 0 to 5

TOTAL EVALUATION:

100

A. Selection

The CRA's staff shall evaluate and rank the proposals submitted by all respondents. The top respondent(s) may be invited to present their specific proposal(s) to the CRA Staff for consideration. The staff will then forward the top submission to CRA Board for consideration. *The CRA Board, at their sole discretion, will select the top firm/individual to move forward to contract negotiation, or it may reject the proposal and direct the staff to reissue the RFP.*

B. Schedule

The anticipated schedule for this project is as follows:

- Publish RFP: May 30th, 2024
- Response to RFP: Submission of Proposals- 4 pm, July 1st, 2024
- Presentations of top proposals - to the CRA Board – July 24th, 2024
- Execute Contract – Week of July 29th, 2024

Note: Dates are subject to change as determined by the CRA Board.