



Request for Proposals (RFP): Residential Parking Permit Program Development

City of San Rafael Parking Services Department

Introduction

The City of San Rafael is soliciting proposals from qualified mobility, traffic, and parking consulting firms to develop a residential parking permit program that aligns with the unique needs and preferences of the City, while also drawing upon best practices from similar programs implemented in other municipalities.

The selected firm will be expected to undertake a detailed study and analysis encompassing various tasks, ranging from a comprehensive parking space survey to the development of an equitable citywide residential parking permit program, project timeline and phased implementation plan. The developed program must be adaptable enough to extend all neighborhoods in San Rafael (e.g., Gerstle Park, Dominican, Bret Harte, Terra Linda, etc.) experiencing parking capacity issues, both presently and in the future. This initiative aims at facilitating a sustainable and equitable parking solution in various neighborhoods of San Rafael, with an initial focus on the East San Rafael (ESR) area.

Project Goal

The goal is to design a program that allows residents to park within a reasonable distance of their residences during peak parking hours. It is vital that the program considers the historical context of each neighborhood, considering the needs of visitors and incorporating elements of equity and affordability without adversely impacting low-income residents financially, but striving to maintain cost neutrality.

Background

Current Policy:

This City of San Rafael's current residential parking permit policy has not been widely utilized due for several reasons, including its thresholds to establish a permit program. For example, initiating the residential parking permit program requires a request to the City's Traffic Coordinating Committee as well as petition of no less than 1,500 residences, with at least 67% of those residences voting in favor to establish the parking permit. Then, an initial city-funded parking study assesses on-street parking utilization, verifying at least 75% occupancy. Upon study validation and approval from the City Council, enforcement measures would be established, and a one-time fee would be charged to the occupants

covering the start-up costs. Finally, a majority of the district's occupants must purchase the permits, which would be reissued annually, with guest permits also available. The City's full policy is available [here](#).

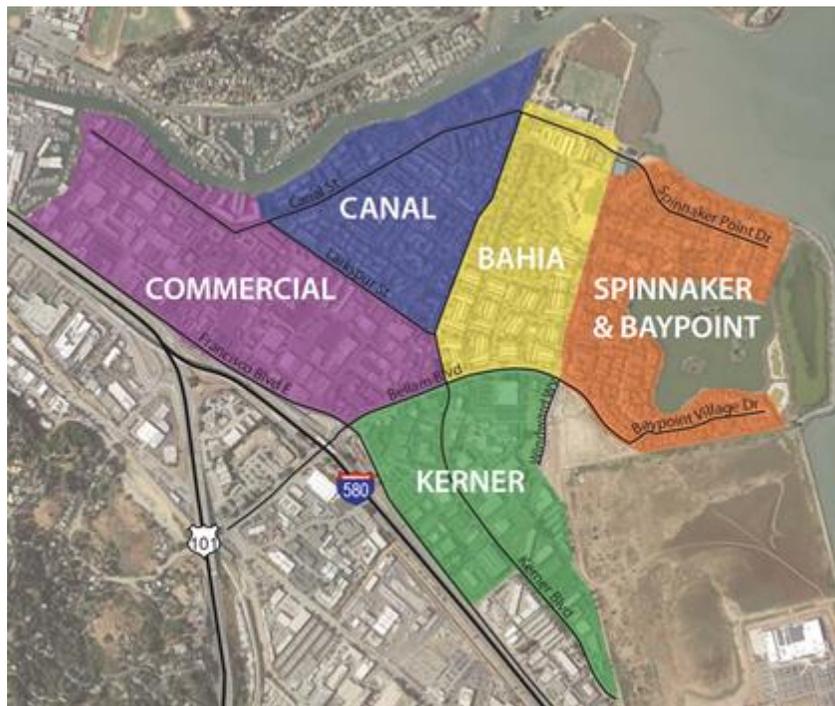
East San Rafael Parking:

Parking has long been a significant issue in East San Rafael (ESR), a vibrant and diverse area that has traditionally been marked by socio-economic disparities compared to the rest of San Rafael. The area has a mix of residential and commercial spaces and has faced an increased demand for parking due to population growth, housing shortages, economic development, and changes in land use. In response to ongoing concerns, the City has conducted discussions, studies, regulatory adjustments, and implementation of potential solutions to alleviate the parking problems and optimize existing conditions.

The City Council initiated a comprehensive 6-month study in 2016, focusing on assessing existing parking conditions in ESR and developing sustainable and actionable parking solutions. The insights gained in the [East San Rafael Parking Study](#) played a crucial role in shaping regulatory reforms, aimed at both residential and commercial zones.

Information on current projects, previous actions taken, and a timeline of events surrounding parking in ESR is available [here](#).

Parking continues to remain a challenge for the area, and it has become evident that the implementation of a parking permit program may be required to better manage and allocate parking resources in ESR. A map of ESR can be found below.



Scope of Work

The selected firm will be expected to carry out the following tasks:

1. Research and Data Collection

- a. Identify and Analyze Existing Residential Parking Permit Programs**
 - i. Conduct benchmark studies by surveying other municipalities for best practices and successful implementations.**
- b. Comprehensive Survey and Mapping of On-Street Parking Spaces**
 - i. Conduct surveys to gauge public opinion and requirements.**
 - ii. Perform a comprehensive survey of available public parking spaces, especially in specified areas, covering both day and evening times during weekdays and weekends**
 - iii. Create detailed maps depicting the existing parking supply, integrating data from the surveys.**

2. Stakeholder and Public Engagement

- a. Stakeholder Outreach**
 - i. Coordinate with City staff, elected officials, neighborhood groups, and business groups to gather preferences and requirements for the permit program structure.**
- b. Community Engagement and Feedback**
 - i. Develop strategies for community engagement and feedback**
 - ii. Facilitate bilingual public meetings to gather community opinions and feedback on the proposed program.**

3. Program Development

- a. Establishing Criteria**
 - i. Develop a criteria for establishing residential permit parking programs in neighborhoods throughout the City.**
- b. Permit Disbursement Methodology**
 - i. Develop a methodology for permit disbursement, approximate costs per permit, etc.**
- c. Enforcement and Monitoring Plan**
 - i. Develop an enforcement and monitoring plan, including an estimation of enforcement costs.**
- d. Implementation Plan**
 - i. Develop an estimated timeline and proposed implementation plan.**

4. Reporting and Documentation

- a. Staff Reports**
 - i. Compile research findings into comprehensive staff reports, incorporating recommendations and proposed program structures.**
 - ii. Draft potential policy changes necessary for program implementation**
- b. Final Report**

- i. Develop a final report delineating the proposed permit disbursement methodology and other essential details for successful program implementation

5. Council Presentations

- a. Prepare presentations highlighting program objectives and benefits.
- b. Council Meetings and Sub-Committee Meetings
 - i. Present the staff reports and proposals to the City Council at one (1) specified meetings
 - ii. Present findings and updates at two (2) City Council sub-committee meetings

Proposal Requirements

Interested firms should submit proposals including, but not limited to, the following sections:

1. Company Overview:

- a. Provide a brief overview of your firm and your firm’s experience providing the services detailed in the previous section of this RFP. This executive summary must include the contact information of the individual authorized to represent your firm and any third parties who will collaborate with you on the delivery of these services. If you are using a third party, please list the roles each party will play in the overall delivery of the services.

2. Project Understanding and Approach:

- a. Provide a detailed approach to completing the tasks outlined in the scope of work. Include any supplementary recommendations or suggestions pertinent to managing a project of this nature.
- b. Describe your approach to aligning and coordinating with Staff and various stakeholders.

3. Team Composition and Qualifications:

- a. Provide names and contact information of the Project Team including the Principal-in-Charge and Project Manager/primary point of contact. Include brief resumes for all team members, as well as their tenure with the firm. Indicate the organizational structure of the team and outline key roles and lines of authority. Identify all sub-consultants and their role in the project, including all the aforementioned information.

4. Project Timeline:

- a. Provide a tentative project timeline indicating milestones and deadlines for each task included in the scope of work.

5. Budget and Pricing:

- a. Provide a comprehensive and itemized budget, inclusive of any potential ancillary costs or contingencies that may arise during the execution of the project.

6. References:

- a. Provide the names, contact information, and brief project summary for three (3) similar municipal agencies for which the firm has provided similar services within the last five years.

Schedule for RFP Process - City of San Rafael

Date*	Task
November 2, 2023	The City of San Rafael officially releases the RFP
November 16, 2023	Deadline to Submit Questions to the City of San Rafael
November 30, 2023	Answers to Questions and Addendum posted, if required
December 7, 2023	Proposals due no later than 12:00pm
December 12-15, 2023 (Tentative)	Interview firms (optional)
January 15, 2023	City Council Consideration of Agreement (if required)

The City retains the right to adjust the schedule for this RFP.

We urge all interested firms to adhere strictly to the deadlines and we look forward to your participation in this initiative to promote sustainable and equitable residential parking solutions in the City of San Rafael.

Review and Selection Process

The City reserves the right to make the selection(s) based on its sole discretion. Depending on the quantity and quality of proposals.

A subcommittee selected by City Staff will evaluate responses to this RFP utilizing the following criteria:

- Qualifications and specific experience of key project team members.
- Experience with engagement of similar scope and complexity.
- Satisfaction of previous clients.

- Cost of providing the consultant services for this project.

The subcommittee will use a forced ranking process to select finalists. The subcommittee may conduct interviews with more than one firm that has submitted a response.

The City reserves the right to award a contract to the firm(s) that the City feels best meets the requirements of the RFP, which may include hiring multiple firms. The City reserves the right to reject any and all responses prior to execution of the Agreement, with no penalty to the City.

Contact

The RFP process will be managed by Bernadette Sullivan. Submissions and all inquiries are to be submitted by email to Bernadette.Sullivan@cityofsanrafael.org.

Disclaimer

Issuance of this RFP does not obligate the City to award a contract, nor is the City liable for any costs incurred by the proposer in the preparation and submittal of a proposal for this work. The City retains the right to award all or parts of this contract to several respondents, to not select any respondents and/or to re-solicit proposals. The act of submitting a proposal is a declaration that the proposer has read the RFP and understands all the requirements and conditions.

All communications concerning this RFP must be directed in writing via email to the project manager above. No other City employee, consultant, or contractor is empowered to speak for the City with respect to this RFP. Any oral communication is considered unofficial and non-binding to the City. After the proposal deadline, contractor should not contact the RFP Coordinator or any other City official or employee, except to respond to a request by the Project Manager.