

**Request for Proposals**  
**For the**  
**Midtown Atlanta Parking Assessment and**  
**Action Plan**

**Issued by:**



<b>Consultant Selection Schedule</b>	
<b>RFP Release Date</b>	<b>March 19, 2014</b>
<b>Questions Due</b>	<b>March 26, 2014</b>
<b>Proposals Due</b>	<b>April 16, 2014</b>
<b>Interviews (if necessary)</b>	<b>Week of April 21, 2014</b>
<b>Consultant Selection</b>	<b>April 25, 2014</b>

**Contact Information:**

**Dan Hourigan**  
**Midtown Alliance**  
**999 Peachtree Street NE, Suite 730**  
**Atlanta, Georgia 30309**  
**Dan@MidtownAtl.com**

**Introduction**

Midtown Alliance seeks a qualified consultant firm or team of firms with appropriate expertise to conduct a parking assessment and implementation strategy for the core of Midtown Atlanta (see Study Area below).

The purpose of this study is to develop an implementable parking management plan that encourages continued economic development, improves the user experience, enhances the pedestrian realm, and supports existing investments in transit infrastructure. The plan should include an assessment of existing and future parking

conditions, recommend strategies to address on-street and off-street parking challenges, and develop a pilot parking collaborative project.

## **About Midtown and Midtown Alliance**

Located in the geographic center of the Atlanta region, the core of Midtown is a dense, pedestrian-friendly mixed-use district with 43,000 daytime workers, 13,000 residents, and over 9 million visitors.

Midtown features more than 20 million SF of office space, 11,000 multifamily housing units, 4,000 hotel rooms, and almost 1 million SF of retail space. It is home to many of Atlanta's top cultural and institutional assets – the Atlanta Botanical Garden, Emory University Hospital, Georgia Tech, Piedmont Park, Savannah College of Art and Design-Atlanta, and Woodruff Arts Center.

Midtown has exceptional access to I-75/85, Georgia 400, and direct rail service to Hartsfield-Jackson International Airport. Midtown's street grid makes travel within the district easy and major upgrades to the pedestrian and bicycling network have made walking and biking convenient. There are four MARTA rail stations, Amtrak service, regional express bus routes and local shuttles and trolleys.

Midtown Alliance is a non-profit membership organization and a coalition of leading business and community leaders – united in our commitment to Midtown as a premiere destination for commerce, culture, education and living. Since its creation in 1978, Midtown Alliance has been the driving force behind the revitalization of Midtown. Governed by a 71-member board of the district's top private sector leaders, our mission is to improve and sustain the quality of life for those who live, work and play here. Midtown Alliance accomplishes this goal through a comprehensive approach to planning and development that includes initiatives to enhance public safety, improve the physical environment, and strengthen the urban amenities which give the area its unique character.

Guided by a visionary master plan – Blueprint Midtown – and in partnership with the Midtown Improvement District, Midtown has become a national model for urban excellence. More recently, Midtown Alliance began implementing its EcoDistrict initiative on the heels of Greenprint Midtown, a sustainability action plan completed in 2012 that focuses a green lens on the important areas of energy, transportation, open space, water, and waste.

In 2000, the Midtown Improvement District (MID) was established as a self-taxing district created by Midtown commercial property owners to fund local public improvement projects. The MID addresses issues of importance to stakeholders, including security, environmental maintenance, streetscapes, traffic and transit, and aggressively pursues ways to leverage tax dollars. The day-to-day operation of the MID and its initiatives is planned and managed by Midtown Alliance.

## **Guiding Principles**

The following principles should be considered in the development of this plan.

- Support the development of high quality, easily accessible retail and restaurants, particularly along the Midtown Mile.
- Maximize Midtown's accessibility to all users with a particular emphasis on pedestrians.
- Implement plans and policies that continue to make Midtown attractive to those who live, work, or invest in Midtown.
- Support the existing investment in transit infrastructure.

- Maximize the amount of land allocated for productive purposes.

## **Background**

The availability of efficient, accessible, and user-friendly parking is essential to urban districts. For prospective residents, businesses, and cultural institutions, a lack of convenient and available parking may discourage them from investing in Midtown. Visitors to Midtown who experience parking issues (real or perceived) may decide to spend their time and money elsewhere. However, oversupplying parking or having an inefficient parking system can have equally detrimental effects. Too much parking can result in a lack of street-level vibrancy. It can affect how projects get designed and built, making the area less pedestrian friendly. Oversupplying parking, particularly where investments in mass transit and sidewalks have been made is counterproductive.

The results of a recent survey conducted by Midtown Alliance of Midtown residents, employees, and visitors highlight a perception that parking is too expensive and difficult to find. About a third of respondents said that not enough parking is available. Additionally, most respondents indicated that mobile applications, easier payment options, and better wayfinding signage would help Midtown's parking situation.

The theory that this assessment will test is that the supply of parking in Midtown is adequate but needs to be managed better to make the most efficient use of it. Management solutions tend to be better than expanding supply because they support more strategic planning objectives. Parking management strategies:

- Reduce development costs and increased affordability
- Support compact, mixed-use development near transit
- Encourage use of alternative modes and reduce motor vehicle use (thereby reducing traffic congestion, accidents and pollution)
- Improve user options and quality of service, particularly for non-drivers
- Improve design flexibility, creating more functional and attractive communities
- Accommodate new uses and responds to new demands
- Reduce impervious surface and related environmental and aesthetic benefits

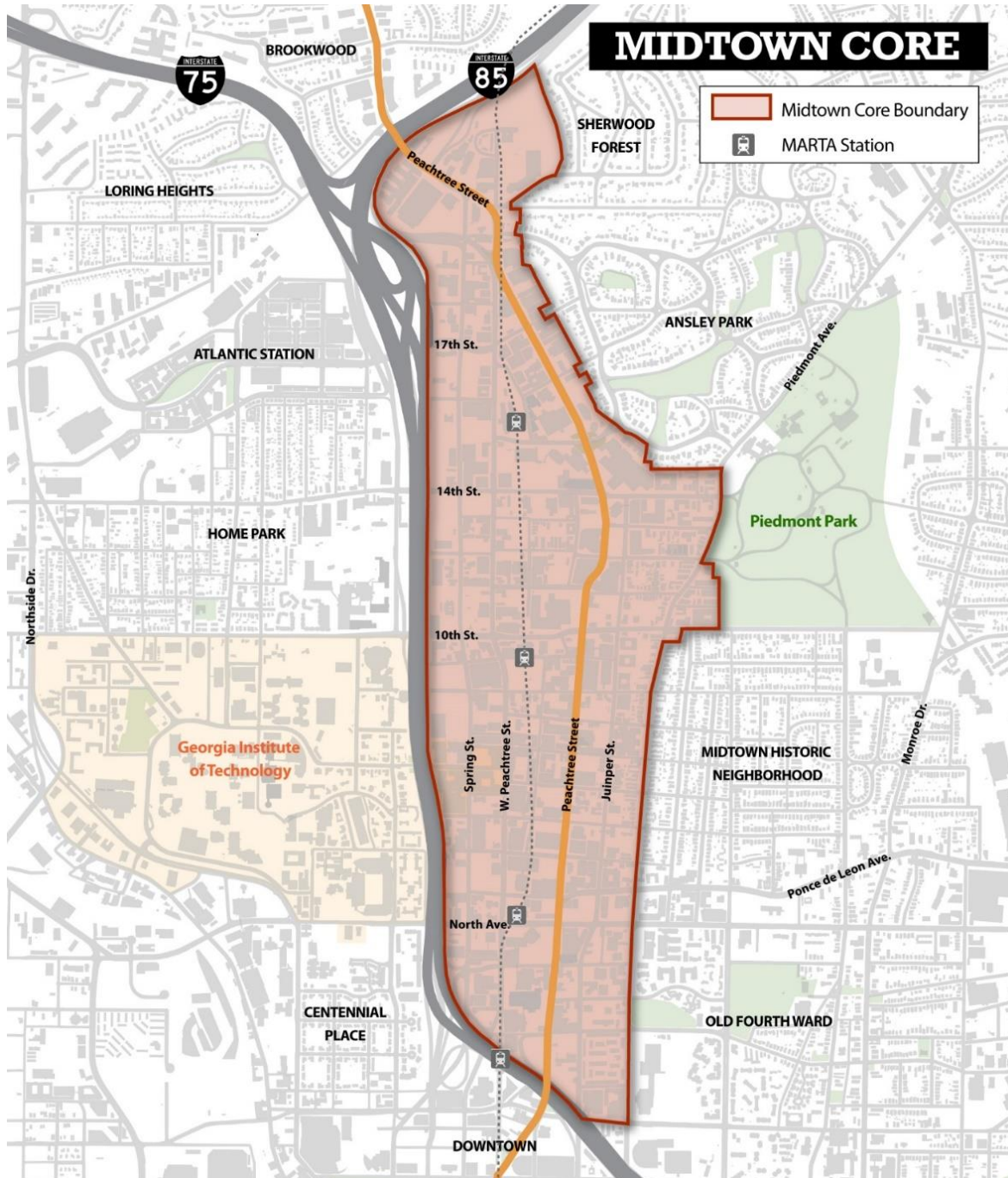
Midtown's existing Special Public Interest (SPI) zoning, established in 2001, is the primary driver of parking supply. It generally employs parking maximums for residential and office uses. Zoning requires lower parking maximums for retail and restaurants located within identified transit station areas. There is a provision to encourage shared parking arrangements as well as requirements for bicycle parking and electric vehicle charging.

The supply of off-street parking in Midtown is privately owned and operated. There is no public off-street parking. Midtown is beset with multiple parking facility owners and operators using different revenue control systems, holding differing viewpoints on providing visitor parking, and each branding their parking differently. This often results in confusion, frustration, and likely missed opportunities.

On-street parking in Midtown is controlled in large part by the City of Atlanta through their contract with a private company (branded as Park Atlanta). Park Atlanta was hired to provide enforcement, upgrade equipment, and maintain the equipment while the City provides policy and procedural directives. The location of on-street parking is not necessarily ideally located to support the Midtown Mile retail initiative on Peachtree Street. Additionally, the availability of on-street parking continues to fluctuate based on new development and the conversion of one-way streets to two-way streets.

## Study Area

The focus of this study includes the area shown below as the “Midtown Core.”



## Major Study Tasks

Task 1. Conduct Inventory and Compile Attributes of Existing On and Off-Street Parking

The purpose of this task is to collect, compile, and summarize available data for on-street and off-street parking spaces within the study area. This data will be analyzed in future tasks and used to develop parking management strategies. Data to be collected includes, but is not limited to the following:

- Location, use, and regulation of off-street and on-street parking. On-street parking uses to be inventoried include paid and non-paid parking, loading zones, taxi and other designations
- # of spaces per facility (publicly available and reserved)
- Cost (hourly, monthly)
- Owner/operator
- Utilization rates derived from a representative sample of off-street parking to help establish demand
- Compliance with surface parking lot buffer ordinance, signage, and lighting requirements

This task is particularly important since it will provide the data needed to develop a publicly available parking database. Given the size of the study area, consultants should propose how to organize a potentially large amount of parking information in an effective and easy-to-use spreadsheet, database, or other method of organizing data. Data should be geo-coded and developed as layers in GIS.

Potential data sources include:

- Midtown Parking and Transit Study (2001)
- Midtown Mile Parking Assessment (2008)
- Park Atlanta

Deliverables: The results of this task should be compiled in a spreadsheet and/or database and mapped as appropriate.

### **Task 2: Engage the Community to Identify Parking Issues and Opportunities**

The purpose of this task is to develop a comprehensive understanding of all the existing parking and access issues at play in Midtown. This task involves significant community engagement through targeted surveys, community meetings, stakeholder sessions (i.e. Property Managers Council), and one-on-one meetings. A recent survey conducted by Midtown Alliance may eliminate the need for a major new survey effort. The target audiences include residents, commercial building owners/managers, developers, business owners, parking management companies, employees, and cultural/entertainment venue owners/managers.

Deliverables: The results of the engagement efforts should be compiled in a technical memo.

### **Task 3: Develop Recommendations for Improving On-Street Parking**

This task should incorporate the data from Task 1 and Task 2 to develop recommendations for the City of Atlanta as it considers the future management and provision of on-street parking. Recommendations should include but not be limited to pricing, enforcement, regulation, quantity, and location of on-street parking. Recommendations should factor in planned development and changes to the street network to estimate the ideal location and amount of future on-street parking.

Deliverables: Technical memo that details a set of recommended strategies for improving on-street parking.

#### **Task 4: Develop Recommendations for the Provision of Off-Street Parking**

The purpose of this task is to inform future changes to zoning regulations related to the provision of off-street parking. Using the data collected in Task 1, this task calls for evaluating off-street parking supply, now and in the future, determining whether parking is sufficient to satisfy demand, and assessing whether parking is located in the right places.

- Analyze current and future parking demand and supply
- Evaluate potential mismatch between where parking is located and where it is needed
- Assess loss/gain of on-street parking caused by the conversion of one-way to two-way streets, additional parking created by new development or new streetscapes etc.
- Support existing and future parking supply and demand for retail and entertainment venues.
- Review existing zoning provisions and other policies that impact parking and identify opportunities to better align Midtown’s study objectives with the regulatory environment.

Deliverable: Technical memo that summarizes existing and future supply targets and details recommending changings to Midtown’s zoning provisions that support the guiding principles.

#### **Task 5: Parking Management Strategy Development**

The purpose of this task is to develop appropriate strategies to more efficiently and effectively manage off-street parking in the core of Midtown. The proposed strategies should address the real and perceived issues identified previously and through community engagement activities such as lack of parking, inadequate signage, a lack of parking information (i.e. real-time location and availability), spatial mismatch, and bundled parking. The development of parking management strategies should incorporate the findings from earlier tasks. It should also include reviewing and documenting best practices of other similar urban districts, highlighting policy, legal, technology, and financial issues related to implementation of potential strategies.

The types of parking management strategies to be considered should include (but not to be limited to) the following:

- Pricing
- Parking maximums
- Shared parking arrangements
- Real-time parking availability information
- Unbundling strategies
- Parking signage/wayfinding
- Policy/regulatory strategies

Deliverables: Technical memo that provides a detailed description of the proposed parking management strategies that meet the study objectives and address the findings from earlier tasks.

#### **Task 6: Development of a Smart Parking Pilot Project**

To support Midtown’s arts and cultural institutions as well as its burgeoning restaurant and retail scene, this task seeks to develop a strategy that makes visiting Midtown easier and more efficient. This task should explore the development of a collaborative, scalable, technology-based parking management solution for a select group of off-street parking facilities that provides real-time parking information to visitors to Midtown. The parking

application might include the location, cost, and availability of parking, and the ability to reserve a parking space ahead of time. Ideally, this information would be available via a Web site, a mobile application, and text messages. Real-time availability of parking could also be provided via signage in the public right-of-way. The consultant should develop the concept, identify appropriate parking facilities for the pilot program, estimate the cost of the program and potential funding sources, and develop an implementation strategy.

Deliverables: Technical memo that details the concept, identifies appropriate facilities for the pilot program, provides a cost estimate for the pilot, and outlines an implementation strategy.

### **Task 7: Final Report**

A final report should be prepared that summarizes key information about the process, relevant findings, recommendations, and outlines the implementation strategy for the pilot program.

All work should be completed by September 30, 2014.

### **Submissions**

All proposals must be submitted by no later than **5:00 PM (EST) on Thursday, April 16, 2014**, to:

**Dan Hourigan**  
Midtown Alliance  
999 Peachtree Street, Suite 730  
Atlanta, Georgia 30309  
[Dan@MidtownAtl.com](mailto:Dan@MidtownAtl.com)

Submittals received after this time and date will not be considered. Respondents should submit a proposal via email to the address above. The proposal should be divided into sections as described below.

- 1) Cover Letter. Summarize the consultants' interest in the project as well as identifying the name and contact information of the Project Manager.
- 2) Company Profile/Description. Provide a description of the company in as much detail as necessary to demonstrate the company's ability to carry out the scope of services as requested in this RFP. Include a company profile/description for any sub-consultants that may be used for this effort.
- 3) Project Personnel. Provide an organizational chart of proposed team members and brief resumes for key members of the project team.
- 4) Project Approach. Provide a concise summary of the firm or team's approach to the project. If your proposal is based upon any variation to the scope of work (reduced or additional services), please outline any clarifications or modifications.
- 5) Experience on similar projects. For each consultant, provide a maximum of three (3) examples of similar or related projects successfully completed within the last five years. Include a contact name and telephone number for each project described.

- 6) Sustainability. Midtown Alliance is committed to reducing the environmental impacts of its work and improving the environmental performance of Midtown in general. To that end, the proposal should outline how you intend to incorporate sustainability into the work tasks.
- 7) Project Schedule. Provide a proposed timeline for completing the deliverables once a Notice to Proceed has been given.
- 8) Cost proposal. Midtown Alliance may choose to complete one or more of the tasks identified above in-house. To that end, respondents should include a total cost for each of the six tasks outlined in this RFP. Proposals should also include the following:
  - a. The standard hourly billing rate for each staff member anticipated to work on this project
  - b. The number of hours proposed for each staff member
  - c. The percent of total work to be completed by the prime consultant and any subconsultant(s)
  - d. Total cost for anticipated reimbursable expenses

Submissions should be concise and limited to no more than 20 pages (not including the cover).

**Any questions regarding this request for proposals should be submitted via email to Dan Hourigan ([Dan@MidtownAtl.com](mailto:Dan@MidtownAtl.com)) on or before 5:00 p.m. on March 26, 2014. The email must contain contact information to communicate any clarifications regarding the RFP. Answers will be made available to all respondents via email by April 2, 2014.**

## **Acceptance of Qualifications**

Midtown Alliance reserves and holds without any liability on the part of Midtown Alliance the following rights and options:

- To select a consultant to perform the scope of work described in this request
- To reject any and/or all submittals or portions of submittals
- To accept submittals in any order or combination
- To reject a subconsultant
- To re-advertise if deemed necessary
- To interview candidates prior to making a selection
- To issue subsequent Requests for Proposals
- To not negotiate or contract for the services
- To approve, disapprove, modify or cancel all work to be undertaken

## **Contract Negotiations**

Midtown Alliance will negotiate the terms of the contract with the consultant(s) submitting the top-ranked response(s) or another ranked choice should negotiations with the top-ranked firm fail. Midtown Alliance will not reimburse any costs incurred prior to a formal notice to proceed should a contract award result from this solicitation. Proposal submittal costs in conjunction with this RFP shall be borne by the submitting firm.



## **Selection Procedures**

The selection process is based on the qualifications of the consultant to complete the Project on time, within budget, and meeting all study goals. It is Midtown Alliance's intent to select directly from information gained from the submittal review. However, Midtown Alliance reserves the right to call references provided in the submittal and to require phone or personal interviews with firms included on a short list.

If necessary, a short list of firms will be interviewed the week of **April 21, 2014**.

Midtown Alliance will use the following criteria in evaluating submittals. The list is not shown in any prioritized order:

- Abilities and capacity of professional personnel and subconsultants
- Understanding and insight related to project scope
- Related experience and past performance in similar projects, specifically with comparably sized districts/cities
- Experience and past performance in working with diverse clients and complicated settings
- Experience and past performance in public involvement and stakeholder input in downtown environments
- Commitment to complete work on a timely basis
- Commitment to complete work within budget
- Responsiveness to the RFP and submittal presentation