

Town of Mountain Village



2022 Parking System Analysis

Request for Proposals



INTRO

The Town of Mountain Village is seeking to engage the services of a consulting team, with experience operating in resort environments, to provide a market rate analysis of the Town's parking system. The primary focus of this analysis is to provide a comprehensive parking rate structure for all Town owned parking facilities.

ABOUT US

Located in southwest Colorado at 9540' and a short gondola ride from historic Telluride, the Town of Mountain Village is a vibrant year-round destination resort community and home to the Telluride Ski and Golf Company. At 3.27 square miles, we share borders with the USFS, the Town of Telluride, San Miguel County along CO Highway 145, as well as private land.

The Town is comprised of several high-density geographic zones, each having a unique function within the community. The commercial core - Mountain Village Center - acts as the hub of resort activity and has the highest concentration of hot beds, restaurants, and merchants. Connected by gondola to the commercial core is the Town Hall Sub-Area where the intercept parking garage, market, government offices, and for-rent affordable housing are located. Located at the bottom of the Village is the Meadows area which is characterized by dense residential development.

THE SYSTEM

The Town's public parking system is managed by two transit staff members who have a portion of their time allocated to parking. Policy direction is provided by a parking committee comprised of two councilpersons and four staff members. Enforcement is performed by the Mountain Village Police Department's two Community Service Officers (CSOs). The Town currently operates a 460 space intercept parking structure (Gondola Parking Garage), a 106 space underground facility (Heritage Parking Garage), and five surface lots totaling 219 spaces. Utilization data is collected daily at all facilities during the noon hour. In revenue lots, parking fees are collected by pay-and-display meters or by mobile app. Residents of Mountain Village are afforded special permissions in certain lots by permit. On-street parking within Mountain Village is prohibited.

THE NEED

As the popularity of the destination continues to grow, demand for public parking regularly exceeds supply during peak times. Supply issues will be exacerbated by large-scale developments breaking ground in the near future. The revenue stream generated by current rate structures is not adequate to fund planned future capital expansion and the on-going maintenance and operation of existing assets.

SCOPE OF WORK

Town staff will provide the selected consultant with basic information about existing rate structures, historical revenues, utilization trends, current facilities' rules and regulations, adopted parking guidelines, and technologies deployed. Beyond these resources, the consultant is expected to utilize their industry expertise to support the needed analysis and deliverables required per the scope of work.

Project Tasks

1. Perform market rate analysis for all public parking facilities within the Town
 - a. Provide rate structure proposal
 - b. Implementation plan for new rate structure
 - c. Review of permit types and permitting process
 - d. Review of free public parking areas
2. Assess existing fee collection methods
 - a. Provide recommendations for fee collection methods associated with proposal
 - b. Provide cost of implementation for recommended fee collection methods
3. Analyze existing enforcement practices
 - a. Provide recommendations for changes to enforcement structure associated with proposal
 - b. Provide cost of implementation for recommended changes to enforcement structure
4. Provide financing strategies for capital expansion projects
5. Identify opportunities to mitigate parking demand through use of transportation demand management strategies
 - a. Provide a summary of findings for inclusion in final report
6. Guidance on implementation of smart parking technologies
 - a. Provide costs and implementation plan for recommended smart parking technologies

Deliverables

- A total of three facilitated meetings with Town Staff (in-person), Parking Committee (virtual), and Town Council (virtual)
 - Initial on-site with Town Staff
 - Draft analysis with Parking Committee – virtual or in-person
 - Final analysis presentation to Town Council – virtual or in-person
- Weekly check-ins with Town Project Manager
- Draft report presentation Parking Committee
- Revised report presentation to Town Council
- Final report to Town Staff

PROPOSED PROJECT TIMELINE

The Town is requiring a tight turn around on this project. This is a tentative schedule and may be modified depending on the proposal, and staff and consultant's workloads. The final analysis must be completed no later than October 31st, 2022.

August 24, 2022	RFP Released
August 31, 2022	Questions Due
September 2, 2022	Responses to Questions
September 9, 2022	Proposals Due
September 14, 2022	Project Award
September 21, 2022	Contract Executed
November 7, 2022	Final Report to Staff

REQUEST FOR PROPOSAL SUBMITTAL REQUIREMENTS

Firms interested in this Request for Proposals (RFP) must submit a detailed proposal as outlined above by **5:00PM, Friday, September 9th, 2022**. Please submit proposal via email, in PDF format to Jim Loebe, Project Manager - jloebe@mtnvillage.org with "**TMV PARKING RFP**" in the subject line.

All responses to the RFP become the property of the Town and are subject to the Open Records Act. Brevity and substantive content are strongly encouraged but there is no suggested page limit to the proposal. Resort parking planning experience should be highlighted along with a general overview of the consultant firm including size of staff and current clients. The following must be submitted:

1. A cover letter that introduces your firm with a statement of your general qualifications, the firm name; business address; telephone/Fax number; email address/Web site address; and related types of services your firm is qualified to perform. Identify project manager and lead contact for the lead firm.
2. A list of personnel assigned to the project team, project roles, including a list of sub consultants and their roles. Please include brief resumes or bios and prior related work experiences and how much time each individual is expected to spend on the project.
3. For each firm, the title, location, and description of at least three (3) relevant or comparable projects (completed or underway), and names and phone numbers of references for those projects.
4. An explanation of the approach to be taken by the consultant team and a detailed scope of work that clearly and specifically illustrates the tasks that you will be completing and accomplishing to reach and develop the final market rate analysis and associated sub-tasks.
5. A budget proposal for the project including a breakdown of the fees associated with each firm and a list of billable rates for each team member. An estimated breakdown of costs for each phase or key task of the project that you have outlined within scope of work, and provide the "not to exceed" final total project cost, including expenses.

PROPOSAL EVALUATION CRITERIA

The following factors will form the basis for evaluating the proposals:

- Quality, creativity, ability, and approach put forth in the detailed scope of work outlined by the consultant that clearly and specifically illustrates the tasks that will be completed and accomplished to reach and develop the analysis.
- Summary of qualifications demonstrating experience and knowledge
- Knowledge and understanding of the geographic region and mountain resort towns
- Proposing firm's fee structure and overall proposed fee
- Availability and ability to meet project timeline
- Results of reference checks and past performance for other clients

Finalists will be selected based upon the proposal's response to the RFP, experience, knowledge of the region, references and best fit for the Town of Mountain Village, not necessarily lowest cost, as noted above. A selection committee will convene on September 13th to review and discuss proposals. Notification of selection will occur on September 14th. The Town acknowledges this is a quick turnaround time from RFP issuance to selection and completion, but we would like to get this project underway and have an implementable rate structure for the upcoming winter season. We encourage your submittals!

Questions concerning the RFP or the selection process may be submitted via email by Wednesday, August 31st, 2022 at 5:00PM to jloebe@mtnvillage.org. All questions and responses will be posted on the Town of Mountain Village website at www.townofmountainvillage.com/RFP by September 2nd, at 5:00PM.

GENERAL REQUIREMENTS OF THE SUCCESSFUL PROPOSING FIRM:

1. Successful proposing firm shall enter into a contract with the Town of Mountain Village that will be prepared by the Town Attorney. Contract includes requirements for insurance coverages and indemnity by the contractor without reciprocal insurance or indemnity by the Town of Mountain Village
2. Successful proposing firm may not assign or subcontract the whole or any part of the contract without prior written consent of the Town of Mountain Village.
3. Work should be completed according to the agree-upon proposal and timeline, but no later than November 7th, 2022, unless extensions are agreed to by the Town of Mountain Village.