

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: DEBORAH LAUCHNER, CHIEF FINANCIAL OFFICER
FINANCE DEPARTMENT
KIM NADEAU, PARKING MANAGER
JENNIFER MYLES, SENIOR BUYER, FINANCE DEPARTMENT
SUBJECT: CONTRACT AWARD – CITY OF SANTA ROSA RAILROAD
SQUARE PARKING MANAGEMENT PLAN AND PROGRESSIVE
PARKING STRATEGIES

AGENDA ACTION: MOTION APPROVAL

RECOMMENDATION

It is recommended by the Finance Department, that the Council, by motion, approve contract award for City of Santa Rosa Railroad Square parking management plan and progressive parking strategy consulting services with Nelson/Nygaard Consulting Associates, Inc., San Francisco, CA in the total amount not to exceed \$131,355.

EXECUTIVE SUMMARY

Services provided will develop a parking management plan for the Railroad Square area, and make recommendations on progressive parking strategies to effectively manage existing public parking in the downtown (Railroad Square and Central Parking District). The objectives of the study are to analyze the City's current public and private parking utilization, explore future parking needs and opportunities, and propose parking policies and management options that are sustainable and fiscally responsible to maximize parking supply, foster a vibrant downtown, improve the user experience and encourage economic development.

This item relates to Council Goal number 1, Create a Strong, Sustainable Economic Base; Strategic Objective number 3, Implement Parking District Economic Development Initiatives.

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MANAGEMENT PLAN AND PROGRESSIVE PARKING STRATEGIES
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BACKGROUND

On January 25, 2016, Request for Proposals (RFP) 15-70 Parking Management Plan and Progressive Parking Policy Consulting Services were opened by Purchasing.

The City’s primary goals for this service are identified as stated below:

- Analyze existing public and private parking supply along with the existing parking utilization patterns and demand (utilizing the existing Parking Analysis data)
- Forecast future parking supply and demand after the completion of the SMART train station
- Recommend parking policies, pricing and management options to most effectively utilize available parking
- Suggest options to provide and fund additional parking (i.e. propose potential site/s) if needed
- Survey key neighborhoods and possibly comparable sized municipalities for input
- Facilitate community meetings
- Present findings at City Council meetings
- Generate a high quality and practical plan that will successfully guide the City in implementing best practices to maximize its parking supply and result in an easy and convenient parking experience for the citizens of Santa Rosa.

PRIOR CITY COUNCIL REVIEW

Not Applicable

ANALYSIS

Of the thirty-seven prospective vendors on the City Planet Bid list for this type of work, six vendors responded with written offers. All offers received were considered responsive to the solicitation. A tabulation of the responsive vendors, in no specific order of rating, is listed below:

Nelson/Nygaard Consulting Associates, Inc. San Francisco, CA
Walker Parking Consultants San Francisco, CA
Dixon Resources Unlimited San Diego, CA
TKJM Pleasanton, CA
CDM Smith San Francisco, CA
JR Parking Consultants Irvine, CA

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An evaluation panel consisting of the City's Parking Manager, Economic Development & Housing Manager, Council Member, Chamber of Commerce Downtown representative, Railroad Square representative, and Santa Rosa West End Neighborhood and Historic District representative reviewed and scored the proposals.

The following is a list of evaluation criteria used in the first initial scoring process:

- Proposal: Completeness; clarity; responsiveness to the RFP details; correct number of hard copies and electronic copies.
- Strength of proposal and understanding of City's goals and objectives, and capacity for implementing services.
- Proposals must be neat and complete and show willingness to accept the City's standard agreement and insurance requirements "as is".
- Project plan and timelines
- References

The second scoring process included cost. As a result of the first and second scoring processes, the panel identified a top vendor and requested a Best and Final offer be submitted. As part of the best and final offer, the vendor was requested to address the following items:

1. Project goals to include options to provide solutions to address potential future parking shortfalls and funding sources for creation of additional parking in Railroad Square.
2. Financial analysis of implementation costs moving forward with recommendations from the Railroad Square Parking Management Plan.
3. Attending City Council meetings to assist in presentation of findings.

As a result of the completed evaluation process, the evaluation panel recommends that the Nelson/Nygaard Consulting Associates, Inc., San Francisco, CA proposal be accepted. Nelson/Nygaard Consulting Associates, Inc. offers excellent qualifications and experience in performing this service, has a clear and concise understanding of scope of work, a detailed implementation plan, and positive references. Therefore the panel has determined the offer submitted by Nelson/Nygaard Consulting Associates, Inc. is the best overall value to the City.

FISCAL IMPACT

Funds for this expense are included in the Fiscal Year 2015-16 Railroad Square SMART Parking Management Project Fund adopted budget. There is no fiscal impact to the General Fund.

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ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment or a foreseeable indirect physical change in the environment pursuant to CEQA guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

NOTIFICATION

Not applicable

ATTACHMENTS

Attachment 1 – Agreement

CONTACT

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