



## **REQUEST FOR QUALIFICATIONS (RFQ):**

### **Downtown Parking Facilities Assessment for the Downtown Mobility Authority**

#### **INTRODUCTION TO THE DMA:**

Part of the Downtown Memphis Commission, the Downtown Mobility Authority (DMA) is a seven-member board chartered by the State of Tennessee. The DMA's mission is to advocate for mobility and parking improvements in Downtown Memphis and ensure adequate parking to support a growing Downtown. Additionally, the DMA monitors parking trends in Downtown, encourages mobility initiatives and parking-demand management strategies, influences parking policies, and contracts with private companies for the day-to-day operations and future planning of Downtown parking facilities.

#### **WHY CREATE A PARKING FACILITY ASSESSMENT STUDY?**

The DMA owns only about 8 percent of all Downtown parking but wants to influence the overall parking ecosystem to be better utilized and priced in a way that encourages high turnover in high-demand locations. The DMA also wants to identify situations where mobility solutions can be implemented as strategies to relieve parking demand.

To act as leaders in Downtown parking performance optimization, the DMA must be good stewards of their own facilities, understand short and long-term parking needs, and identify funding priorities. A parking facilities assessment may allow the DMA to understand each facility's current and future priorities and help budget limited resources and funding with maximum impact.

#### **GOALS FOR THE DOWNTOWN PARKING FACILITIES ASSESSMENT:**

The DMA will hire a consultant to perform the parking facilities assessment study and create a maintenance recommendation plan for five parking garages in Downtown Memphis:

1. Shoppers Garage, 85 N Front Street
2. Criminal Justice Center Parking Garage, 245 Washington Ave
3. 250 Peabody Place Garage, 250 Peabody Place
4. First Park Place Garage, 21 S Second Street
5. Gayoso Parking Garage, 108 Gayoso Avenue

Within this plan, the DMA would like recommendations about which improvements are critical to

the structure and safety of the facilities, which are non-urgent but necessary, and which features could be added to increase the hospitality and attractiveness of the garages.

The Assessment should be structured with the following features:

- Clear, concise, and easy-to-understand document emphasizing pictures and illustrations over long paragraphs of plain text.
- Clearly distinguish high-impact critical improvements and priority recommendation timeline from secondary improvements that add curb appeal and increase positive perceptions.
- Align with the Downtown Parking Study priorities to use existing parking first and add mobility connections when possible.

### **SCOPE OF SERVICES:**

The exact scope of work will be determined in collaboration with the selected consultant. In general, the project is anticipated to include:

1. Review plans and documents relevant to the facilities assessment, like the Downtown Parking Study and Peabody Garage Structural Review.
2. Attend a site tour of the five garages to get familiar with the existing conditions and different user audiences.
3. Meet with DMC staff and the affiliated parking operators to discuss current utilization and future projections.
4. Conduct a facility condition assessment including the following elements:
  - a. Structural integrity
  - b. Capacity - Number of spaces
  - c. Curb Appeal - Lighting and paint
  - d. Signage and wayfinding
  - e. Major repairs - stairwells, elevators, electrical, pumps, and drainage
  - f. Functionality - Ceiling heights, turn radius, and aisle widths.
  - g. CPTED - Crime prevention through environmental design
5. Make observations of the following additional components:
  - a. Existing accessory spaces
  - b. EV charging
  - c. Bike parking
6. Develop a draft report and conduct a review with the DMC staff. The report will include key information for each facility, priority improvements and timeline recommendations, and a regular maintenance plan recommendation and budget. In addition, the report will include a list of additional improvements that are non-urgent but will add to the overall hospitality of each facility.
7. Work closely with the DMC staff to prepare the final draft document.
8. Meet with the DMA Board of Directors, as needed.

**PROJECT TIMELINE:**

The exact project timeline will be developed in consultation with the selected consultant. The dates below represent DMC goals for key milestones.

- November 28, 2022: RFQ published.
- December 7, 2022: Questions due.
- December 12, 2022: Responses posted.
- January 13, 2023: Consultant proposals due by 3:00 PM CST.
- January 25 - February 15, 2023: Finalists' interview and selection.
- March 1, 2023: Contract execution.
- March 6, 2023: Project kickoff and start date.
- May 5, 2023: First draft report completed.
- May 26, 2023: Final draft and project completion.

**EQUAL BUSINESS OPPORTUNITY (EBO) POLICY:**

The DMC maintains a goal of at least twenty-five percent (25%) participation in all projects by minority and/or women-owned business enterprises (MWBES). The selected consultant is required to proactively reach out to MWBES and provide a fair opportunity to receive notice, bid on, and be considered for selection of any potential subcontracting opportunity associated with this project. In your response to the RFQ, please indicate how your firm will meet this goal and how your firm will make best faith efforts toward achieving the goal.

**DELIVERABLES:**

The consultant will prepare the Downtown Parking Facilities Assessment in a format agreed upon in advance by the DMC Staff. The specific deliverables will be subject to further discussion with the selected consultant.

**SUBMISSION REQUIREMENTS:**

Prospective consultants should respond to this RFQ with the information outlined below.

- Statement of Qualifications:  
Provide a concise summary of the firm's background, capabilities, experience, and qualifications relative to this project. Include a synopsis of similar assignments and projects completed by the firm in the last five years, emphasizing developing maintenance and facility plans for urban areas using a graphic-focused approach.
- Key Personnel:  
Please provide a brief description of the firm's key personnel's present activities and availability to accomplish the required services.

- Examples of Relevant Work:  
Provide up to 3 examples of successful similar planning documents prepared by the firm that demonstrates the quality of work product produced by your firm. Include contact information for a project reference, the name of each example document, and links to download the full materials.
  
- Company Information:  
Identification of staff's capabilities and the Project Manager assigned to the project; an organizational chart showing the proposed relationships between all key personnel and the support staff assigned to the project; the proposed responsibilities of each person on the chart; and brief resumes to highlight special qualifications and experience relevant to the required project tasks.
  
- Sub-consultants:  
Identify any sub-consultants to be used, if any. Information shall include the name and address of the sub-consultant, resumes of the key staff proposed for the project, and the tasks to be carried out.
  
- EBO Policy:  
Briefly discuss how your firm will make its best faith efforts toward meeting the requirements of the DMC's EBO policy.
  
- Project Approach & Public Participation:  
Based upon the information provided within this RFQ, briefly describe your recommended project approach and a preliminary timeline of major project milestones and key tasks to be completed.
  
- Estimated Project Cost:  
Provide an estimate of total cost to complete the project.

**SELECTION CRITERIA:**

DMC Staff and a subcommittee of DMA board members will review all responses to the RFQ and select finalists to participate in one or more Zoom interviews. DMC Staff will make a final recommendation to the DMA Board of Directors, who will select the project consultant.

Selection of the consultant for this project will be based on the following factors:

- Responsiveness to the RFQ.

- Demonstrated experience writing clear and understandable facility assessments and maintenance plans for urban areas and downtown contexts.
- Experience using graphics and illustrations to effectively communicate complex design ideas to a diverse and non-technical audience.
- Professional qualifications and capability of the assigned consultant team.
- Total project fee.
- Client references - minimum of three (3) required.

**SUBMITTAL PROCESS & DEADLINE:**

Should you be interested in submitting a proposal for this project, please email the response as a single PDF document to [bermudez@downtownmemphis.com](mailto:bermudez@downtownmemphis.com) on or **before 3:00 PM CST on January 13, 2023**.

Questions? Email Lauren Bermudez – [bermudez@downtownmemphis.com](mailto:bermudez@downtownmemphis.com).

The DMC may need to request additional information from the respondents as part of the selection process once the finalists have been identified. Moreover, the DMC reserves the right to not select a proposal following this process. In that event, the DMC may, or may not, elect to reissue the RFQ if necessary to solicit additional interest in the project.

**ADDITIONAL BACKGROUND INFORMATION:**

The history of Downtown Memphis is colorful and culturally significant to the American experience, playing a vital role in American music and the arts, our civil rights movement, and the distribution industry. As the largest port between St. Louis and New Orleans on the Mississippi River, Memphis has long served as a major distribution and transportation center. And, as home to FedEx Logistics, Downtown Memphis still serves this role.

In 1977, the City of Memphis and Shelby County governments established the Center City Commission, now known as the DMC, to capitalize on Downtown's role as the economic, cultural, and governmental heart of the city and county. Today, the DMC is the primary leader in the comprehensive redevelopment of the Central Business Improvement District (CBID) and the official partnership between local government and the private business community in Downtown revitalization. And Downtown is a bustling residential, business, and entertainment center truly the heart and soul of Memphis.

With more than \$5 billion in the development pipeline, Downtown Memphis is experiencing the most dramatic period of redevelopment in its history, with tremendous prospects on the horizon. Downtown Memphis is home to our City and County government, our medical district, as well as our dining, arts, and entertainment districts. Downtown's diverse population fuels the cultural richness

and authenticity that makes Memphis a unique and special place.

The DMC consists of five (5) separate, but related, boards of volunteer members. The Downtown Mobility Authority (DMA) is a seven-member board with additional non-voting advisors. The seven regular members are all appointed by the City of Memphis and Shelby County.

The DMA's mission is to advocate for mobility and parking improvements in Downtown Memphis and ensure adequate parking to support a growing Downtown. The DMA monitors parking trends in Downtown, encourages mobility initiatives and parking-demand management strategies, influences parking policies, and contracts with private companies for the day-to-day operations and future planning of Downtown parking facilities.

**DMC Website:**

**[www.downtownmemphis.com](http://www.downtownmemphis.com)**