

REQUEST FOR PROPOSALS FOR PROFESSIONAL SERVICES

PUBLIC PARKING AUTHORITY OF PITTSBURGH

PARKING RATE CONSULTANT

DATE ISSUED: February 8, 2012

DAVID G. ONORATO
EXECUTIVE DIRECTOR

1. **INTRODUCTION**

The Public Parking Authority of Pittsburgh ("Authority") desires to retain a consultant (the "Consultant") to analyze and recommend a parking rate structure for the Authority's garage facilities, neighborhood surface parking lots and on-street parking meters (collectively, the "Parking System") that optimizes the use of the Parking System and provides the Authority with sufficient revenues to meet its operating and capital expenses. As more fully set forth in this Request for Proposals for Professional Services (the "RFP"), the Authority is requesting proposals from qualified respondents that have demonstrated experience in analyzing and recommending parking rate structures in major U.S. cities.

2. **ABOUT THIS DOCUMENT**

This document is a Request for Proposals for Professional Services. It differs from an invitation for bid in that the Authority is seeking a solution, not a quotation meeting firm specifications for the lowest price. As such, the lowest price proposal does not guarantee an award recommendation. Instead, proposals will be evaluated based upon the criteria set forth herein and factors such as quality, experience in the field, availability and/or capability may figure into the evaluation.

The request for proposal process allows the Authority to negotiate with select respondents prior to awarding a contract. The Authority will thoroughly review all proposals received in a timely fashion and will utilize its best judgment when determining which respondents, if any, to schedule meetings with after receipt of all proposals. Subject to the other terms and conditions of this RFP, only those respondents that are qualified and responsible, as determined by the Authority, in its sole and absolute discretion, will be considered for an award of a contract hereunder.

3. **PARKING SYSTEM DESCRIPTION**

A. Existing Parking Meters: The Authority maintains approximately 6,813 on-street parking meters in the City of Pittsburgh (the "Existing Meters").

B. Garage Facilities: The Authority owns or leases eleven (11) garage facilities and two (2) manned parking plazas in the City of Pittsburgh (collectively, the "Garage Facilities"). Eleven of the Garage Facilities are located in the Downtown area and there is one Garage Facility in each of the neighborhoods of Shadyside and Oakland. Exhibit "A," attached hereto and made a part hereof, details the address of each of the Garage Facilities.

C. Surface Parking Lots: The Authority owns or leases thirty-four (34) surface parking lots in the City of Pittsburgh (collectively, the "Parking Lots"). Exhibit "B," attached hereto and made a part hereof, details the address of each of the Parking Lots.

4. **SCOPE OF WORK / PROJECT TIMELINE**

A. Scope of Work: The Scope of Work for this RFP is set forth on Exhibit "C," attached hereto and made a part hereof (the "Scope of Work").

B. Project Timeline: The start date and deadline for completing the professional services detailed in this RFP will be dictated by the Authority; however, the Authority expects that

the successful respondent will be able to complete the Scope of Work within six (6) weeks of entering into a contract with the Authority.

5. SCHEDULE AND DEADLINES FOR RFP

RFP Issued	February 8, 2012
Pre-Proposal Meeting (the "Meeting Date")	11:30 a.m. on February 21, 2012
Deadline For Respondents to Submit Questions and Requests for Clarification/Interpretation/Modification (the "Clarification Deadline")	5 p.m. on March 2, 2012
Deadline for Authority to Issue Addenda Addressing Questions and Requests for Clarification/ Interpretation/Modification (if any)	March 7, 2012
Deadline for Submission of Proposals (the "Proposal Deadline")	5 p.m. on March 15, 2012
Anticipated Board Action	April 19, 2012

6. ADMINISTRATIVE REQUIREMENTS AND RELATED INFORMATION

A. To be considered responsive, respondents must submit three (3) copies of their proposal in a clearly marked envelope by 5:00 p.m. Pittsburgh time on the Proposal Deadline, to the following address:

Christopher Holt, Director of Project Management
Pittsburgh Parking Authority
232 Boulevard of the Allies
Pittsburgh, PA 15222-1616

B. Any proposals received after 5:00 p.m. Pittsburgh time on the Proposal Deadline will be rejected.

C. The Authority reserves the right to extend or postpone the date and time for accepting proposals through an addendum to this RFP.

D. All proposals shall be signed by an individual authorized to bind the respondent and execute contracts on its behalf.

E. All proposals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all electronic media, reports, charts and other documentation submitted by a respondent shall become the property of the Authority when received. Nothing submitted shall be considered confidential or proprietary.

F. The Authority reserves the right to request additional information which, in the Authority's opinion, is necessary to assure that the respondent's competence, business organization, and/or financial resources are adequate to perform in accordance with this RFP and any resultant contract.

G. The Authority may make such investigation as it sees fit to determine the ability of the respondent to perform the professional services specified herein, and the respondent shall furnish the Authority all such information and data for this purpose as requested by the Authority. The Authority reserves the right to reject any proposal if the proposal submitted by, or investigation of, such respondent fails to satisfy the Authority that such respondent is properly qualified to carry out the obligations of a subsequent contract with the Authority and to satisfactorily perform the professional services specified herein.

H. The Authority reserves the right to reject any or all proposals, waive any irregularities or defects in any proposal, and modify or postpone or terminate the project detailed herein in its entirety or with respect to any respondent, at any time, for any reason or no reason.

I. All costs and expenses incurred by a respondent in the preparation and delivery of a proposal will be the sole responsibility of the respondent. The Authority will not be liable for any amounts to any respondent in any manner, under any circumstances, including without limitation, as a result of the termination of the RFP process.

J. The receipt of proposals or other documents by respondents during any stage of the process will in no way obligate the Authority to enter into any contract with any respondent or make the Authority liable for any respondent costs. This RFP is a solicitation only and is not intended to be nor should it be construed to be an offer to enter into any contract or other agreement.

K. No respondent, team member, employee, servant, agent, advisor, consultant or representative of that respondent may communicate with any other respondent, team member, employee, servant, agent, advisor, consultant or representative of any other respondent about the preparation of proposals. Each proposal shall be prepared without any connection, knowledge, comparison of information, or arrangement with any respondent, team member, employee, servant, agent, advisor, consultant, or representative of any other respondent. Each respondent is responsible to ensure that its participation in this RFP process is conducted fairly and without collusion or fraud.

7. CLARIFICATION OF REQUIREMENTS, ADDENDA & MODIFICATIONS

A. Any respondent in doubt as to the true meaning of any part of this RFP may request a clarification, interpretation and/or modification thereof from the Contact Person (as hereinafter defined). At the request of the respondent, or in the event the Authority deems the response to the request to be substantive, the clarification, interpretation and/or modification shall be made by an addendum. Requests for clarification, interpretation and/or modification must be submitted in writing to the Contact Person by 5 p.m. Pittsburgh time on the Clarification Deadline; any request received after this deadline will not be considered.

B. Inquiries regarding the RFP and all requests for clarification, interpretation or modification of the RFP must be directed in writing to Christopher Holt at cholt@pittsburghparking.com (the "Contact Person").

C. If any alleged errors are noted in the RFP, a respondent should immediately notify the Contact Person and, if confirmed, an addendum shall be issued.

D. The Authority will not accept telephone calls or any other forms of communication pertaining to this RFP, except as set forth in Section 7.B.

E. This RFP may be updated, supplemented or amended at any time by the Authority. Any changes, additions, deletions, or clarifications to the RFP will be made by addenda issued by the Authority.

F. Any addendum issued by the Authority shall be considered part of the RFP.

G. Addenda will be sent via e-mail and regular, first class U.S. mail to the last known business address of each person/entity listed with the Authority as having received a copy of the RFP for proposal purposes. The Authority will make reasonable efforts to notify respondents in a timely manner of modifications to the RFP. Notwithstanding the foregoing, each respondent shall be responsible for ensuring that its proposal reflects any and all addenda issued by the Authority prior to the proposal due date.

8. CONTRACT REQUIREMENTS

Each respondent, in its proposal, must agree to be bound by the following requirements, should it be awarded a contract in connection with this RFP:

A. Except for the gross negligence or willful misconduct of the Authority, respondent shall indemnify and hold harmless the Authority, its successors and assigns, from and against any and all loss, damage and liability and for any and all claims for damages on account of or by reason of bodily injury, including death, which may be sustained or claimed to be sustained by any person, including employees of respondent, and from and against any and all damages to property, including the property of the Authority, its successors and assigns, caused by or arising out of or claimed to have been caused by or to have arisen out of any act or omission in connection with the contract respecting this RFP, whether or not occasioned by the negligence of the Authority, respondent, or either party's agents, servants or employees. For purposes of enforcing this provision, respondent hereby waives any or all immunities it may have under the Pennsylvania Workers' Compensation Act or otherwise. This indemnification obligation shall survive termination or expiration of the contract.

B. Respondent shall maintain, at all times until the termination of the contract, the following insurance:

- | | | |
|------|----------------------|--|
| (i) | Workers Compensation | Statutory (in conformance with Pennsylvania's Worker's Compensation Act) |
| (ii) | Contractor's Public | Per Occurrence \$2,000,000 |

Liability including
Bodily Injury and
Property Damage

- (iii) Automotive Property Per Occurrence \$2,000,000
Damage and
Bodily Injury
- (iv) Umbrella Liability Annual Aggregate \$2,000,000

C. Respondent shall include the Authority and the City of Pittsburgh as an "Additional Insured" on the insurance described in this Section 8.

D. Respondent waives all right of subrogation against the Authority, its subsidiaries, agents, officers, directors and employees for recovery of damages to the extent covered by any insurance applicable to the project and will secure appropriate waivers from the insurers providing coverage applicable to the project.

E. Insurance will be written through financially responsible companies with an A.M. Best rating of A- VII or better.

F. By specifying the above minimum insurance requirements, the Authority does not represent that coverage and limits will necessarily be adequate to protect respondent, and such coverage limits will not be deemed as a limitation of respondent's obligations hereunder.

9. PRE-PROPOSAL MEETING

A non-mandatory pre-proposal meeting will be held on the Meeting Date, at 11:30 a.m. Pittsburgh time at the main offices of the Authority, which are located at 232 Boulevard of the Allies, Pittsburgh, PA 15222-1616.

10. PROPOSAL REQUIREMENTS

Each proposal must include the following parts:

A. NARRATIVE: Please organize your proposal so that it addresses each of the following items:

(i) Organization Qualifications:

1) Describe your organization and its experience in providing the Scope of Services. Identify any relevant accreditations.

2) Describe other projects completed by your organization that are of similar scope and magnitude to the professional services that are the subject of this RFP.

(ii) Project Description:

1) Provide a detailed explanation of your ability to provide the professional services that are the subject of this RFP, including, without limitation your ability to satisfy the Scope of Work / Project Timeline and Contract Requirements.

2) Identify how the project will be staffed, along with identifying dedicated key staff members and their experience in this field.

3) Provide the form of the contract covering all of the professional services that are the subject of this RFP that is proposed to be entered into with the Authority.

B. FEE PROPOSAL

(i) Please submit a fully completed and detailed fee proposal (the "Fee Proposal") in the form attached hereto and made a part hereof as Exhibit "D."

(ii) Submit such other back-up information the respondent deems appropriate respecting the Fee Proposal.

(iii) The Fee Proposal must be all inclusive; no additional out-of-pocket expenses or travel reimbursements that exceed the Fee Proposal will be reimbursed by the Authority.

C. MBE/WBE PARTICIPATION

Demonstrate a good faith effort to include Minority Business Enterprises and Women Business Enterprises. The Authority has established a utilization goal of 25% for MBE and 10% for WBE.

D. VALUE ADDED ITEMS:

Please indicate the value added items, if any, that the respondent is offering (at no additional cost) that would enhance the Authority's operations and/or the Parking System.

E. PRIOR AUTHORITY EXPERIENCE:

Please indicate the substantive prior work experience, if any, that the respondent has with the Authority.

11. EVALUATION AND SELECTION

A. Set forth below, in order of importance to the Authority, are factors that the Authority will consider when evaluating proposals:

(i) Fee Proposal – The Authority will evaluate the information submitted by each respondent in response to Section 10.B.

(ii) Organization Qualifications – The Authority will evaluate the information submitted by each respondent in response to Section 10.A.(i).

(iii) Project Description – The Authority will evaluate the information submitted by each respondent in response to Section 10.A.(ii).

(iv) MBE/WBE Participation – The Authority will evaluate the information submitted by each respondent in response to Section 10.C.

(v) Value Added Items – The Authority will evaluate the information submitted by each respondent in response to Section 10.D.

(vi) Prior Authority Experience – The Authority will evaluate the information submitted by each respondent in response to Section 10.E.

B. In addition, the Authority will evaluate each response to ensure that it is responsive (i.e. that the response includes the information required by the RFP).

C. The Authority reserves the right to (i) shortlist respondents; (ii) conduct interviews with, engage in discussions with or request additional information from any respondent at any time; and/or (iii) discuss best and final offers with any number of the respondents. Any such interviews or discussions shall be at no cost to the Authority. The respondent that is deemed best qualified shall be considered for contract negotiation.

D. The Authority anticipates executing a contract with the successful respondent within twenty (20) days following award of the contract.

E. The Board of Directors of the Authority has the final authority, in its sole and absolute discretion, for authorizing a contract with the Authority.

[EXHIBITS FOLLOW]

EXHIBIT "A" TO RFP

ADDRESSES OF GARAGE FACILITIES

EXHIBIT A
Pittsburgh Parking Authority Garages

FACILITY NAME & ADDRESS

Third Avenue Garage
238 Fourth Avenue
Pittsburgh, PA 15222-1708

Ft. Duquesne & Sixth Garage
120 Sixth Street
Pittsburgh, PA 15222

Ninth and Penn Garage
136 Ninth Street
Pittsburgh, PA 15222

First Avenue Garage and Station
600 First Avenue
Pittsburgh, PA 15219

Smithfield Liberty Garage
629 Smithfield Street
Pittsburgh, PA 15222

Wood Allies Garage
228 Boulevard of the Allies
Pittsburgh, PA 15222

Second Avenue Parking Plaza
1250 Second Avenue
Pittsburgh, PA 15219

Shadyside Garage
714 Bellefonte Street
Pittsburgh, PA 15232

Mellon Square Garage
500 Smithfield Street
Pittsburgh, PA 15222

Mon Wharf
1 Fort Pitt Boulevard
Pittsburgh, PA 15219

Forbes Semples Garage
210 Meyran Avenue
Pittsburgh, PA 15219

Grant Street Transportation Center
55 Eleventh Street
Pittsburgh, Pa. 15219

Oliver Garage
301 Fifth Avenue
Pittsburgh, PA 15222

EXHIBIT "B" TO RFP

ADDRESSES OF PARKING LOTS

EXHIBIT B

Pittsburgh Parking Authority Lots

FACILITY NAME & ADDRESS	
<p>12th & East Carson Street Lot 1217 Carson Street Pittsburgh, PA 15203</p>	<p>Beechview /Avenue 1541 Beechview Avenue Pittsburgh, PA 15216</p>
<p>18th & Carson Street Lot (Vietnam Veterans Memorial Lot) 1800 East Carson Street Pittsburgh, PA. 15203</p>	<p>Brookline Blvd. Lot 916 Brookline Blvd. Pittsburgh, PA 15226</p>
<p>18th & Sidney 18th & Sidney Streets Pittsburgh, PA 15203</p>	<p>Brownsville/Sankey 2702 Brownsville Road Pittsburgh, PA 15227</p>
<p>19th & Carson Street Lot 1916 Carson Street Pittsburgh, PA 15203</p>	<p>Butler Street Plaza 5224 Butler Street Pittsburgh, PA 15201</p>
<p>20th & Sidney Street Parking Plaza 20th & Sidney Streets Pittsburgh, PA 15203</p>	<p>Douglas/Phillips 5819 Phillips Avenue Pittsburgh, PA 15217</p>
<p>42nd & Butler 4200 Butler Street Pittsburgh, PA 15201</p>	<p>East Ohio St. 529 Foreland Street Pittsburgh, PA 15212</p>
<p>Ansley/Beatty 121 Beatty Street North Pittsburgh, PA 15221</p>	<p>Eva/Beatty 120 South Beatty Street Pittsburgh, PA 15206</p>
<p>Asteroid/Warrington 65 Asteroid Way Pittsburgh, PA 15210</p>	<p>Forbes/Murray (Library Lot) 5801 Forbes Avenue Pittsburgh, PA 15217</p>
<p>Beacon/Bartlett 5737 Beacon Street Pittsburgh, PA 15217</p>	<p>Forbes/Shady 1648 Shady Avenue Pittsburgh, PA 15217</p>

EXHIBIT B
Pittsburgh Parking Authority Lots

FACILITY NAME & ADDRESS	
Friendship/Cedarville 203/233 Cedarville Pittsburgh, PA 15224	Penn Circle N.W. 5900 Penn Circle North Pittsburgh, PA 15206
Harvard/Beatty 5910 Harvard Street Pittsburgh, PA 15206	Sheridan Harvard 6226 Harvard Street Pittsburgh, PA 15206
Homewood Zenith Kelly & Zenith Streets Pittsburgh, PA 15208	Sheridan Kirkwood 6117 Kirkwood Street Pittsburgh, PA 15206
IVY/Bellefonte 726 Ivy Street Pittsburgh, PA 15232	Shiloh Parking Plaza 118 Virginia Avenue Pittsburgh, PA. 15211
JCC/Forbes 5738 Forbes Avenue Pittsburgh, PA 15217	Tamello/Beatty 135 Tamello & Beatty Pittsburgh, PA 15206
Main/Alexander 431 Main Street Pittsburgh, PA 15220	Taylor Street Taylor Street & Corday Way Pittsburgh, PA 15224
Observatory Hill 3901-3915 Perrysville Avenue Pittsburgh, PA 15214	Walter Warrington Walter & Warrington Avenue Pittsburgh, PA 15210

EXHIBIT "C" TO RFP
SCOPE OF WORK FOR PROFESSIONAL SERVICES

[END OF RFP]

EXHIBIT "C" TO RFP

SCOPE OF WORK FOR PROFESSIONAL SERVICES

- The Consultant shall perform a parking rate analysis that includes all Existing Meters, Garage Facilities and Parking Lots.
- The Consultant shall benchmark the existing day, evening, weekend and special event rates charged by the Authority against the market rates charged in comparable, privately owned parking facilities in the City of Pittsburgh. The benchmark shall include, but not be limited to, a comparison of lease rates, hourly rates, and such other rate bands as may be requested by the Authority.
- The Consultant shall prepare a current market survey of the Garage Facilities and its competition within a geographic area defined by the Consultant, with input by the Authority. The Garage Facilities must be separated by parking zone, which zones will be identified by the Authority.
- The Consultant shall seek input regarding rate structures from business owners and community leaders in each neighborhood, including Downtown.
- The Consultant shall recommend optimal parking rates for the Existing Meters, Garage Facilities and Parking Lots. The recommendation must be geographically and demand sensitive (e.g. various streets in the same neighborhood may have different on-street parking rates; a Garage Facility located on the eastern side of Downtown may have different rates than a Garage Facility located on the western side of Downtown).
- The Consultant shall recommend the following respecting the Parking System: (1) Day and evening parking rates for the Existing Meters, Garage Facilities and Parking Lots; (2) Parking rates for transient parkers in the Garage Facilities and Parking Lots; (3) Lease rates and structures for the Garage Facilities and Parking Lots; (4) Pricing for special events in the City of Pittsburgh; and (5) Such other parking rate and rate band structures as may be appropriate, following discussion with the Authority.
- The Consultant shall consider the following factors in its analysis and recommendation: (1) The types of meter technology, revenue control systems and staffing currently maintained by the Authority, and any planned improvements to, or expansion of, the foregoing; (2) The Authority's present and projected operating expenses and capital expenses; (3) The Authority's desire to issue up to \$75 million in bonds; (4) The Authority's desire to promote turnover in the Existing Meters; and (5) Such other factors as may be determined by the Authority.
- The Consultant shall issue a comprehensive report to the Authority setting forth its findings and recommendations. The report must include an executive summary.

EXHIBIT "D" TO RFP
FEE PROPOSAL FORM

[END OF RFP]

EXHIBIT "D" TO RFP

FEE PROPOSAL

<u>PHASE & TASK</u>	<u>TOTAL COST</u>
Perform parking rate analysis of existing Parking System	\$ _____
Prepare current benchmark market survey of the Parking System	\$ _____
Evaluate & develop recommendations for optimal parking rates for the Parking System	\$ _____
Prepare comprehensive report on findings and recommendations	\$ _____
TOTAL FEE PROPOSAL	\$ _____

NOTE: Submit such other back-up information deemed appropriate and/or necessary correlating to the Fee Proposal.