

**RFP #11-23**  
**City of Portsmouth, New Hampshire**  
**Department of Public Works**

PARKING SUPPLY AND DEMAND ANALYSIS  
FOR DOWNTOWN PORTSMOUTH, NH

ISSUE DATE: Friday, September 30<sup>th</sup>, 2022

**REQUEST FOR PROPOSALS**

**Sealed proposals, plainly marked, RFP #11-23 Parking Supply and Demand Analysis for Downtown Portsmouth, NH** shall be addressed to the Finance/Purchasing Department, City Hall, 1 Junkins Avenue, Portsmouth, New Hampshire, 03801. **Proposals will be accepted until Tuesday, November 22<sup>nd</sup>, 1:00pm.**

A mandatory pre-proposal meeting will take place on **Thursday, October 20th at 2pm**, in the Public Works Training Room at 680 Peverly Hill Road, Portsmouth, NH.

The City of Portsmouth reserves the right to reject any and all proposals, to waive technical or legal deficiencies, and to accept any proposals that are deemed to be in the best interest of the City.

Proposal specifications may be obtained from the City's web site at [www.cityofportsmouth.com](http://www.cityofportsmouth.com) or by contacting the Purchasing Coordinator at the above address, or by calling the Purchasing Coordinator at 603.610.7227. Addenda to this proposal, if any, including written answers to questions, will be posted on the City of Portsmouth website under the project heading.

If you have any questions, please contact the Finance/Purchasing Department at the following number 603.610.7227 between 9 a.m. and 4 p.m.

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PARKING SUPPLY AND DEMAND ANALYSIS  
FOR DOWNTOWN PORTSMOUTH, NH

**STUDY PURPOSE**

The City of Portsmouth seeks proposals from qualified consulting firms to study the supply and demand for parking in downtown Portsmouth. The study should assess and identify current and alternative approaches to ensuring an adequate parking supply, inform future public investments and guide policy choices and zoning updates, including strategies that:

- Optimize utilization of public parking facilities and pricing structure;
- Cultivate mode shift and mitigate induced parking demand where possible, and;
- Make effective use of available and future technology.

**STUDY AREA**

Portsmouth is a thriving city with a population of 22,191, located on the shores of the Piscataqua River a few miles inland from the Atlantic Ocean. Portsmouth has a strong and diverse economy.

With its historic architecture and compact layout of just over 200 acres, downtown Portsmouth serves as the social, civic and cultural heart of the city, and is a regional center for dining, entertainment and the arts. The downtown contains a complex mix of commercial, residential, municipal, public and non-profit uses. Recent development has emphasized residential condominiums and apartments with first-floor commercial uses. As a tourist destination, restaurants, bars, historic tours, marine excursions and cultural institutions are significant downtown parking demand generators. Within the city's central business district there are 117 restaurants with a total of 12,702 indoor seats and an additional 2427 outdoor seats. Important cultural and entertainment venues that generate parking demand include the Music Hall, the Loft, Seacoast Repertory Theatre, and Strawberry Banke Museum. Due to the mix of commercial, residential, entertainment and dining uses, peak parking demand occurs during the lunch hour, and then again when daytime and evening uses overlap, between 5:00 and 8:00 pm. Additionally, the downtown attracts dozens of events annually, including music, food and arts festivals, parades, foot and bicycle races which add to the influx of visitors year-round.

The study area for this project shall include but not be limited to the Central Business District (CBD) and the adjacent neighborhoods and streets that abut this district. The CBD is depicted in Exhibit 1. It depicts the entire Central Business District along with some of the neighborhoods

and streets around the periphery of the CBD. The study area will include adjacent areas such as (a) residential streets that receive parking pressure from the CBD, (b) areas zoned Mixed Residence Office, and (c) municipal land and facilities around the South Mill Pond such as the Library, the Middle School and the South Mill Pond Playground. Several municipal parking facilities are located in this peripheral area but primarily serve uses and activities in the CBD. The final study area will be determined during contract negotiations.

**Parking Inventory**

The City of Portsmouth provides or manages 2,891 total parking inventory in and around the downtown area, including 2,444 metered spaces, and 447 non-metered (free).

The following is a breakdown of the City’s metered parking inventory:

<u>Location</u>	<u>Inventory</u>	<u>Governance</u>
Hanover Parking Facility:	891	Amano PARCS
Foundry Parking Facility:	600	TIBA PARCS
Surface Lot Metered Parking:	284	CALE & ParkMobile
On-Street Multi-Space Meter:	444	CALE & ParkMobile
On-Street Single-Space Meter:	201	IPS & ParkMobile
<u>On-Street Parkmobile Only:</u>	<u>24</u>	<u>ParkMobile Only</u>
<b>Total City:</b>	<b>2444</b>	

The following is a breakdown of the City’s non-metered (free) parking inventory:

<u>Location</u>	<u>Inventory</u>	<u>Governance</u>
Parrot Avenue Lot:	186	none; non-metered
South Mill Playground Lot:	90	none; non-metered
St. John’s Masonic Lot (Leased):	61	none; non-metered
Middle Street Baptist (Leased):	17	none; non-metered
Prescott Park North End Lot:	10	none; non-metered
<u>City Hall Complex Lower Lot:</u>	<u>100</u>	<u>none; non-metered</u>
<b>Total non-metered (free):</b>	<b>464</b>	

As shown in the table above, the parking garages are controlled by on-site access and revenue control systems; mobile apps are not accepted for payment at the City’s parking garages. Sixty-three (63) Cale/Flowbird pay-by-plate meters control the metering for 728 on-street and off-street spaces, while 201 spaces are controlled with single-space parking meters, and 24 on-street Loading Zone Shared spaces are controlled via ParkMobile.

Parking is enforced Monday through Saturday from 9 am to 8 pm, and on Sundays from 12 pm to 8 pm. Both municipal garages are gated and controlled 24/7/365.

In addition to the public spaces, there are an *estimated* 1,625 private parking spaces in the downtown that are not part of City-managed inventory, including spaces in structures at or below street level.

Thus, the total downtown parking inventory is estimated to be approximately 4,516 spaces, of which 1491 (33.02%) are located in City-managed garages, 284 (6.3%) are in municipal surface lots spaces, 669 (14.8%) are on City-managed streets, 447 (9.9%) are on municipal free lots, while an *estimated* 1625 (35.9%) are privately owned.

## **STUDY BACKGROUND**

Adequate and affordable parking and intermodal transit opportunities are long term goals for enhancing economic vitality in downtown Portsmouth. To meet these goals, the City has conducted a series of parking studies and taken action to increase parking supply and transit opportunities. In 1998, and again in 2012, the City of Portsmouth commissioned Downtown Parking Studies to assess existing parking conditions, project future parking requirements and recommend actions. The 2012 report concluded that additional downtown parking inventory was necessary to meet projected parking demand.

### **Expanding the Downtown Parking Supply**

Pursuant to goals set forth in 2012, the City moved ahead with projects to expand the existing downtown parking supply, engaging in multiple leased parking lot agreements (presently totaling 2 for 78 spaces) to allow the public use of certain private parking lots during specified periods. In 2018, the City completed construction of the 600-space Foundry Place Garage Parking Facility.

### **Zoning Issues**

The existing parking situation in the downtown must be understood within the context of past and current municipal policy regarding the provision of on-site parking for development and redevelopment. Since 1997, provisions in the City's Zoning Ordinance have allowed redevelopment to take place on certain parcels without providing additional off-street parking. Other private development projects in the central business district have been permitted to provide on-site parking at lower ratios than elsewhere in the City, or to avoid providing on-site parking by making a payment to a municipal fund designated for parking and intermodal improvements (a practice now discontinued). The payment amount had been significantly less than the cost of providing parking spaces, and was used primarily for leasing existing spaces in private lots around the periphery of the downtown.

In December 2009, the City completed a comprehensive revision of its Zoning Ordinance which included a number of changes to the parking provisions in the downtown area. The revised Ordinance reduced parking requirements for most nonresidential uses in the downtown, and significantly increased the optional payment in lieu of providing off-street parking spaces (a practice now discontinued). The implementation of these changes led to a vigorous debate over municipal parking policies and strategies, including questions about how much off-street

parking is needed and whether the City or private property owners should be responsible for providing parking.

### **Planning Discussions**

In July 2010, a city initiated focus group comprised of downtown property owners, developers, and city staff issued a study titled *A Report on Parking Impacts and Downtown Vitality*, which analyzed supply and demand and made recommendations for zoning changes, and expansion of City-managed parking inventory.

The report recommended that the City plan the downtown parking supply based on a ratio of 2.0 to 2.2 parking spaces per 1,000 square feet of building floor area, regardless of use; and determined that the existing shortfall was between zero and 300 spaces. The report recommended that the City move immediately to create additional off-street structured public parking, which subsequently led to the construction of the Foundry Place Garage.

Following the downtown parking focus group's report, the City Council, Planning Board and Economic Development Commission held work sessions to review the recommendations and to consider other strategies for managing the downtown parking supply. This review culminated in a staff *Downtown Parking Omnibus* report, submitted to the City Council in March 2011. The Omnibus report contained 12 recommendations, including 5 zoning amendments and 4 changes to management strategies such as parking rates and hours of enforcement. The most significant short-term recommendation was to proceed with planning for design, financing and construction of a new parking facility (now the Foundry Garage). The City Council enacted ordinance changes to implement several of the recommended management strategies.

## **STUDY OBJECTIVES**

The 2022 study will refine the 2012 estimate of the aforementioned existing private parking supply of 1625 spaces in the downtown area, and will analyze parking demand and utilization based on existing private and City-managed inventory, development projects that have been approved, and anticipated future development. The study will answer the following questions:

1. Is there a shortfall of parking in the downtown? If so, how many additional parking spaces are needed to meet current demand?
2. How many additional parking spaces will be needed to serve (a) development projects that have already been permitted or are in the pipeline, and (b) anticipated downtown development in the next 10 years?
3. In what parts of the downtown will additional parking spaces be most needed within this time period?
4. How can the city optimize pricing for city parking facilities to encourage maximum utilization of all city parking?

5. Do parking regulations need to be updated to and how do they align with similarly situated cities where parking availability is being impacted by a concentrated (and increasing) residential, employment, and recreational/entertainment uses?
6. Are there strategies for cultivating mode shift and mitigating parking demand that the city should be considering?
7. What are the parking impacts to abutting neighborhoods resulting from spill-over parking demand.

The answers to these questions and the recommendations included in the report will aid the City Council in its decision whether to move forward on the next phase in drafting an updated comprehensive Parking management philosophy.

### **Scope of Services**

Analysis: The parking supply and demand analysis shall quantify existing and projected parking supply and demand, and the estimated surplus or shortfall in the parking supply. The study tasks include:

1. Update existing data and analyze:
  - The existing public and private parking supply in the study area;
  - The existing parking demand in the study area in accordance with commonly accepted principles (i.e. spaces required per square foot of floor area);
  - The potential parking demand in the study area from development projects which have already received City permits;
  - Current on-street parking utilization rates by hour, day and month; and
  - Current off-street parking utilization rates by hour, day and month.
2. Estimate parking demand in the study area from construction projects (next 3 to 10 years) as provided from staff input.
3. Identify parking sub-markets in the downtown area, based on proximity to demand.
4. Review parking requirements within the project area and provide recommendations for regulatory amendments that consider:
  - Existing parking inventory;
  - Community values including; downtown historic character, environmental protection, pedestrian supportive infrastructure, downtown vitality;
  - Available public transit; and
  - Typical parking requirements for similar communities.

Meetings: The Consultant is expected to meet with City staff as needed for the successful completion of the project. Two presentations to the City Council are anticipated.

Final Product: The final product shall be a bound report documenting the data collection, analysis and findings of the study. The consultant shall produce eight (8) copies of a draft

report for review, and twenty (20) bound copies of the final report. The final report shall also be provided in digital files (Microsoft Word and PDF).

### **Project Schedule**

<b>Item</b>	<b>Date/Time</b>	<b>Location</b>	<b>Time Elapsed</b>
RFP Issued	Friday, Sept 30, 2022; 1pm	Purchasing Dept.	-
Pre-Meeting	Thurs, Oct 20, 2022; 2pm	680 Peverly Hill Rd	20 days
Proposal Deadline	Tue, Nov 22, 2022; 1pm	Purchasing Dept.	33 days
Interviews	Thurs, Jan 5, 2023; 2pm	680 Peverly Hill Rd	44 days
Completion Date	6-9 Months		

#### **City Role**

Parking and Transportation Division staff will be responsible for administering this project and overseeing the consultant's work on this project. Representatives of the City's Parking and Transportation Division, Public Works, Transportation Engineering, Economic Development and Planning Departments will review plans and other documents prepared by the consultant.

The following information is available for the Consultant's review at the Public Works Department, 680 Peverly Hill Road, Portsmouth, NH from 8:00 a.m. to 4:00 p.m. Monday through Friday:

- Previous parking studies conducted for the City, including:
  - *2012 Downtown Parking Study*
  - *Report on Downtown Parking and Economic Vitality* (Downtown Parking Focus Group, July 2010)
  - *Downtown Parking Omnibus* (March 18, 2011)
- List of local events and institutions that generate parking demand
- Map of municipal on-street and off-street parking spaces in the downtown
- Leases for surface public parking at Middle Street Baptist Church and Masonic Temple
- Data on utilization of the High Hanover Parking Facility and the Foundry Place Parking Facilities
- Data on utilization of public spaces with pay-by-plate metering
- Zoning Ordinance
- Current Master Plan

#### **Submittal Requirements**

Proposals shall include the following and shall be organized using each of the above required elements as section headings:

- A. Firm Description: Provide a brief description of the firm including firm size and area of specialization, and location of office proposed to handle this project.
- B. Project Team: Provide names and resumes of key professionals who would be assigned to the project, with the percentage of the project each person will conduct. Each team member's education and experience shall be listed. The project manager shall be clearly identified and a description of his/her relevant previous projects listed. A list of past relevant projects, which proposed project staff have played a central role in developing, shall be also provided.
- C. Statement of Project Understanding: The consultant shall state in succinct terms their understanding of what is required by this Request for Proposal.
- D. Scope of Services: Describe in narrative form the consultant's approach and technical plan for accomplishing the work listed herein. The Consultant is encouraged to elaborate and improve on the tasks listed in the RFP; however, the consultant shall not delete any requested scope tasks unless explicitly noted. The Consultant shall submit a schedule for completing the scope of work.
- E. Project budget: **Total project cost stated as a firm fixed fee.** Hourly rates for project staff shall also be provided.
- F. Three (3) references for similar projects, including current contact names and phone numbers.

Five (5) copies of the proposal must be submitted. Proposers are encouraged to avoid the use of synthetic report covers and partitions.

**Sealed Proposals, plainly marked "RFP #11-23 "Parking Supply and Demand Analysis for Downtown Portsmouth, NH" on the outside of the mailing envelope,** addressed to the Finance/Purchasing Department, City Hall, 1 Junkins Avenue, Portsmouth, NH 03801 will be accepted until Tuesday, November 22<sup>nd</sup>, 2022 at 1pm.

#### **Evaluation Criteria**

Proposals will be evaluated according to the following:

1. Responsiveness to submission requirements
2. Qualifications of firm and project team members. Particular attention will be given to the experience and demonstrated ability of the project manager to complete all project tasks.
3. Previous related work
4. Understanding of required project work
5. Proposal price

The City, at its discretion, may select a firm outright or select a finalist(s) for in-person and/or telephone interviews. The anticipated date and time for firm interviews is:



Thursday, January 5<sup>th</sup>, 2pm. ***Please make this date and time available in anticipation that your firm is selected for an interview.***

**Contract Document**

Upon selection, the highest ranking firm will be invited to enter into contract negotiations with the City. When the contract is executed by both parties, the Consultant will be instructed to commence providing the work outlined in the contract. All information, data, documents, photos, computer records, and other materials of any kind acquired or developed by the consultant pursuant to this project shall be the property of the City of Portsmouth. If the City is unable to reach agreement with the highest ranking firm, the City will enter into negotiations with the next highest ranking firm.

The City reserves the right to negotiate directly with the firm(s) selected for additional project work at the hourly rates shown in the proposal submitted in response to this RFP.

**Reservation of Rights**

The City reserves the right to undertake such investigation as it deems necessary to evaluate the qualifications of the vendor and to evaluate the proposal submitted. Vendors may be requested to execute releases for information. Failure to provide a release upon request will result in disqualification.

The City of Portsmouth reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the City and to negotiate the terms and conditions of any proposal leading to execution of a contract.

**Additional Information**

Requests for additional information should be directed to Bridie O’Brien, City of Portsmouth Purchasing Coordinator at 603.610.7227. Addenda to this request for proposal, if any, including written answers to questions, will be posted on the City of Portsmouth website at <http://www.cityofportsmouth.com/finance/purchasing.htm> under the project heading. Addenda and updates will NOT be sent directly to firms. Vendors submitting a proposal should check the web site daily for addenda and updates after the release date. Firms should print out, sign and return addenda with the proposal. Failure to do so may result in disqualification.

**Indemnification and Insurance Requirements**

The Contract will require the Consultant to agree to pay on behalf of and hold harmless the City of Portsmouth for all claims arising in whole or in part from its work on behalf of the City.

Consultant will be required to maintain insurance in such form as will protect the Consultant from claims and liabilities for damages for bodily injury, including accidental death, and for property damage, which may arise from operations under this contract. Consultant shall also be required to maintain professional liability insurance. Amounts and coverages shall be subject to contract negotiations.

**NONDISCRIMINATION CLAUSE**

NONDISCRIMINATION IN CITY CONTRACTS: Any entity that enters into a contract for goods or services with the City of Portsmouth or any of its boards, agencies, and departments and any recipient of city funds shall:

Implement an employment nondiscrimination policy prohibiting discrimination in hiring, discharging, promoting or demoting, matters of compensation, or any other employment-related decision or benefit on account of actual or perceived race, ethnicity, color, religion, national origin, gender, disability, age, military status, sexual orientation, gender identity, gender expression, or marital or familial status.

Not discriminate in the performance of the contract on account of actual or perceived race, ethnicity, color, religion, national origin, gender, disability, age, military status, sexual orientation, gender identity, gender expression, or marital or familial status.

**Exhibits**

1. Map of Central Business District