

REQUEST FOR PROPOSALS



The Public Works Department is requesting proposals for:

Residential Parking Program Implementation Services

RELEASE DATE: May 20, 2024

RESPONSE DUE: June 17, 2024

GENERAL INFORMATION / BACKGROUND

The City of San Fernando is requesting proposals from qualified parking consultant firms to implement a clear processes for residents to request a residential parking permit program based on the recommendations presented within the City's Parking Management Master Plan which was completed in August 2021.

The City of San Fernando is approximately 2.4 square miles and has an estimated total population of 24,000. The City's land use distribution is about 84.14 percent residential, 11.47 percent commercial, 4.08 percent industrial, and 0.28 percent mixed use commercial/residential. Currently, the City has two permit districts, one is a larger residential area near the Downtown, and the other district is a one-street block district (**See Attachment A**).

SCOPE OF SERVICES

Many residential neighborhoods within the city have high on-street parking demand during the evenings and weekends when most residents are home, but demand is also relatively high during day-time hours. Residential driveways have high parking occupancy in areas where local on-street parking demand is also high.

The City currently has an ordinance that provides details regarding how permit districts are established. The ordinance was established in 1991 and, while still very much valid, needs some minor adjustments to update the ordinance to current parking policies applicable to the City.

The tasks associated with implementing a resident requested residential parking program are set forth below:

Phase 1 (Community Engagement and Ordinance Development)

- Review the Residential Permit Program ordinance and recommend changes to allow for the easier establishment of permit districts, implementation of districts, and adjustments for resident requests;
- Using the City's adopted Community Engagement Framework, develop and implement a Community Engagement Plan;
- Draft a proposed Residential Permit Program based on the Parking Management Master Plan and community engagement efforts;
- Recommend adjustments to the residential permit parking district fees to cover the cost of permit issuance and implementing individual districts;
- Recommend a petition process for forming Residential Permit Parking Districts; and
- Prepare a report and present recommendations to City Council for adoption.

Phase 2 (Formation of Districts)

- Implement petition process for residents desiring establishment of districts;
- Establish process for staff review of petitions, certification of petitions, and data collection for responding to resident petitions;
- Develop format for holding community meetings with residents requesting a permit district with the goal of:
 - Discussing data findings from field work and defining district boundaries.
 - Coming to a consensus on permit district hours, permit application requirements, fees, and process for implementation; and
- Develop language for a Council Resolution approving and establishing a district.

Phase 3 (District Administration)

- Determine and establish a plan for the placement of signage and the process for the installation of signs;
- Establish permit request and assignment system using third party for administration of permit issuance; provide in- person and City website-based application process for residents;
- Develop a communications package, and a system to distribute package, for residents to apply for permits in person or via website:
- Implement permit request system, and permit issuance system; and
- Adjust enforcement codes, rate structure for fines, council approval of fine codes, and adjust handheld and citation processing for citation issuance.

Phase 4 (Evaluation and Ongoing Management)

- Establish process for reviewing the effectiveness of a permit district throughout 1st year of implementation based on data-driven analysis;
- Establish process for reviewing established districts with residents, every five years, to determine if district program adjustments are warranted;
- Establish process for reviewing and processing petitions received for decommissioning a district which mirrors the process for establishing a district and requires Council Resolution to decommission a district; and
- Update City Ordinance requiring a review of permit district annual rates during the Council fee schedule review conducted on an annual basis.

INSTRUCTIONS TO SUBMITTING FIRMS

A. Examination of Proposal Documents

By submitting a proposal, the prospective firm represents that it has thoroughly examined and become familiar with the services required under this RFP, and that it is capable of delivering quality services to the City in an efficient and cost-effective & manner.

B. Questions/Clarifications

Please direct any questions regarding this RFP to Kenneth Jones, Management Analyst, via e-mail at kjones@sfcity.org. Questions must be received by 5:30 p.m. on **Friday, June 7, 2024**. All questions received prior to the deadline will be collected and responses will be posted online by **Monday, June 10, 2024**.

C. Submission of Bid Proposals

The City must receive one (1) original signed copy and two (2) duplicate copies and one (1) electronic copy on a flash drive of the project proposal. Proposals will be received by the City of San Fernando until 2:30 P.M. PST **on Monday, June 17, 2024**.

All proposals either mailed or hand delivered will be received at the following location:

City of San Fernando
Residential Parking Program Implementation Services RFP
Public Works Department
ATTN: Kenneth Jones
117 Macneil Street
San Fernando, California 91340

***Proposals received after the time stated above will not be accepted.**

D. Withdrawal of Proposals

A firm may withdraw its proposal at any time before the due date for submission of proposals as provided in the RFP by delivering a written request for withdrawal signed by, or on behalf of the prospective firm.

E. Rights of City of San Fernando

This RFP does not commit the City to enter into a Contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract.

The City reserves the right to:

- 1) Make the selection based on its sole discretion;
- 2) Reject any and all proposals without prejudice;
- 3) Issue subsequent Requests for Proposal;
- 4) Postpone opening for its own convenience;
- 5) Remedy technical errors in the Request of Proposal process;
- 6) Approve or disapprove the use of particular sub-contractors;
- 7) Negotiate with any, all, or none of the prospective firms;
- 8) Solicit best and final offers from all or some of the prospective firms;
- 9) Accept other than the lowest offer; and/or
- 10) Waive informalities and irregularities in the proposal process.

F. Contract Type

It is anticipated that a standard form professional services agreement (**Attachment B**) will be signed subsequent to the City Council's authorization to award contract to the recommended firm.

G. Collusion

By submitting a proposal, each prospective firm represents and warrants that; its proposal is genuine and not a sham or collusive or made in the interest of or on behalf of any person not named therein; that the prospective firm has not directly, induced or solicited any other person to submit a sham proposal or any other person to refrain from submitting a proposal; and, that the prospective firm has not in any manner sought collusion to secure any improper advantage over any other person submitting a proposal.

SCHEDULE FOR SELECTION

RFP Available:	May 20, 2024
Deadline for submittal of Questions:	June 7, 2024
Response to Questions:	June 10, 2024
Deadline for submittal of Proposal:	June 17, 2024
Interviews (if necessary):	June/July 2024
City Council (Award of Contract):	July 15, 2024

SELECTION CRITERIA

The City of San Fernando will select the firm on the basis of qualifications and experience. The following general selection criteria will be used to evaluate each consultant firm:

1. Qualifications and knowledge of Firm and key personnel's experience most closely related to the stated scope of work.
2. Relevant experience within the past fifteen years.
3. Responsiveness to and clarity of the Request for Proposal.
4. References

CONTENTS OF PROPOSAL

The following information shall be submitted in response to this RFP:

1. Name, Address and Phone Number
2. Related experience during the last 10 years
3. Name and detailed resume of key personnel who will be providing services to the City showing educational background and experience for at least the past 10 years.
4. References from previous clients with direct knowledge of each key personnel's past performance.
5. Cost proposal broken down per task.

The City may elect to interview a short list of qualified firms or interview only the top two rated firms based upon the proposal submitted for the project.