



CITY OF FORT BRAGG

REQUEST FOR PROPOSALS TO CREATE A COMPREHENSIVE DOWNTOWN PARKING STRATEGY

The City of Fort Bragg is seeking proposals from qualified professionals interested in contracting with the City of Fort Bragg (City) to prepare a Comprehensive Downtown Parking Strategy. This activity is funded through a grant from the Mendocino Council of Government's Overall Work Program.

SCOPE OF WORK

Activity Narrative

The City of Fort Bragg is a small rural City on the Mendocino Coast. Founded in 1889, the City's Central Business District (CBD) is the historic, cultural, and civic center of Fort Bragg. The City Council has prioritized policies to keep the downtown vibrant. Since 2011, the City Council has passed an annual waiver of the in-lieu parking fee identified in the City's Inland Land Use and Development Code (ILUDC) §18.36.080(C)(3) and the City's Coastal Land Use and Development Code (CLUDC) §17.36.080(C)(3). Access to public transit on the Mendocino Coast is extremely limited. Visitors and locals are often dependent on vehicles as a mode of transportation and the City is looking to develop a *Comprehensive Parking Strategy* that may include revisions to the Land Use Code(s), development of centralized parking areas to encourage walking in the downtown, and/or other strategies that might resolve parking issues in the CBD.

This contract would consist of the following tasks:

1. Kick off meeting and site visit - Consultant will meet with City staff to review the scope of work and timeline. City staff will provide a complete set of all technical information at this time;
2. Review previous studies, existing land use codes, current City policy, site maps, and other relevant information;
3. Evaluate existing parking issues and pedestrian impediments in the Central Business District (CBD);
4. Host public meeting(s) or use alternative methods to seek input from property and business owners, residents, and the public on parking and pedestrian needs in the CBD;
5. Develop a "Central Business District Parking Strategy" to include the following:
 - a. Recommendations for proposed updates to the City's Land Use and Development Code(s) and parking policies, including but not limited to ILUDC §18.36.080(B)(3);
 - b. Identification of strategies to reduce vehicle usage and promote pedestrian activity in the downtown including but not limited to the development of "park and play lots;"
 - c. Identify locations for public electrical vehicle charging;
 - d. Identify locations where solar installations and/or other types of climate resiliency infrastructure can be incorporated;

6. Prepare a digital draft *Comprehensive Parking Strategy for the Central Business District* and the recommended code amendments for City staff review and comments.
7. Revise draft report and proposed code amendments based on staff comments.
8. Present draft report to the Planning Commission and the City Council in a joint workshop at a public meeting to receive additional feedback;
9. Prepare a final draft of the *Comprehensive Parking Strategy for the Central Business District* and proposed ordinance (s) to the City Council for adoption by the City Council.

PROPOSAL SUBMITTAL REQUIREMENTS

1. Proposers should send a complete digital proposal, collated into one PDF document, and two (2) printed copies of the completed proposal and cost bid so that it is received by the City no later than **2:00 p.m. on Friday, February 24, 2023** to:
 City of Fort Bragg
Attention: June Lemos, MMC, City Clerk
 416 North Franklin Street
 Fort Bragg, CA 95437
jlemos@fortbragg.com
2. Format: Printed proposals should be 8½ x 11 inches, printed two-sided on recycled and recyclable paper with removable bindings, bound in a single document and organized in sections following the order specified under Contents.
3. Contents: Proposal shall contain the following information:
 - A. Firm Description
 Provide a description of your firm and list relevant information about capabilities, size, rate of services, and length of time in existence.
 - B. Relevant Experience
 Describe relevant experience preparing plans and specifications for other public agencies.
 - C. Key Personnel Qualifications
 Identify key personnel who would work on the project as assigned, their respective roles, and a synopsis of relevant experience.
 - D. References
 List of public agencies or clients for whom similar work has been performed, with the name, title and phone number of a contact person. The City may request a copy of a similar report prepared previously by the firm for another agency.
 - E. Scope of Work
 Provide an explanation of tasks associated with the project, including how you propose to complete each task.
 - F. Budget and Schedule of Charges
 Provide a “Not to Exceed” amount and a list of Personnel Rates, Equipment Charges, Travel Reimbursement Costs, and Job Descriptions for Personnel. Please be aware that prevailing wage rates apply to preconstruction work, such as inspection and land surveying, for public works projects.
 - G. Work Schedule
 Provide a time schedule for completion of work.
 - H. Insurance
 The individual or firm receiving the contract shall procure and maintain for the duration of the contract, insurance against claims for injuries to persons or damages to property that may arise from or in connection with the performance of the work hereunder by the Consultant, his agents, representatives, employees or subcontracts as set forth in Section 5.0 of Exhibit A which is attached hereto and incorporated by reference herein. Any requests for reduction in the insurance amount shall be included in the proposal. **The cost of such insurance shall be included in the consultant’s proposal.**

I. Consultant Agreement

The City's standard consultant services agreement is attached as Exhibit A. Please identify if your firm would have any issues with the provisions of the City's standard consulting services agreement. All requests for amendments to language in the agreement **must** be included in the proposal.

EVALUATION CRITERIA

Proposals will be evaluated on the basis of the following criteria:

- Capabilities and resources of the firm.
- Qualifications and experience of key individuals.
- Schedule for completion of work.

The above selection criteria are provided to assist proposers and are not meant to limit other considerations that may become apparent during the course of the selection process.

Proposals will be reviewed and evaluated by the City of Fort Bragg and a recommendation for award of contract will be presented to the Fort Bragg City Council.

OTHER CONSIDERATIONS

The City of Fort Bragg reserves the right to reject any and all proposals. This Request for Proposals does not commit the City to award contract, pay any costs incurred in the preparation of proposals, or to procure or contract for supplies or services.

The City of Fort Bragg reserves the right to negotiate with any qualified source or to cancel, in part of or in its entirety, this Request for Proposals, if it is in the best interest of the City to do so. The City may require the selected consultant to participate in negotiations, and submit such price, technical or other revisions of the proposal that may result from negotiations.

RFP SCHEDULE

RFP Release	January 27, 2023
Deadline for Written Questions	February 6, 2023
Proposals Due	February 24, 2023 at 2:00 PM
Selection by	March 17, 2023

QUESTIONS

Questions should be sent via email to:

Heather Gurewitz
Associate Planner
City of Fort Bragg
416 North Franklin Street
Fort Bragg, CA 95437
(707) 961-2827 ext. 118
Email: hgurewitz@fortbragg.com

ATTACHMENTS

Exhibit A – City's Standard Professional Services Agreement