REQUEST FOR PROPOSAL AND FEE
FOR THE
REDWOOD CITY IMPROVEMENT ASSOCIATION
DOWNTOWN REDWOOD CITY
PARKING GUIDANCE SYSTEM DESIGN PROJECT

REDWOOD CITY IMPROVEMENT ASSOCIATION
1450 Veterans Boulevard, Suite 125 Redwood City, CA 94063

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Submittal Deadline
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REQUEST FOR PROPOSAL AND FEE (RFP/F)

FOR THE

Redwood City Improvement Association

DOWNTOWN REDWOOD CITY WAYFINDING SYSTEM DESIGN

SECTION I – OVERVIEW OF PROCESS

A. BACKGROUND

The City of Redwood City completed a Downtown Parking Management Program update in October 2013. Per the recommendations of the 2013 report, the City desires to improve the customer experience of the Downtown’s patrons, provide real-time parking occupancy information at gateways into Downtown Redwood City, and make it easier for visitors to identify and find parking locations in the Downtown.

The Redwood City Improvement Association in partnership with The City of Redwood City (providing technical assistance) is soliciting proposals from interested and qualified consultants who will be tasked with the design of a new dynamic parking guidance system for Downtown Redwood City. The scope of work includes design of the dynamic parking guidance system at parking facility entrances, gateway locations and other key intersections in Downtown Redwood City.

The consultant will be expected to develop a signage plan and design. This plan must include integration/management of existing and new technology data sources and the visualization of this data through a dynamic signage system.

The intent of the Parking Guidance System is as follows:

- Allow Downtown Redwood City shoppers, visitors and employees to easily see “real-time” parking information, so they can easily find a space to park.
- Ability to flexibly provide information on parking availability of various parking facilities in downtown Redwood City to shoppers, visitors and employees
- Reduce traffic congestion and vehicle pollution
- Fully-utilize Redwood City’s off-street supply in serving long-term commuter parking and short-term customer parking
- Provide advance parking information to Downtown Redwood City visitors as they enter Downtown
- Improve the City’s ability to regulate parking policies in its parking facilities

The project will improve the availability of parking information in Downtown Redwood City. The scope of the project will cover the full Downtown of Redwood City seen in the map below. Roughly the area between Veterans Boulevard and El Camino Real and Brewster Avenue and Maple Street. The Downtown parking area is broken out into the Premium and Value Zones are shown in the map on the following page.

Redwood City’s parking facilities include two garages and six surface parking lots. Redwood City has shared use agreements for the San Mateo County parking garage and the Caltrain parking lot.
on Perry Street. In addition, several new developments within Downtown Redwood City have shared parking agreements and their facilities will be made available to the public during designated hours. It is intended that any parking guidance system implemented will have the capability of incorporating any and all of these facilities and include the flexibility to add or remove facilities as needed.
the value zone. Redwood City’s two garages are served by a Scheidt Bachmann parking access and revenue control system.

In addition to the meter systems, Redwood City has a dynamic parking occupancy system implemented for the two garages. This system is provided by Vimoc Technologies and is a vision based occupancy system that feeds real-time parking occupancy data to dynamic signs at the entrances of the garages. Redwood City also has an on-going pilot with Streetline to provide on-street occupancy data for the City’s use and for use in the parking app Parker.

The parking guidance system designed will need to be capable of integration with, but not limited to, all of these data sources.

B. PURPOSE OF THE RFP
The purpose of this document is to facilitate the selection of a qualified firm to assist with design and preparation of construction documents for a complete parking guidance system for Downtown Redwood City, with dynamic message board signage.

Consultants are urged to submit concise proposals, appropriate to the scale of the project and include only items that are relevant to this specific project. The proposal should also include the proposed fee.

Consultant shall provide descriptions of pertinent project experience with other public municipalities and private sector that includes a summary of the work performed, the total project cost, the percentage of work the firm was responsible for, the period over which the work was completed, and the name, title, and phone number of client’s to be contacted for references.

Redwood City Improvement Association reserves the right to reject any or all responses received as a result of this solicitation; to extend the submission due date for; to modify, amend, reissue or rewrite this document; and to procure any or all services by other means.

C. PROJECT DESCRIPTION
The consultant/firm selected for this assignment must be prepared to meet Redwood City Improvement Association’s project timetable and must be experienced in providing a range of urban planning, information technology, civil engineering and transportation design/planning services.

This project focuses on designing a parking guidance system for Downtown Redwood City.

The consultant shall design a parking guidance system and technology that integrates available parking data sources with new proposed dynamic digital message boards at parking facility entrances and other key Downtown locations. The parking guidance system design will:

1. Determine locations of dynamic message signage at the parking facilities, gateways, and key locations in Downtown Redwood City.
2. Provide mounting methods for signage and sign sizing/layouts. Including but not limited to connections to power sources, communications, and structural design for sign connections or pole foundations.
3. Be completely automated, requiring no input or actions by any individual to gather and display the information.
4. Be fully controllable remotely and configurable via network communications.
5. Gather available parking space information from individual parking space data sources and transmit information to a cloud based database or online management system in order to send the parking availability data for each garage to the appropriate dynamic message signage.
6. Identify parking data source gaps and provide recommendations on loops, cameras, microwave detectors, magnetic or other types of sensors to collect additional occupancy and parking data.
7. Provide phasing schedule for implementation and construction over time.
8. Include a cloud-based parking guidance management system to organize parking data, generate reports and manage information displayed on dynamic digital signage.

It is anticipated that all of the proposed improvements will be constructed within existing public/city right-of-way and no additional right-of-way will need to be acquired to construct the proposed improvements.

D. SCOPE OF WORK/SERVICES
The scope of design and engineering services described herein is the minimum necessary to meet Redwood City Improvement Association’s objectives. The consultant is expected to expand on the scope by incorporating their expertise and proposed method of approach.

The project entails producing plans, specifications, cost estimates, and providing construction support for a dynamic parking guidance system for Downtown Redwood City. A breakdown of the general scope of services for this project is as follows:

**Task 1 - Project Management and Site Analysis**
This task provides the overall management of the project, including, but not limited to the following items:

1. Provide project coordination; communicate project issues with Redwood City Improvement Association and the City of Redwood City; project set-up including development of Consultant’s project work plan; prepare a project schedule and any necessary updates; project tracking and reporting.
2. Perform Quality Control Reviews and Quality Assurance of submittals.
3. Plan, schedule, coordinate, and attend meetings with Redwood City Improvement Association and City staff as needed, including project kick-off, design progress review, pre-bid, and pre-construction meetings, as needed. Preparation of meeting agenda, meeting minutes, etc. as appropriate.
4. Conduct walk-through of the downtown parking facilities and gateways.
5. Identify the user(s) and their specific needs relating to parking and parking information.
6. Examine traffic patterns to determine potential identification and decision points and map recommended gateways and entrances to Downtown that should include Parking Guidance System signage.
7. Identify and evaluate existing parking data sources.
8. Identify and evaluate parking facilities that currently have no real-time parking data sources and gaps in parking data. Provide recommendations and cost/benefit analysis on sensor systems to provide real-time parking data for these facilities.

9. The Consultant shall provide site analysis of locations, identifying any required medians/islands, concrete pours or hardscape improvements which would be required for installation of equipment.

10. Identify potential challenges or conflicts in accessing power or communications to locations

Task 1 Deliverables:

1. Prepare a recommendation document. The analysis should include an evaluation of opportunities for signage and sensor equipment installation and a justification for the equipment, including cost/benefit analysis.

2. Prepare a schematic map showing proposed locations of equipment.

Task 2 - Project Set-up and Initial Design (35% Design Submittal)
This initial design will be used as the basis for the development of the Final Design. It is anticipated that Consultant will develop and submit 35% and 75% progress design plans, in addition to the final Construction Documents for project improvements.

The proposed project improvements include:
- Installation of dynamic parking guidance message boards at parking facilities and key locations in Downtown Redwood City.
- Installation of a parking sensor network to identify parking availability at the various parking facilities in Downtown Redwood City.
- Development of a parking guidance data management system that will collect the various parking occupancy data sources and provide information to dynamic parking guidance signage.

The task 2 includes, but are not limited to the following:
1. Conduct site investigation to assess existing site conditions.
2. Develop conceptual drawings and parking guidance system mock-ups.
3. Obtain and review city underground utility maps. Obtain and review other relevant utility maps for existing non-city utilities (including, but not limited to PG&E gas and electric, AT&T and other communication facilitates).
4. Identify and map existing overhead and underground utilities, and other pertinent site features.
5. Prepare topographic site survey and develop any necessary base mapping.
6. Conduct “potholing” if necessary to locate exiting underground utilities to avoid potential conflicts.
7. Prepare 35% Progress Design which shall include, but shall not be limited to all appropriate construction drawing/plan sheets, estimate of construction costs, design calculations/analysis, technical data, maintenance considerations, and catalogue cut sheets for any special equipment.
8. Prepare a separate cost estimate for any additional recommended items, which may be included as “additive-alternate” bid items.
9. Prepare a design recommendation memo outlining the proposed baseline and optional additional/recommended improvements.
10. Schedule and coordinate a design review meeting to discuss 35% Progress Design Submittal.
11. Prepare and present designs, mock-ups and other project details to Redwood City Improvement Association Board, Committees, or groups identified by the Redwood City Improvement Association. Plan for one meeting.

Plans are to be prepared using AutoCAD software. Design shall be prepared in accordance with Federal and State design standards, California MUTCD, Stormwater protection plan/Best Management Practices, and Redwood City’s Engineering Standards.

**Deliverables:**
- Four (4) sets of the 35% design submittal package
- One (1) electronic version (PDF format) of the 35% design submittal package
- Statement of estimated cost of construction, equipment, and on-going operations for system

**Task 3 - 75% Design Submittal**

1. Review Redwood City Improvement Association’s and The City of Redwood City comments from 35% Design Submittal and finalize list of recommended improvements. Revise design drawings based on comments and/or discussions with Redwood City Improvement Association if necessary.
2. Perform additional field review as needed, including verification of existing utilities that may be affected by the project.
3. Prepare 75% Design Submittal consisting of 75% draft construction documents including plan drawings, specifications, and cost estimates.
4. Prepare project specifications using The City of Redwood City’s “boilerplate” Contract Documents template/format.

**Deliverables:**
- Four (4) sets of the 75% design submittal package
- One (1) electronic version (PDF format) of the 75% design submittal package
- Revised statement of cost

**Task 4 - Final Design (100% Design Submittal)**
Tasks associated with the development of the Final Construction Documents for project improvements should include, but may not be limited to the following items:
1. Review and incorporate 75% Design Submittal review comments.
2. Prepare 100% Design consisting of complete construction documents including plans, specifications, and cost estimates.

3. The 100% Design Submittal shall be prepared for signature and submitted to Redwood City Improvement Association for review.

4. Back-check and revise final (100%) construction drawings if necessary based on final review.

**Deliverables:**
- One (1) full-size set (24"x36") of reproducible plans and specifications. Both documents shall bear the responsible engineer’s wet stamp and signature with a license expiration date
- One (1) electronic copy of the Construction Documents, including:
  - Plan drawings in AutoCAD and in PDF format
  - Specifications in Word format and in PDF format
  - Cost estimate in Excel format and in PDF format
  - Probable construction schedule on Excel format

**Task 5 – Construction Engineering/Support**
The following services shall be provided during the public bidding process and construction phase of the project:

1. Assist with the review and preparation of responses for requests for information/clarification during the construction contract bidding and construction phases.

2. Attend pre-construction meeting, if requested by Redwood City Improvement Association or The City of Redwood City.

3. Conduct site visits during construction at appropriate stages, assume three visits.

4. Assist with the review and preparation of responses to contractor submittals, shop drawings, and change orders for compatibility with design.

5. Participate in final inspection and assist with developing “punch list” of deficiencies, if requested by Redwood City Improvement Association or The City of Redwood City.

6. Prepare “record drawings” of the project based on drawings from the construction contractor, Redwood City Improvement Association or The City of Redwood City, and field review by the Consultant reflecting the final “as-built” project conditions.

**Deliverables:**
- One set of full-size final plans (record drawing), signed and sealed by the responsible registered civil engineer, on 4-mil polyester media.
- One electronic copy of the following final documents:
  - Record Drawings in AutoCAD format
  - Record Drawings in PDF format

**Optional Tasks**

1. **Construction Management/Inspection**
Redwood City Improvement Association and The City of Redwood City plan to provide construction management and administration, including inspection during the construction phase. However, if prospective proposer is qualified, and has experience in construction management and/or construction inspection, Redwood City Improvement Association and The City of Redwood City may elect to include those services as additional task(s) as part of the same contract, or as a separate contract service during the construction phase of the project.

Prospective Proposer may indicate their interest and ability to provide these optional services in the proposal response. Inability to provide these services will not preclude Proposer from being eligible to submit a proposal or create a disadvantage in the consultant selection process.

The tasks outlined above do not necessarily encompass all necessary work tasks to complete the project design and develop construction drawings. Consultants shall identify and include in their proposal any critical tasks that may be necessary to complete the work to provide final Construction Contract Documents.

E. PROJECT SCHEDULE
The objective is to have all design work complete and the first sign in use by November 30, 2018. The following is a preliminary schedule indicating the tasks and dates for the period beginning January 31, 2018 through December 31, 2018.

Preliminary Schedule
Consultant Selection February 2018
Award Consultant Contract February/March 2018
Project Kick-Off/Site Analysis: March 2018
Construction Documents April 2018 – August 2018
Bid Project September 2018
Award Construction Contract October 2018
Construction November 2018- February 2019

F. SELECTION SCHEDULE
The following schedule has been established for conducting this consultant selection process and subsequent construction activities. Redwood City Improvement Association reserves the right to modify this schedule at any time.

<table>
<thead>
<tr>
<th>Task</th>
<th>Approximate Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issuance of Request for Proposal</td>
<td>December 4, 2017</td>
</tr>
<tr>
<td>Proposals due</td>
<td>January 19, 2018</td>
</tr>
<tr>
<td>RCIA Parking Committee to review and rank proposals</td>
<td>February 7, 2018</td>
</tr>
<tr>
<td>Interviews (if needed)</td>
<td>February 7 – 28, 2018</td>
</tr>
<tr>
<td>Award by Redwood City Improvement Association Board</td>
<td>March 14, 2018</td>
</tr>
</tbody>
</table>
G. QUESTIONS AND INQUIRES
Questions regarding the information contained in the RFP must be submitted in writing, by mail, fax, or email to the designated contact person listed below:

Amy Buckmaster                        Telephone:  (650) 362-5017
Executive Director                    Fax:          (650) 364-1722
Redwood City Improvement Association  Email:        info@visitRWC.org
1450 Veterans Boulevard, Suite 125
Redwood City, CA 94063

The contact person indicated above is the only individual authorized to receive or respond to questions or comments. All questions must be received by 5:00 p.m. on Friday, January 12, 2018. Questions will be responded to in writing (by email). Written summaries of all questions and responses will be distributed to each consultant/firm. Anonymity of the source of the questions will be maintained in the written responses. A clarification addendum will be issued if necessary.

Telephone requests for information or inquiries will be allowed only if the nature of the request or inquiry does not lend itself to formulation into a written question. Verbal inquiries, however, are discouraged and calling parties may be requested to submit written questions in lieu of receiving a verbal response. The intent of this requirement is to ensure that all consultants have available to them the same information, and that no inconsistent, incomplete, or misinformation is communicated to any firm.

H. DELIVERY OF RESPONSES
All responses to this RFP must be received by designated project contact person listed above by 5:00 p.m. on January 19, 2018 at 5:00 pm. Proposals received after the stated deadline will not be accepted. Advance submittals are permitted. Hand or courier deliveries shall be delivered to Redwood City Improvement Association, at the address listed above. RCIA Business hours 9:00 AM – 5:00 PM Monday – Friday.

Four (4) copies of the Proposal Response materials shall be submitted in accordance with all requirements set forth in this RFP/F document. Clearly mark the submittals as follows: “PROPOSAL – DOWNTOWN REDWOOD CITY PARKING GUIDENCE SYSTEM DESIGN PROJECT.”

Submission of a proposal indicates acceptance by the firm of the conditions contained in this Request for Proposals and Sealed Fee unless clearly and specifically noted in the proposal submitted and confirmed in the contract between Redwood City Improvement Association and the firm selected.

I. SELECTION PROCESS
Redwood City Improvement Association Parking Committee, Board of Directors and The City of redwood City will evaluate the proposals submitted and rank each firm’s proposal. Based on this evaluation, Redwood City Improvement Association may choose to invite up to three (3) firms to participate in an oral presentation/interview session, or may select the firm based on the results from the evaluation of the proposal.

In the event Redwood City Improvement Association chooses to conduct interviews as part of the selection process, the selected firms will be asked to present a panel of only three (3) members: the project manager, project planner/engineer, and one sub-consultant (if required) that will perform the work. The firms selected for the interview will be allowed thirty (30) minutes to present their firm experience and project approach. Following the presentation there will be a thirty (30) minute informal question and answer discussion.

At the conclusion of the evaluation (or if a best-qualified firm is selected without the need for an oral presentation), Redwood City Improvement Association will enter into contract negotiations with the top ranking firm. If negotiations with the top-ranking firm are unsuccessful, negotiations will terminate and Redwood City Improvement Association will undertake negotiations with the second-rank firm. Redwood City Improvement Association Parking Committee will make recommendations to the Redwood City Improvement Association Board, which reserve the right to reject any or all proposals. The selection process will be completed when a contract is executed.

Furthermore, Redwood City Improvement Association reserves the right to waive any and all irregularities to choose the firm which, in Redwood City Improvement Association’s opinion, best serves the Redwood City Improvement Associations best interests. Redwood City Improvement Association will not be liable for any costs incurred by the consulting firms’ incidentals to the preparation of proposals or for developing and carrying out interview presentations.

All candidates issued this RFP must certify that they would execute a contract with Redwood City Improvement Association with no exceptions or additions. See Exhibit 1 for a Sample Agreement.

SECTION II - SUBMITTAL REQUIREMENTS

A. MANDATORY RFP/F SUBMITAL MATERIALS
Each RFP response shall be 8-1/2” x 11” vertical format for written materials and 11” x 17” horizontal format for drawings, consisting only of the specified materials requested below. Submit four (4) copies of each bound document, in a spiral-bound soft cover. Do not submit in a loose-leaf, 3-ring binder or other hard cover binder. Presentation boards may be used in the interview/presentation (see Section III Evaluation). Presentation boards shall be 30” x 42”, unframed with appropriate scale and identification. Copies of all presentation boards shall be reduced to 11” x 17” paper size and included in the submittal in the numbers of copies indicated above. Electronic and slide presentations will be permitted; however, any materials presented must be included in the written RFP submittal response. To be responsive, each RFP submission must include only the following information in the format indicated. The submittals shall be tabbed
in separate sections to match the following categories. Submittals not organized according to the following format may be rejected.

1. **Cover Letter** - The cover letter shall be signed by an officer of the firm or joint venture, or by another person with authority to act on behalf of, and bind the entity. Indicate contact person for the project.

2. **Table of Contents**

3. **Executive Summary** - Provide a summary of the submittal.

4. **Design Approach** - The design narrative should include a description of the design concept, which describes the scope of services to be provided.

5. **Key Design Features** - Include a narrative description of all major design features. This section should address the specific design constraints of the project and how you would attempt to address those constraints. This narrative should only be several succinct descriptive sentences for each item, not a detailed specification.

6. **Key Members** – Include a description of the key members of the design team and the organizational structure. Main factors will be how your team addresses the issue of quality control in producing your design, and the accuracy of your team’s estimates.

7. **Qualifications** - Consultant shall provide descriptions of pertinent project experience with other public municipalities and private sector that includes a summary of the work performed, the total project cost, the percentage of work the firm was responsible for, the period over which the work was completed, and the name, title, and phone number of client’s to be contacted for references.

8. **Schedule** - This should be a milestone schedule for the entire project from authorization through all stages indicating, at minimum, the following:
   - Contract Award
   - Project Start-up/Set-up
   - 35% Design
   - 75% Design
   - Final Construction Documents

The purpose of the schedule is to indicate that the proposer has carefully thought through the time constraint in relation to its design and budget.

**B. MANPOWER ALLOCATION**

Consultant shall provide an estimate of the required personnel hours by task and job title in the proposal for the tasks described in the scope of services. This information is not meant as a fee proposal, but only an indication of the level of effort anticipated for completion of the project. Another copy of the same estimate, but with proposed hourly rates listed shall also be prepared and submitted in a sealed envelope together with the proposal. The sealed Fee Proposal is considered confidential and will be used for contract negotiations only.

**SECTION III - EVALUATION OF RESPONSES**

**A. SUMMARY OF EVALUATION PROCESS**

Redwood City Improvement Association will evaluate the proposals based upon the proposal’s effectiveness and efficiency in addressing each of the following items:
• Overall responsiveness to the Request for Proposal
• Qualifications, experience and commitment of the project manager and team. The project manager shall preferably have successfully completed at least two (2) projects of similar nature, complexity, and size during the last four years
• Firm (and project team) qualifications, experience and referenced projects
• Effectiveness of team effort to design the project
• Project understanding, innovative approach and proposed scope of services
• Project management plan and schedule

Each candidate submitting a response to this Request for Proposal and Fee acknowledges and agrees that the preparation of all materials for submittal to the Redwood City Improvement Association and all presentations, related costs and travel expenses are at the candidate’s sole expense and Redwood City Improvement Association or The City of Redwood City shall not, under any circumstances, be responsible for any cost or expense incurred by the candidate. In addition, each candidate acknowledges and agrees that all documentation and/or materials submitted with in response to this request shall remain the property of Redwood City Improvement Association.