

**Birmingham Parking Authority (BPA)
Request for Qualifications**

Parking System Strategic Plan

Issue Date: January 4, 2023

Due Date: January 27, 2023 – 4pm CST

Proposal Contact:

Brett Wood, PE, CAPP
Wood Solutions Group

brett@woodsolutionsgroup.com

All questions must be submitted by January 19, 2023



Birmingham Parking Authority
Request for Qualifications
Parking System Strategic Plan

The Birmingham Parking Authority (BPA) is seeking professional parking consulting assistance in the development of a Parking System Strategic Plan with a ten-year planning horizon, with the intention of defining a path forward for the following elements of the parking program:

1. Parking operations, staffing, and management practices
2. Facility maintenance plans and investment strategies
3. Facility security and monitoring strategies and investments
4. Wayfinding and aesthetic improvements for existing and future parking facilities
5. Marketing, education, and community outreach strategies
6. Parking technology assessments and gap analysis
7. Parking rate setting strategies and market analysis
8. Programmatic benchmarking and performance metrics
9. Collaborative management of on-street and off-street assets
10. Strategies to leverage parking as an economic development tool
11. Financial modeling that provides projections of revenues/expenses for the program over the planning horizon
12. Alternative funding strategies to support investment in BPA programs and goals

Electronic submission of proposals will be accepted until **4pm CST on January 27, 2023**. Proposals should be sent to brett@woodsolutionsgroup.com. Late proposals will not be considered. Proposals shall be prepared at the bidder's expense.

Section 1 – Project Introduction

The BPA was formed in 1972 through an act of the Alabama State Legislature, which established the Authority as a separate entity of the City of Birmingham for the purpose of developing and managing off-street parking facilities. The BPA currently manages seven (7) parking decks and three (3) parking lots in the downtown area, for a total of 8,116 parking spaces. See **Figure 1** at the end of this RFQ for a study area map depicting the locations of these parking facilities. The BPA was formed to serve as a tool for economic development in the Downtown Birmingham community. The BPA's core mission is to provide and operate accessible, safe, convenient and affordable parking to serve the needs of the rapidly growing City of Birmingham.

In recent years, the BPA has gone through a period of extensive transition as the Downtown Birmingham community has grown from a primary employment center to a downtown destination. At the end of 2020, the program was dealing with outside pressures to sell the parking assets in the face of pandemic revenue losses, revenue reductions related to reduced parking demands, and the transition of program leadership. Since that time, the program has worked diligently to rebuild its image in the downtown community, implemented new approaches to parking management, and hired a new full time CEO and Director to oversee the full transition of the program into a modernized organization serving one of the fastest growing downtown communities in the nation.

The organization has decided that now is the opportune time to assess itself, define new approaches to management and operations, and set a path forward to align the program with the goals and vision of the community. This strategic planning effort is intended to provide a roadmap for the BPA to follow to set it as an industry-leading program.

***Wood Solutions Group will be retained separately by BPA as part of this project to provide project management support, project outreach support, oversight support of the planning process, serve as a resource for data and programmatic needs, and generally support the selected consultant in the planning process.*



Section 2 – Requirements for Proposal Responses

This section outlines how your organization should respond to this RFQ. Please answer each question thoroughly to help define why your organization should be selected for this project.

Part 1 – Firm/Team Qualifications and Experience

- A. Identify each person or entity involved with the project team including technical partners, and briefly describe their respective roles, including:
- Information regarding the team member’s experience and qualifications.
 - Resume of key team members.
 - Description of the how the team will be organized and led.
- B. Identify the project lead and their relationship to other members of the team. Provide a description of the background of the project manager with a specific commitment of time for this effort.
- C. Describe the consultant’s relevant project experience in preparing municipal parking strategies or plans. The BPA is most interested in current or recently completed strategies or plans in cities similar to Birmingham. Projects described must illustrate the consultant’s experience with preparing strategies and plans similar in scope to the proposed project. Submit example summaries of strategies and plans, including:
- Project name and location.
 - Description of the project scope and key findings.
 - Date project started and date completed.
 - Challenges and obstacles addressed during the planning process.
 - Name of the project manager and contact information.
 - Name of any subcontractors and contact information.
 - Contact name and information of the primary contact who worked with the consultant on the project.

Part 2 – Project Approach

- D. Provide narratives describing your responses to the following primary topic areas:
- Describe approaches to outreach, including interaction with the community at large, focus groups, and elected officials. Define tools used to support outreach. Define innovative interaction techniques intended to generate discussion and data for the project. Describe how you intend to leverage the results of public involvement to support a successful planning process.
 - Describe past work with and in the City of Birmingham, particularly interaction with elected officials, community stakeholders, and planning related efforts. Indicate which primary team members have this experience and their role on the project.
 - Describe work experience where parking is used as an economic develop tool to support the vision and mission of the downtown community served by the parking organization.
- E. In this proposal, please provide your initial thoughts, in narrative form, about an approach to the project, strengths and weaknesses of Birmingham’s parking system and the scope as outlined in Section 4.
- F. A schedule describing the time required to complete each work element and a completion date for major milestones in the project. Please indicate the number and frequency of on-site visits for the proposed approach.



- G. A cost estimate. The BPA reserves the right at its discretion to enter into a final contract for fewer tasks as described in this RFQ, the scope and costs of the awarded contract might be negotiated with the selected contractor after award based upon the provided hourly rates and costs per task. Cost structure for services shall include:
- Total cost;
 - Costs per task and subtask;
 - Staff hours, itemized to include category (project manager, data analyst, etc.), estimated hours, rate per hour, and total costs;
 - Expenses including expected travel, supplies and materials.
- H. In connection with this proposal, the BPA is interested and supportive of the use of Disadvantaged and Minority Business Enterprises (DBE/MBE). The selected contractor will be required to provide for full and fair utilization of DBEs/MBEs and use its best efforts to ensure DBEs/MBEs an equitable opportunity to compete for subcontract work. Please describe your approach to using DBE/MBE firms in this process and the level of committed involvement.

General Proposal Requirements:

Proposals must meet the following requirements:

1. One electronic copy of the complete proposal submitted to brett@woodsolutionsgroup.com before the stated deadline.
2. Proposals should respond to the sections defined above and be as concise as possible.
3. A duly authorized official of the proposer must sign proposals.

Section 3 – Evaluation of RFQ Response

BPA leadership will review the RFQ's and may short-list up to five firms. Award determination will be based on the firm with qualifications deemed to be most advantageous to the BPA at the organization's sole discretion utilizing the answers to requirements outlined in Section 2 and the following criteria:

Overall vision and approach	20 points
Experience of the Firm and qualifications of the directly involved individuals working on the project, relative to similar projects	25 points
Demonstrated experience in community-outreach and developing inclusive and innovative outreach processes	15 points
Experience with parking programs/authorities as an agent for economic development in downtown communities	15 points
Knowledge of the City of Birmingham and the goals, vision, and direction of the community relative to the BPA	10 points
Commitment to using DBE/MBE firms as part of the consulting process	10 points
Demonstrated ability by the consultant team to produce and present quality presentation and narrative materials	5 points



Section 4 – Anticipated Scope of Work

The selected consultant will have demonstrated extensive background and understanding of municipal parking, management and operations of parking programs, technology investment and integration, integration with urban design principles as well as the ability to research and draft a formal recommendations document. Areas of investigation, reporting and recommendations should include:

- Define vision, goals, and objectives for the BPA parking program for the ten-year planning horizon.
- Evaluate and assess current operational and management strategies related to facility performance, maintenance, security, and overall program operations.
- Develop parking policies that help support the BPA's mission of providing exceptional customer service and support for the economic development goals of the City of Birmingham.
- Evaluate the BPA's current and proposed staffing models and provide strategies that help to modernize the organizations approach to parking management.
- Review recent structural reports and provide strategies for maintenance investments and overall maintenance plans for existing and future facilities. Recent structural assessments will be provided and structural reviews are not necessary as part of this process.
- Provide best management practices for program security elements, including staffing, operations, and associated technologies.
- Provide best management practices for system wayfinding and aesthetic improvements to be considered by the BPA.
- Provide best management practices for system marketing, education, and outreach to be considered by the BPA.
- Assess the current levels of parking technologies in the BPA system, provide a gap analysis, and recommendations for additional technology investments.
- Research national and international best practices and make recommendations based on comparable cities for areas including on-street and off-street parking integrated management, improved system enforcement, and integrating parking management to support other modes of travel.
- Review and analysis of parking pricing and enforcement fees including research of other comparable cities and analysis of options including variable and performance based pricing and graduated fines. Define a market rate for BPA parking facilities and a phased increase in pricing over the ten-year planning horizon to achieve market consistency.
- Define performance benchmarks for the BPA to use in ongoing system performance evaluations and goal setting.
- Assessing the needs and development of a "toolbox" of policies, programs, etc. for creation of tailored parking management strategies for the BPA.
- Develop financial modeling that provides projections of revenues and expenses for the program over the planning horizon.
- Define alternative funding strategies for the BPA to help fund the goals of the program and the vision of the City of Birmingham. Research and document alternative funding strategies from peer organizations,

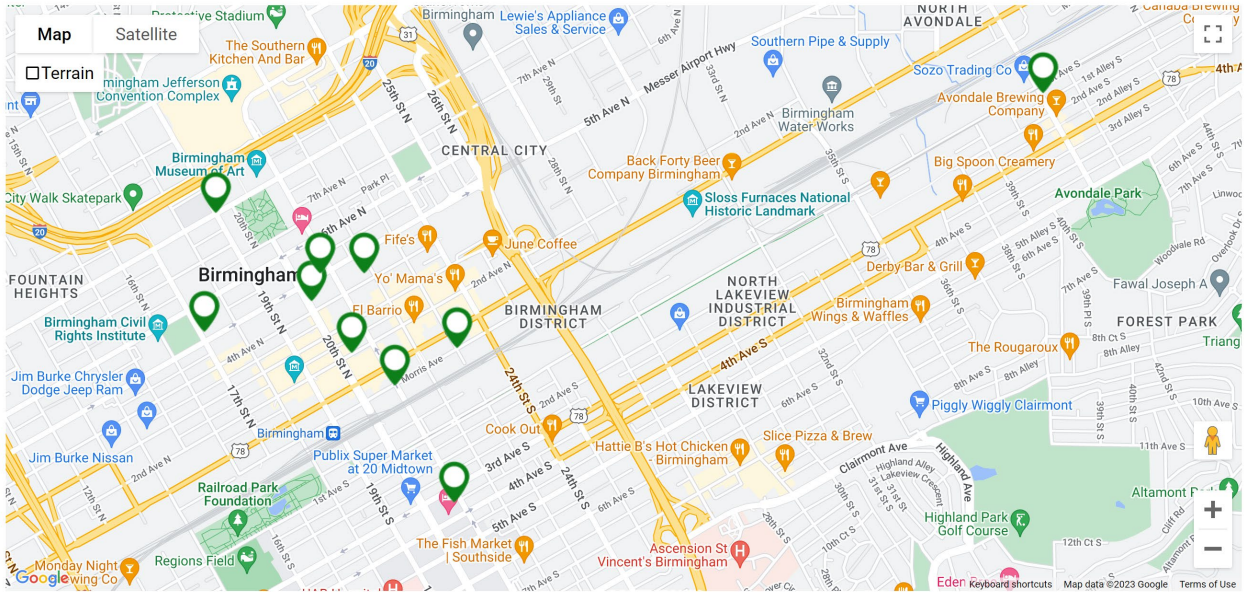


including, but not limited to, non-traditional revenue streams, debt affordability, general and limited obligation bonds, grants, and public private partnerships.

- Extensive outreach within the City of Birmingham to fully understand the needs of the community and support effective transition from study to implementation.
- Creation of a final report with recommendations. Specifically, the BPA is looking for the selected consultant to provide an action-oriented implementation strategy that defines phased implementation strategies and investments, as well as performance metrics for evaluating the success of implementation.

Please provide a narrative that defines your understanding of the project needs, approach to accomplishing the elements above, and any additional information you feel would be helpful to define why your firm should be selected for this project.

Figure 1 – BPA Parking Locations



For more information visit: <https://www.bhmparking.com/parking-locator/>

