

# **REQUEST FOR PROPOSALS**

## **CONSULTING SERVICES**

### **PARKING STUDY AND PLAN**

#### **1. INTENT**

The City of Dahlonega is accepting proposals from interested qualified consultants to provide consulting services for a parking study and plan.

#### **2. PROPOSAL DUE DATE**

Proposals will be accepted up until 3:00 p.m, March 29, 2010, at City Hall, 465 Riley Road, Dahlonega, GA, and should be mailed to the attention of: Christopher Austin, Finance Director.

#### **3. OVERVIEW**

Dahlonega is rich in culture and history. The heart the Georgia Appalachian Mountains, Dahlonega is the site of the first major U. S. gold rush. Incorporated in 1833, the City of Dahlonega is the county seat for Lumpkin County, Georgia. The 2000 census put the total population of 3,638 but with recent growth the number is nearing 5,000. Located at the north end of Georgia 400 in the heart of Georgia's wine country, Dahlonega is about an hour's drive from Atlanta. Dahlonega's beautifully preserved downtown commercial district, including the Public Square, is listed on the National Register of Historic Places and includes the Dahlonega Gold Museum Historic Site. It is housed in the old Lumpkin County Courthouse built in 1836, the US Mint building built in 1833 (now Price Memorial hall), and over many other historic buildings.

Now recognized as a regional center for history, tourism, and education Dahlonega began its initial downtown revitalization efforts more than 25 years ago and is now recognized as a national Main Street City. The City has enjoyed some successes with streetscape improvements, a reinvigorated downtown district, partnership with North Georgia College & State University, and citizen participation in numerous community programs.

Dahlonega is working to coordinate the planning of the City with the growing needs of its citizens, merchants, and tourist populations. The challenges faced by the City of Dahlonega include: balancing tourist, citizen, and merchant needs in an organized way while maintaining the quaintness of a small town community; preserving and enhancing Dahlonega's historical buildings and heritage in a time of change; and creating a supportive atmosphere for year-round festivals, shopping, and entertainment.

The City of Dahlonega seeks to facilitate responsible growth and developed a downtown master plan to guide development through 2028. The Downtown Master Plan is expected to stimulate private business investment in the city, improve pedestrian safety, and increase pedestrian traffic from the Public Square outward to the edges of the central business district. The Master Plan is a guidebook for maintaining and improving the appearance of streetscape and landscape features and boosting economic development.

Any future land use decisions in the downtown core require an evaluation of impacts the uses may have on future parking requirements. Therefore, the development of a Parking Management Plan is a necessary and valuable step for the entire downtown.

The study area is comprised of approximately 54 blocks defined as the downtown core of Dahlonega (Beginning on East Main Street at Choice Street, extending along to West Main

Street at Vickery Drive; beginning on the north side at Jones Street/Wimpy Mill Road area extending south to Martin Street.

The City of Dahlonega is seeking consultant services to prepare a comprehensive overview of the municipal and private parking infrastructure in the downtown core, including a management plan and recommendations for efficient utilization, management, and planning for future needs.

Information regarding the City can be obtained from the City's website at [www.dahlonega-ga.gov](http://www.dahlonega-ga.gov)

#### **4. AWARD CRITERIA**

The City of Dahlonega reserves the right to award the contract generated from this Request for Proposals (RFP) to the respondent who presents a proposal that best meets the specifications as listed herein and represents the most beneficial procurement as determined by the City. The award will be made by the City Council and shall be based on the respondent's interpretation of the City's needs, as exhibited by the criteria listed below.

Proposals will be evaluated on the basis of the following criteria:

##### **A. Experience and Qualifications of the Respondent**

Consideration will be given to respondents demonstrating strong capabilities, experience and reputation in undertakings similar to those described in this RFP. Similar experience will be understood to include providing similar services to municipalities.

##### **B. Proposal Completion**

Proposal responses will be evaluated on completeness, clarity/accuracy of the information requested and proposal presentation.

##### **C. Financial Terms**

Consideration will be given to proposals that present the most cost efficient terms to the City over the term of the contract. The City reserves the right to waive any minor deviation in proposal responses received when such waiver is in the best interest of the City, and reserves the right to modify any requirements, terms or conditions as outlined in this RFP when such modification(s) is (are) in the best interest of the City. Proposals will only be accepted from thoroughly competent, experienced and financially qualified individuals or entities as determined solely by the City of Dahlonega. Respondents are responsible for submission of accurate, adequate and clear descriptions of the information requests. Omissions, vagueness, or inaccurate descriptions or responses shall not be interpreted in favor of the respondents and shall be grounds for proposal rejection. This document is not an offer to contract but is a Request For Proposals (RFP) as defined herein, to satisfy specific user requirements of the City of Dahlonega. Neither the issuance of the RFP, preparation and submission of a response, nor the subsequent receipt and evaluation of any response by the City of Dahlonega, will commit the City to award a contract to any respondent even if all of the user requirements in the RFP are met. The City may modify these requirements in whole or in part and/or seek additional respondents to submit proposals. Only the execution of a written contract will obligate the City in accordance with the terms and conditions contained in such contract. Respondents may be required to make a presentation of their qualification to the Evaluation Committee.

## **5. SCOPE OF WORK**

Develop a Parking Plan for the City of Dahlonega and create strategies for implementation. This work should be done in conjunction with public consultation. The following presents the minimum activity that will be needed to complete the scope for this project:

### **A. Proposed Methodology for Citizen Input**

Propose a methodology for a survey of citizens to determine parking needs and effectiveness of the City's parking management. Conduct the survey, analyze results and offer specific recommendations to address issues raised in the survey.

### **B. Inventory of Existing Parking Spaces & Assessment of Current Operating Costs & Revenues**

### **C. Parking Utilization Observations and Analysis**

### **D. Assessment of Existing and Future Land Uses & Calculation of Theoretical Demand**

Assess the demand for parking within the study area and evaluate the demand to current inventory; project new demand based on proposed development. Identify peak demands and periods of the day when parking is at low demand. Identify sub-areas in the City where there are "spot shortages" and identify where parts of the City may have continued surpluses. Identify potential new revenues or new areas for parking through acquisitions/dispositions or new development.

### **E. Review and Recommendations for Parking Facilities Maintenance and Capital Improvements**

Prepare parking maintenance and improvement plans: Prepare a comprehensive asset management plan for current municipal parking facilities. This plan should be disaggregated to each individual parking lot. For each lot, the Consultant will assess the overall condition of the parking facility; articulate capital expenditures needed for phased program improvements; the revenue generated from the facility; estimated operating cost and net operating income.

### **F. Review and Recommendations for Parking Management Strategies**

Propose measures for effective parking management and operations:

1. Make recommendations regarding the overall fee structure for on- and off-street parking; show comparisons to similar localities;
2. Identify staffing levels needed to perform satisfactory parking management; The respondent will be expected to attend at least two (2) progress meetings and present findings at two milestone meetings attended by a Parking Steering Committee (to be created). There will be a final presentation to the Dahlonega City Council when the project is completed.

## **6. PROJECT TIMELINE**

Key dates in the City of Dahlonega Parking Plan Process are:

- Deadline for Proposals **3:00 p.m., March 29, 2010**
- Council chooses winning consultant, **April 5, 2010**
- Completed Parking Plan to be submitted by **September 1, 2010**

## **7. GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT FOR CONTRACTORS**

For the successful bidders contracting with the City:

- A.** Pursuant to the Georgia Security and Immigration Compliance Act of 2006, the Contractor understands and agrees that compliance with the requirements of O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02 are conditions of this Agreement. The Contractor further agrees that such compliance shall be attested by the Contractor through execution of the contractor affidavit required by Georgia Department of Labor Rule 300-10-1-.07, or a substantially similar contractor affidavit. The Contractor's fully executed affidavit is attached hereto as an Exhibit and is incorporated into this Agreement by reference herein.
  
- B.** The Contractor understands and agrees that, in the event the Contractor employs or contracts with any subcontractor or subcontractors in connection with this Agreement, the Contractor shall:
  - 1. Secure from each such subcontractor an indication of the employee number category as identified in O.C.G.A. § 13-10-91 that is applicable to the subcontractor;
  
  - 2. Secure from each such subcontractor an attestation of the subcontractor's compliance with O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02 by causing each such subcontractor to execute the subcontractor affidavit required by Georgia Department of Labor Rule 300-10-1-.08, or a substantially similar subcontractor affidavit. The Contractor further understands and agrees that the Contractor shall require the executed subcontractor affidavit to become a part of the agreement between the Contractor and each such subcontractor. The Contractor agrees to maintain records of each subcontractor attestation required hereunder for inspection by the Department at any time."

## **8. PROPOSAL FORMAT**

The consultants shall submit one (1) original and four (4) copies of the proposal by March 29, 2010 to Christopher Austin, Finance Director, City of Dahlonega, 465 Riley Road, Dahlonega, GA 30533.

Each submittal should have clearly marked on the envelope **“PARKING PLAN.”**

For the proposal to be considered it must include:

- (a) A statement of the respondent's understanding of the scope of work.
- (b) A commitment to the project schedule.
- (c) A work plan indicating how the objectives will be met.
- (d) Proposed methodology.
- (e) The name of each team member committed to the assignment together with detailed resumes highlighting personal involvement in similar projects.
- (f) A projected timetable/schedule for the completion of all stages. This timetable will provide an indication of the type and timing of any required meetings, and the expected hours which each team member will spend on the project.

- (g) An indication of how public consultation will be undertaken.
- (h) Proposed fee and disbursement breakdown of budgeted costs for each component and stage of work.
- (i) All prices shall be based on supplying everything as proposed. The proposal should include all costs that the proponent will incur in his/her work including costs of telephone calls, paper, photocopies, gas, applicable taxes, and any other operating expenses. In addition, the proponent's bid should include the expenses for "other professional services" should he/she wish to involve another consultant for completing the project.
- (j) Any deviations from the detailed specification shall be clearly identified and explained by the proponent.
- (k) Completed and signed Vendor/Contractor Affidavit and Agreement (attached)
- (l) Completed and signed Subcontractor Affidavit (attached)

## **8. INQUIRIES**

All inquiries related to this "Request for Proposal" are to be directed to:

Christopher Austin, Finance Director  
Tel: (706) 864-6133  
Email: [caustin@dahlonega-ga.gov](mailto:caustin@dahlonega-ga.gov)  
City of Dahlonega  
465 Riley Road  
Dahlonega, GA 30533



**STATE OF GEORGIA  
CITY OF DAHLONEGA**

**VENDOR/CONTRACTOR AFFIDAVIT AND AGREEMENT**

**COMES NOW** before me, the undersigned officer duly authorized to administer oaths, the undersigned contractor, who, after being duly sworn, states as follows:

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02, stating affirmatively that the individual, firm, or corporation which is contracting with the City has registered with and is participating in a federal work authorization program\* in accordance with the applicability provisions and deadlines established in O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02.

The undersigned contractor further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to the contract with the City of Dahlonega, Georgia, of which this affidavit is a part, the undersigned contractor will secure from such subcontractor( s) similar verification of compliance with O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02 through the subcontractor's execution of the subcontractor affidavit required by Georgia Department of Labor Rule 300-10-1-.08 or a substantially similar subcontractor affidavit. The undersigned contractor further agrees to maintain records of such compliance and provide a copy of each such verification to the City at the time the subcontractor(s) is retained to perform such service.

\_\_\_\_\_  
EEV / E-Verify Number

FURTHER AFFIANT SAYETH NOT.

\_\_\_\_\_  
BY: Authorized Officer or Agent

\_\_\_\_\_  
Date

\_\_\_\_\_  
Contractor Name

\_\_\_\_\_  
Title of Authorized Officer or Agent of Contractor

\_\_\_\_\_  
Printed Name of Authorized Officer or Agent

Sworn to and subscribed before me

This \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_

\* Any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603. As of the effective date of O.C.G.A. § 13-10-91, the applicable federal work authorization program is the "EEV I Basic Pilot Program" operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA).



STATE OF GEORGIA  
CITY OF DAHLONEGA

SUBCONTRACTOR AFFIDAVIT

COMES NOW before me, the undersigned officer duly authorized to administer oaths, the undersigned subcontractor, who, after being duly sworn, states as follows:

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02, stating affirmatively that the individual, firm, or corporation which is engaged in the performance of services under a contract between \_\_\_\_\_ (name of contractor) and the City has registered with and is participating in a federal work authorization program\* in accordance with the applicability provisions and deadlines established in O.C.G.A. § 13-10-91 and Georgia Department of Labor Rule 300-10-1-.02.

\_\_\_\_\_  
EEV / E-Verify Number

FURTHER AFFIANT SAYETH NOT.

\_\_\_\_\_  
BY: Authorized Officer or Agent

\_\_\_\_\_  
Date

\_\_\_\_\_  
Subcontractor Name

\_\_\_\_\_  
Title of Authorized Officer or Agent of Subcontractor

\_\_\_\_\_  
Printed Name of Authorized Officer or Agent

Sworn to and subscribed before me

This \_\_\_\_\_ day of \_\_\_\_\_, 2009

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_

\* Any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603. As of the effective date of O.C.G.A. § 13-10-91, the applicable federal work authorization program is the "EEV I Basic Pilot Program" operated by the U.S. Citizenship and Immigration Services Bureau of the U.S. Department of Homeland Security, in conjunction with the Social Security Administration (SSA).