



REQUEST FOR QUALIFICATIONS (RFQ): DOWNTOWN MEMPHIS PARKING STUDY

RFQ Published: November 1, 2017

Submission Deadline: 12:00 PM on December 15, 2017

I. BACKGROUND

The Downtown Memphis Commission (DMC) is the organization charged with advancing Memphis and Shelby County by making Downtown Memphis a better place to work, live, learn, invest and visit. A strong and vibrant Downtown serves as a vital economic engine that ultimately helps all communities throughout the region prosper and grow. The DMC is the official partnership between local government and the private business community in Downtown's development.

DMC's two primary metrics for success are 1) an increase in the number of people living, working and playing in Downtown and 2) an increase in Downtown commercial property values. To do this, DMC implements a variety of programs to foster development and investment, and to make Downtown fun, walkable, clean, safe, active and interesting.

Commonly referred to as the Downtown Parking Authority (DPA), the Parking Authority of the City of Memphis and County of Shelby, Tennessee, is an affiliate of the DMC. The mission of the DPA is to use public parking as a catalyst for development and to ensure that there is an adequate supply of public parking to support a growing Downtown.

II. PURPOSE OF THE DOWNTOWN MEMPHIS PARKING STUDY

The Downtown Memphis Parking Study is a collaborative effort between the DMC, DPA, and the City of Memphis. The DPA's goal is to develop an efficient Downtown parking system and to make public investments in parking that are forward-thinking, strategic, necessary, and high-impact.

The purpose of this Study is to analyze the opportunities and needs for parking in Downtown Memphis and develop a parking master plan for the next 15 years that meets the needs of visitors, residents, business owners, and stakeholders.

III. SCOPE OF WORK

The scope of work for the Downtown Parking Study should include, but is not limited to, the following components:

A. Understand & Evaluate Existing Conditions:

1. Inventory existing Downtown parking facilities including publicly-owned parking structures, privately-owned parking structures that allow public parking, surface parking lots, and on-street parking for the study area shown in Appendix A: Parking Study Area. A simple parking inventory was completed in 2007 (see Appendix B. 2007 Parking Inventory). The 2007 data covers a large portion of the current study area and may serve as a starting point for the new inventory of existing parking facilities.
2. Analyze capacity, availability, and patterns of use of the existing parking facilities.
3. Identify major demand generators for public parking in Downtown Memphis.
4. Interview DMC/DPA/City staff and key stakeholders to identify the unique opportunities and challenges associated with public parking in Downtown Memphis.

B. Estimate Future Demand for Parking in Downtown Memphis:

1. Quantify the impact of likely future development projects and key public initiatives on existing parking supply.
2. Estimate future demand for Downtown parking assuming the future development of existing surface parking lots and key development sites (a range of development assumptions will be provided by DMC/DPA/City).

C. Identify Best Practices for Parking Solutions in Downtown Memphis:

1. Develop criteria and an evaluation matrix to guide decision making for future public parking investment, including guidance pertaining to factors such as size, type, and location.
2. Identify best practices for building parking structures that can be repurposed or easily converted to another use if parking demand changes substantially in the future.
3. In addition to new parking supply, identify Parking Management Solutions for the DPA's existing facilities that are well-suited to help address the parking issues and challenges faced in Downtown Memphis. Technological innovation and cutting-edge best practices are encouraged.

D. Recommendations:

1. Recommend priority locations for new parking structures Downtown.
2. Recommend the number of new structured parking spaces needed to meet current demand and likely future demand over the next 15 years.

IV. ATTENDANCE AT MEETINGS

The consultant shall attend, at a minimum, the following meetings:

- A. An initial meeting will be held with the Downtown Parking Study Working Group to outline the approach and process that will be used to complete the study. The Working Group will include representatives from the DMC, DPA, City of Memphis, Shelby County Government, and key Downtown stakeholders and representatives.

- B. Meet with DMC Staff and Working Group, as necessary, during the development of the Study. These periodic meetings may be conducted via skype or conference call, if needed.
- C. The consultant will present a first draft of the Study to DMC Staff and the Working Group for review and comment.
- D. The consultant may be asked to present the Study background, process, and recommendations at two public meetings to be held at appropriate points in the process.
- E. The consultant will present final Study findings and recommendations at a joint meeting of the DMC and DPA Boards of Directors.

V. EVALUATION CRITERIA

All Qualifications will be evaluated using the following criteria:

A. Firm Experience:

Demonstrated experience of the firm in similar work and record of successful completion of similar projects. Also to be considered is the firm’s ability to take on additional work, demonstrated understanding of the DMC’s goals and purposes for this project, specific management approach, and the firm’s ability to offer the breadth and quality of services required for this project.

B. Project Team:

The DMC will give considerable weight to the individual qualifications of the project team members who will be assigned to this project. Consideration will include qualifications of key personnel, project manager’s experience, and sub-consultant (if any) experience and qualifications. If a teaming approach is proposed, please note how the teams have worked together on similar projects in urban downtown environments.

C. Ability to understand, innovate upon, and complete the scope of work:

The proposed approach for performing the work for this project, including demonstrated understanding of the scope and project deliverables.

D. Schedule:

Ability of the consultant or team to complete the project per the following schedule:

RFQ Posted to DMC Website	11/01/2017
RFQ Responses due by 12:00 PM	12/15/2017
Working Group to review RFQ submissions	Early January 2018
Interview short-listed firms, if required	Early January 2018
Notification of selected firm	Late January 2018
Complete contract process and begin work	Early February 2018
Target date for delivery of final study	April 2018

VI. REQUIREMENTS OF SUBMITTAL

The Statement of Qualifications should not exceed 30 pages and should include the following information:

A. Cover Letter:

1. Explain why your firm is well-qualified to provide the requested services.
2. Include a brief firm overview.
3. Include lead firm name, contact person, address, and phone number.

B. Evaluation Factors:

1. Brief summary of experience with similar projects.
2. Overview of past experience working in downtown contexts.
3. Proposed personnel and role in the project.
4. Unique qualifications of key team members.
5. Any innovative approaches to be utilized in the project.

C. Supportive Information:

1. Verification of the firm's capacity to undertake this project.
2. Organizational chart
3. Resumes of key personnel
4. Links to download examples of the firm's representative work on 2 or more similar projects. Please indicate the approximate budget for each of these projects.
5. The DMC's Equal Business Opportunity (EBO) program requires that a best-faith effort is made to avail any potential contracting or sub-contracting opportunities to qualified minority and women-owned businesses. Please indicate if you plan to sub-contract any portion of the project.
6. It is the goal of the DMC to finish this Study in early April 2018. Please indicate if you anticipate the study to take longer to complete based on the scope of work.
7. Any other information you consider appropriate and relevant.

Email the Statement of Qualification in PDF format to roler@downtownmemphis.com by **12:00 PM on December 15, 2017**, with "RFQ for Downtown Memphis Parking Study" in the subject line. No paper copies, please.

Questions? Email Mr. Brett Roler at roler@downtownmemphis.com

APPENDIX A: PARKING STUDY AREA

Area of Focus



