

RFP #02-12  
City of Portsmouth, New Hampshire  
Department of Public Works

**PARKING SUPPLY AND DEMAND ANALYSIS  
FOR DOWNTOWN PORTSMOUTH, NH**

**REQUEST FOR PROPOSALS**

**Sealed proposals, plainly marked, RFP #02-12 Parking Supply and Demand Analysis for Downtown Portsmouth, NH shall be addressed to the Finance/Purchasing Department, City Hall, 1 Junkins Avenue, Portsmouth, New Hampshire, 03801. Proposals will be accepted until August 25, 2011 at 2:00 p.m.**

A mandatory pre-proposal meeting will take place on August 11, 2011, at 10:00 a.m., in the Public Works Training Room at 680 Peverly Hill Road, Portsmouth, NH.

The City of Portsmouth reserves the right to reject any and all proposals, to waive technical or legal deficiencies, and to accept any proposals that are deemed to be in the best interest of the City.

Proposal specifications may be obtained from the City's web site at [www.cityofportsmouth.com](http://www.cityofportsmouth.com) or by contacting the Purchasing Coordinator at the above address, or by calling the Purchasing Coordinator at 603-610-7227. Addenda to this proposal, if any, including written answers to questions, will be posted on the City of Portsmouth website under the project heading.

If you have any questions, please contact the Finance/Purchasing Department at the following number (603) 610-7227 between 9 a.m. and 4 p.m.

**RFP #02-12**  
**REQUEST FOR PROPOSAL**

**PARKING SUPPLY AND DEMAND ANALYSIS  
FOR DOWNTOWN PORTSMOUTH, NH**

**STUDY PURPOSE**

The City of Portsmouth seeks proposals from qualified consulting firms to study the supply and demand for parking in downtown Portsmouth, determine whether there is a need for the City to provide additional off-street parking to accommodate existing development and future growth, and assess and identify alternative approaches to ensuring an adequate parking supply.

**STUDY AREA**

Portsmouth is a thriving city with a population of 21,000, located on the shores of the Piscataqua River a few miles inland from the Atlantic Ocean. Portsmouth has a strong and diverse economy.

With its historic architecture and compact layout of just over 200 acres, downtown Portsmouth serves as the social, civic and cultural heart of the city, and is a regional center for dining, entertainment and the arts. The downtown contains a complex mix of commercial, residential, municipal, public and non-profit uses. Recent development has emphasized residential condominiums and apartments with first-floor commercial uses. As a tourist destination, restaurants, bars, historic tours, marine excursions and cultural institutions are significant downtown parking demand generators. Within the city's central business district there are 83 restaurants with a total of 10,067 seats. Important cultural and entertainment venues that generate parking demand include the Music Hall, the Loft, Seacoast Repertory Theatre, and Strawbery Banke Museum. Due to the mix of commercial, residential, entertainment and dining uses, peak parking demand occurs when daytime and evening uses overlap, between 5:00 and 8:00 pm. Finally, the downtown hosts dozens of events annually, including music, food and arts festivals, parades, foot and bicycle races which add to the influx of visitors year-round.

The study area for this project is depicted in Exhibit 1. It includes the entire Central Business District along with neighborhoods and streets around the periphery of the CBD. These adjacent areas include (a) residential streets that receive parking pressure from the CBD, (b) areas zoned Mixed Residence Office, and (c) municipal land and facilities around the South Mill Pond such as the Library, the Middle School and the South Mill Pond Playground. Several municipal parking facilities are located in this peripheral area but primarily serve uses and activities in the CBD.

**Parking Inventory**

The City of Portsmouth provides or manages 2,453 parking spaces in and around the downtown area. The following is a breakdown of the municipal parking supply:

High Hanover Parking Facility	<ul style="list-style-type: none"> <li>• 902 space parking garage</li> </ul>
Surface Parking Lots	<ul style="list-style-type: none"> <li>• 231 metered spaces</li> <li>• 200 metered spaces in a leased lot (this lot is planned for development and the parking spaces can be removed as early as September 2012)</li> <li>• 352 free spaces (including 56 spaces leased annually)</li> </ul>
On-Street Parking	<ul style="list-style-type: none"> <li>• 618 metered spaces</li> <li>• 150 unmetered spaces</li> </ul>

The parking garage and gated parking lot are controlled by access and revenue control programs. 47 pay-and-display meters control the metering for 504 on-street and off-street spaces, while 321 spaces are controlled with single-space parking meters (24 off-street spaces are reserved for the walking disabled and unmetered).

Parking is enforced Monday through Saturday from 9 am to 7 pm, and on Sundays from 12 pm to 7 pm. Both the municipal garage and the gated parking lot are controlled 365 days a year/24 hours a day/7 days a week.

In addition to the public spaces, there are an estimated 1,625 private parking spaces in the downtown, including spaces in surface parking lots and in structures at or below street level. Thus, the total downtown parking supply is estimated to be approximately 4,078 spaces, of which 19% are on-street spaces, 41% are municipal off-street spaces, and 40% are private off-street spaces.

## **STUDY BACKGROUND**

Adequate and affordable parking and intermodal transit opportunities are long term goals for enhancing economic vitality in downtown Portsmouth. To meet these goals, the City has conducted a series of parking studies and taken action to increase parking supply and transit opportunities. In 1998, the City of Portsmouth conducted a *Downtown Parking Study* to assess existing parking conditions, project future parking requirements and recommend several parking supply improvements. The report concluded that additional downtown parking facilities were necessary to meet projected parking demand.

### Expanding the Downtown Parking Supply

Following the *Downtown Parking Study*, the City moved ahead with projects to expand the existing downtown parking supply. The City entered into a number of shared parking lot agreements to allow the public use of certain private parking lots during specified periods. In 2000, the City completed a \$4.5 Million expansion of the High-Hanover Parking Facility, increasing the total number of parking spaces in the facility from 675 to 915.

The *Downtown Parking Study* included an evaluation of 13 public and private sites for constructing a second public parking facility downtown. The Worth Parking Lot was identified

as a prime location for the City's second public parking facility downtown. The Worth Parking Lot was rated a top site for constructing a parking facility because it:

- Satisfied unmet parking demand downtown;
- Provided excellent street and pedestrian access;
- Served both the Central Business District (CBD) and the growing Islington Street corridor;
- Supported the parking need for an area of redevelopment; and
- Provided for a significant size parking facility.

In 2002, the City hired Hoyle Tanner and Associates (HTA) to conduct a Phase I engineering feasibility study of constructing a multi-level parking structure on the Worth Parking Lot. HTA analyzed several aspects of the site including the traffic impacts, utility connections, geotechnical conditions, zoning, and environmental suitability. Three design alternatives were evaluated and cost estimates were established for each alternative. The preferred alternative recommended by the consultants, based on development cost per parking space, was a five-level, 440-space parking structure.

The plan to conduct a Phase II Study of the proposed Worth Parking Garage was delayed because the City Council opted to explore two opportunities to participate in public/private partnerships to create additional downtown public parking associated with private developments within two blocks of the Worth Parking Lot. These opportunities occurred between 2003 and 2008. Despite the City's efforts, these projects did not move forward.

#### Zoning Issues

The existing parking situation in the downtown must be understood in the context of past and current municipal policy regarding the provision of on-site parking for development and redevelopment. Since 1997, provisions in the City's Zoning Ordinance have allowed redevelopment to take place on certain parcels without providing any off-street parking. Other private development projects in the central business district have been allowed to provide on-site parking at lower ratios than elsewhere in the City and to avoid providing on-site parking by making a payment to a municipal fund designated for parking and intermodal improvements. The payment amount has been significantly less than the cost of providing parking spaces, and has been used primarily for leasing existing spaces in private lots around the periphery of the downtown.

In December 2009 the City completed a comprehensive revision of its Zoning Ordinance which included a number of changes to the parking provisions in the downtown area. The revised Ordinance reduced parking requirements for most nonresidential uses in the downtown, and significantly increased the optional payment in lieu of providing off-street parking spaces. The implementation of these changes led to a vigorous debate over municipal parking policies and strategies, including questions about how much off-street parking is needed and whether the City or private property owners should be responsible for providing needed parking.

#### Recent Planning Discussions

In the spring of 2010, the City's Planning Board established a focus group of downtown property owners and developers to review downtown parking policies. The focus group received support

from City staff, who compiled data on existing land use in the downtown and the existing supply of public and private parking spaces. In July 2010 the focus group issued *A Report on Parking Impacts and Downtown Vitality*, which analyzed supply and demand and made recommendations for zoning changes, expansion of the parking supply, and management. The report recommended that the City plan the downtown parking supply based on a ratio of 2.0 to 2.2 parking spaces per 1,000 square feet of building floor area, regardless of use; and determined that the existing shortfall was between zero and 300 spaces. The report recommended that the City move immediately to create additional off-street structured public parking at the Worth Parking Lot, and to identify additional areas in the downtown for another future parking structure.

Following the downtown parking focus group's report, the City Council, Planning Board and Economic Development Commission held work sessions to review the recommendations and to consider other strategies for managing the downtown parking supply. This review culminated in a staff *Downtown Parking Omnibus* report, submitted to the City Council in March 2011. The Omnibus report contained 12 recommendations, including 5 zoning amendments and 4 changes to management strategies (parking rates and hours of enforcement). The most significant short-term recommendation was to proceed with planning for design, financing and construction of a new parking structure on the Worth Lot. The City Council enacted ordinance changes to implement several of the recommended management strategies.

In discussions regarding the proposed Worth Parking Garage, the City Council requested an independent study of whether a parking need exists and how much additional parking will be needed to serve anticipated growth in the downtown.

## **STUDY OBJECTIVES**

The study will refine the 2010 estimate of the existing private parking supply in the downtown and analyze parking demand and utilization based on existing development, development projects that have been approved, and anticipated future development. The study will answer the following questions:

1. Is there a shortfall of parking in the downtown? If so, how many additional parking spaces are needed to meet current demand?
2. How many additional parking spaces will be needed to serve (a) development projects that have already been permitted or are in the pipeline, and (b) anticipated downtown development in the next 10 years?
3. In what parts of the downtown will additional parking spaces be most needed within this time period?

The answers to these questions and the recommendations included in the report will aid the City Council in its decision whether to move forward on the next phase in planning a structured parking facility.

## **SCOPE OF SERVICES**

Analysis: The parking supply and demand analysis shall quantify existing and projected parking supply and demand, and the estimated surplus or shortfall in the parking supply. The study tasks include:

1. Update existing data and analyze:
  - The existing public and private parking supply in the study area
  - The existing parking demand in the study area in accordance with commonly accepted principles (i.e. spaces required per square foot of floor area)
  - The potential parking demand in the study area from development projects which have already received City permits
  - Current on-street parking utilization rates by hour, day and month
  - Current off-street parking utilization rates by hour, day and month
2. Estimate parking demand in the study area from potential construction projects (next 3 to 10 years) as provided from staff input
3. Identify parking sub-markets in the downtown area, based on proximity to demand

Meetings: The Consultant is expected to meet with City staff as needed for the successful completion of the project. Two presentations to the City Council are anticipated.

Final Product: The final product shall be a bound report documenting the data collection, analysis and findings of the study. The consultant shall produce eight (8) copies of a draft report for review, and twenty (20) bound copies of the final report. The final report shall also be provided in digital files (Microsoft Word and PDF).

## **PROJECT SCHEDULE**

Contract signing is anticipated to take place within two (2) weeks following proposal submission, i.e., by September 8, 2011.

The selected consultant shall be expected to begin work within two weeks of contract signing and complete all tasks by October 31, 2011.

## **CITY ROLE**

Parking and Transportation Division staff will be responsible for administering the project and overseeing the consultant's work on this project. Representatives of the City's Parking and Transportation Division, Public Works, Economic Development and Planning Departments will review plans and other documents prepared by the consultant.

The following information is available for the Consultant's review at the Public Works Department, 680 Peverly Hill Road, Portsmouth, NH from 8:00 a.m. to 4:00 p.m. Monday through Friday:

- Previous parking studies conducted for the City, including:
  - *1998 Downtown Parking Study*
  - *2003 Phase I Engineering Feasibility Study of Worth Lot Parking Garage*
  - *Report on Downtown Parking and Economic Vitality* (Downtown Parking Focus Group, July 2010)
- *Downtown Parking Omnibus* (March 18, 2011)
- List of local events and institutions that generate parking demand
- Map of municipal on-street and off-street parking spaces in the downtown
- Data on private parking facilities and spaces, from map analysis and field work in Spring 2010
- Leases for surface public parking at Portwalk and Masonic Temple
- Data on utilization of the High Hanover Parking Facility and public spaces with pay-and-display metering
- Zoning Ordinance
- 2005 Master Plan

## **SUBMITTAL REQUIREMENTS**

Proposals shall include the following and shall be organized using each of the above required elements as section headings:

- A. Firm Description: Provide a brief description of the firm including firm size and area of specialization, and location of office proposed to handle this project.
- B. Project Team: Provide names and resumes of key professionals who would be assigned to the project, with the percentage of the project each person will conduct. Each team member's education and experience shall be listed. The project manager shall be clearly identified and a description of his/her relevant previous projects listed. A list of past relevant projects, which proposed project staff have played a central role in developing, shall be also provided.
- C. Statement of Project Understanding: The consultant shall state in succinct terms their understanding of what is required by this Request for Proposal.
- D. Scope of Services: Describe in narrative form the consultant's approach and technical plan for accomplishing the work listed herein. The Consultant is encouraged to elaborate and improve on the tasks listed in the RFP; however, the consultant shall not delete any requested scope tasks unless explicitly noted. The Consultant shall submit a schedule for completing the scope of work.
- E. Project budget: **Total project cost stated as a firm fixed fee.** Hourly rates for project staff shall also be provided.

F. Three (3) references for similar projects, including current contact names and phone numbers.

Five (5) copies of the proposal must be submitted. Proposers are encouraged to avoid the use of synthetic report covers and partitions.

**Sealed Proposals, plainly marked “RFP #02-12 “Parking Supply and Demand Analysis for Downtown Portsmouth, NH” on the outside of the mailing envelope, addressed to the Finance/Purchasing Department, City Hall, 1 Junkins Avenue, Portsmouth, NH 03801 will be accepted until 2:00 p.m. on August 25, 2011.**

## **EVALUATION CRITERIA**

Proposals will be evaluated according to the following:

1. Responsiveness to submission requirements. 10 points
2. Qualifications of firm and project team members. Particular attention will be given to the experience and demonstrated ability of the project manager to complete all project tasks. 25 points
3. Previous related work. 25 points
4. Understanding of required project work. 15 points
5. Proposal price. 25 points

The City, at its discretion, may select a firm outright or select a finalist(s) for in-person and/or telephone interviews. The anticipated date and time for firm interviews is September 1, 2011 at 9:00 a.m. ***Please make this date and time available in anticipation that your firm is selected for an interview.***

## **CONTRACT DOCUMENT**

Upon selection, the highest ranking firm will be invited to enter into contract negotiations with the City. When the contract is executed by both parties, the Consultant will be instructed to commence providing the work outlined in the contract. All information, data, documents, photos, computer records, and other materials of any kind acquired or developed by the consultant pursuant to this project shall be the property of the City of Portsmouth. If the City is unable to reach agreement with the highest ranking firm, the City will enter into negotiations with the next highest ranking firm.

The City reserves the right to negotiate directly with the firm(s) selected for additional project work at the hourly rates shown in the proposal submitted in response to this RFP.

## **RESERVATION OF RIGHTS**

The City reserves the right to undertake such investigation as it deems necessary to evaluate the qualifications of the vendor and to evaluate the proposal submitted. Vendors may be requested to execute releases for information. Failure to provide a release upon request will result in disqualification.

The City of Portsmouth reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the City and to negotiate the terms and conditions of any proposal leading to execution of a contract.

## **ADDITIONAL INFORMATION**

Requests for additional information should be directed to Jon Frederick, Parking and Transportation Director at (603) 766-1440. Addenda to this request for proposal, if any, including written answers to questions, will be posted on the City of Portsmouth website at <http://www.cityofportsmouth.com/finance/purchasing.htm> under the project heading. Addenda and updates will NOT be sent directly to firms. Vendors submitting a proposal should check the web site daily for addenda and updates after the release date. Firms should print out, sign and return addenda with the proposal. Failure to do so may result in disqualification.

## **INDEMNIFICATION AND INSURANCE REQUIREMENTS**

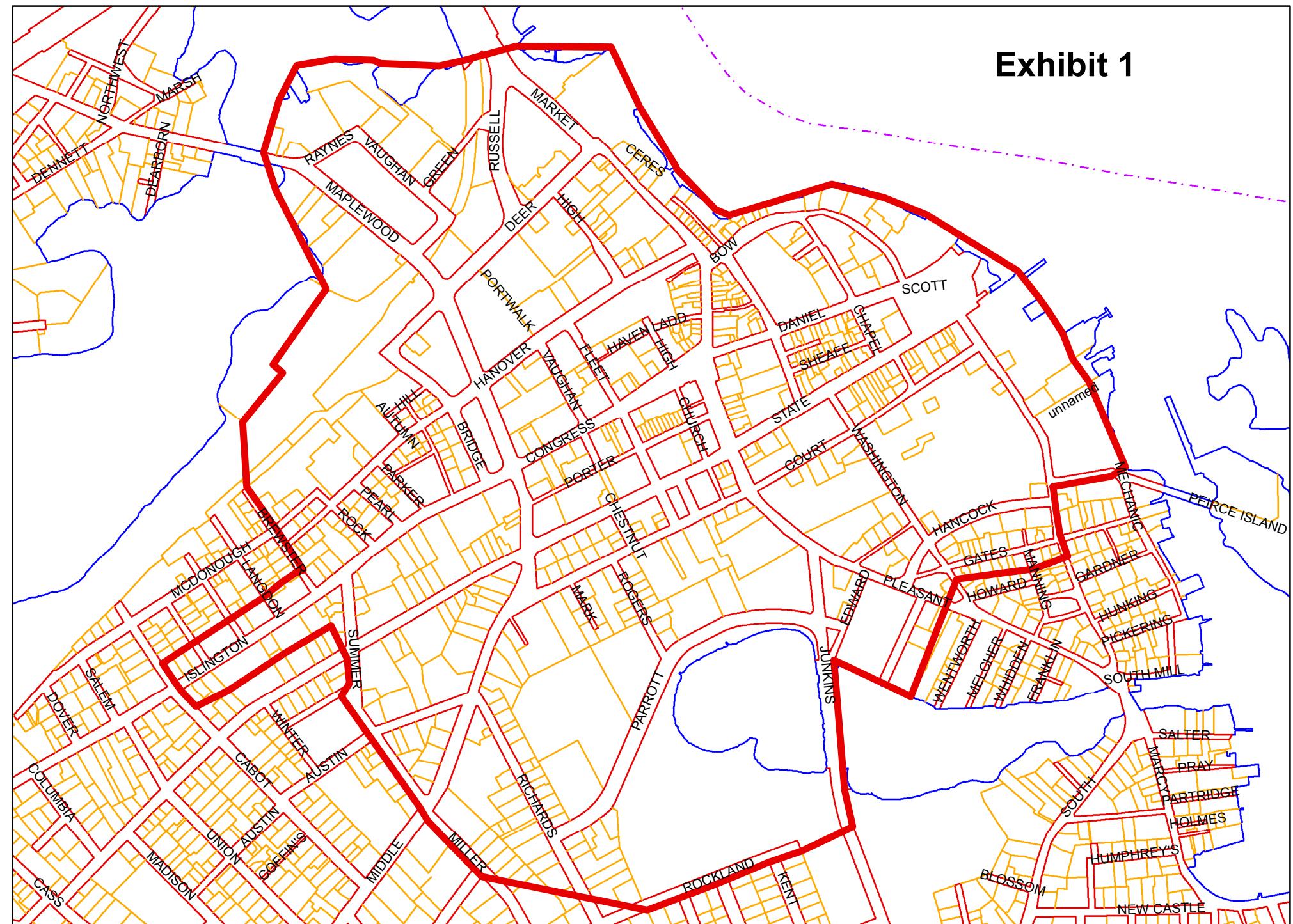
The Contract will require the Consultant to agree to pay on behalf of and hold harmless the City of Portsmouth for all claims arising in whole or in part from its work on behalf of the City.

Consultant will be required to maintain insurance in such form as will protect the Consultant from claims and liabilities for damages for bodily injury, including accidental death, and for property damage, which may arise from operations under this contract. Consultant shall also be required to maintain professional liability insurance. Amounts and coverages shall be subject to contract negotiations.

## **EXHIBITS**

1. Map of study area

# Exhibit 1



Map prepared by Portsmouth Department of Public Works

0 105 210 420 630 840 Feet

1 inch = 550 feet