

**TOWN OF RYE  
REQUEST FOR PROPOSALS  
PROFESSIONAL CONSULTING SERVICES TO CONDUCT A PARKING STUDY**

Sealed Proposals, plainly marked “**RFP – PARKING STUDY**” on the outside of the mailing envelope, addressed to the Selectmen’s Office, Rye Town Hall, 10 Central Road, Rye NH 03870 will be accepted until 2:30pm, Thursday, April 10, 2014.

**Introduction**

The Town of Rye is seeking a qualified consultant to analyze seasonal parking along the Ocean Boulevard corridor. The selected consultant will analyze the existing and future summer parking needs of the Ocean Boulevard area and make recommendations to accommodate future parking growth. A detailed scope of expected services and the desired proposal format is described herein.

**Background**

The Town of Rye, New Hampshire is located on the Atlantic Coast, a one hour drive by car from Boston, Massachusetts; Portland, Maine or the foothills of the White Mountains. Although Rye has a total area of 35.5 square miles, 64.45% of it (22.9 square miles) is wetland or marsh. The Town of Rye has the longest stretch of coastline of any New Hampshire coastal town. It is home to several state and local beaches, state parks and beach related commercial and recreational activity.

The 2010 census credited Rye with a population of 5,300 residents. Summertime tourism increases the population and use of both state and town beaches. Parking for beach access is provided along either side of Ocean Boulevard, a state road, as well as side or access streets. Many of these smaller access streets are residential. Additionally the state of NH has two state beaches located in the town. Wallis Sands State Beach is the largest and provides off-street parking for a fee. Jenness Beach provides a minimal amount of off street metered parking spaces. The state has granted authority to towns to implement metered parking along Ocean Boulevard. During the summer months there is a great demand for beach parking during the day. The demand increases on nice weather days, holidays and weekends. The town also provides some residential parking by permit along its beach access ways. During times of high demand the town receives complaints from residents about illegal parking, overnight parking, vehicles blocking or obstructing the view of traffic from driveways, obstructing lines of sight at intersections, vehicles obstructing lines of sight at crosswalks, beachgoers crossing private property, mid-size to large recreational vehicles blocking access, and beach goers willing to pay a parking fine in lieu of paid parking. Parking ordinances are enforced by the Police Department.

The Board of Selectmen has a strong history of protecting beach access for everyone, not just town residents. However they recognize that the increasing demand and the concurrent level of complaints require a 5 to 10 year plan that may introduce metered parking along the Boulevard and town access roads.

## **Project Area**

The project study area to be included in this RFP shall consist of the Ocean Boulevard corridor. Said corridor shall begin at the North Hampton town line and extended northward to Odiorne State Park. Further, the study corridor shall include all streets and parking areas east of Ocean Blvd, as well as the following streets and parking areas west of Ocean Blvd: Causeway Rd, Central Rd (south of South Rd), South Rd (east of Central Rd), Sea Rd, Perkins Rd, Bernard Dr, Richard Dr, Brown Ct, Myrica Ave, Gray Ct, Power Ave, Big Rock Rd, Pine St, Cable Rd, Surf Ln, Breakers Rd, Jenness Ave, Locke Rd (east of Harbor Rd), Washington Rd (east of Winslow Way), Wallis Rd (east of Brackett Rd), Marsh Rd, Glendale Rd, Fairhill Ave, Sawyers Beach, Jenness Beach, Private parking behind 2281 Ocean Blvd, Wallis Sands State Park, parking areas between Wallis Sands State Park and Odiorne State Park. (See Map).

## **Scope of Work**

1. Analyze and evaluate the existing parking supply and demand along Ocean Boulevard within the study corridor, including an assessment of seasonal fluctuation and week vs. weekend to determine if there is a real parking problem or just a perception.
  - a. Perform studies during appropriate periods of time, to include good weather days, which will provide information on turnover, demand and occupancy patterns.
2. Create inventory of current parking supply and ownership.
  - a. Identify current public, state, town and privately owned parking areas.
3. Review current parking restrictions and limitations.
4. Provide a forecast of future demand over short, intermediate and long-time horizons
5. Develop strategies and associated costs for improved parking options along with recommendations for considering implementing metered and/or kiosk parking to include: projected annual gross income, capital expenses, operating expenses and net income suitable for budgeting; identification of meter and permit zones; permit program parameters; on-street and off-street parking regulation changes/additions including fine structures, signage needs, revenue enforcement, enforcement considerations, collection and new technologies. This task would also include recommendations for upgrading technology associated with parking enforcement, ticket processing & collections.
6. Identify potential sites that could satisfy projected parking deficits
7. Prepare concept plans for meeting with the Board of Selectmen and be present to answer questions; including detailed renderings or photo images.
8. Provide a final report with graphics and an executive summary to document the findings. Include one (1) electronic copy of the final report, twelve (12) bound paper copies of the final report.

## **Town Contact**

All questions should be directed to Michael Magnant, the Town Administrator, by phone (603) 964-5523, FAX (603) 964-1516, or emailing [mmagnant@town.rye.nh.us](mailto:mmagnant@town.rye.nh.us)

The RFP is available at [http://www.town.rye.nh.us/pages/RyeNH\\_legalnotices](http://www.town.rye.nh.us/pages/RyeNH_legalnotices) or by contacting the Selectmen's Office at the following number: (603) 964-5523.

### **Project Meetings**

The selected consultant shall, at a minimum, be required to attend a kick off meeting, progress meeting, draft plan review meeting, Board of Selectmen meeting and final presentation meeting. Additional meetings may be required, as needed, for collaboration and information sharing between consultant and the town, and/or to resolve issues or to discuss problematic study obstacles that may arise.

### **Project Schedule**

The study shall be completed within 150 calendar days.

### **Contract Fee**

The selected consultant shall enter into an agreement with the town for the proposed services stipulated as a “Not to Exceed” fee.

### **Proposal Format**

The proposals may be in any format that works best for RFP respondents, but shall include as a minimum, the following information:

- a. **Transmittal Letter:** A cover letter affirming the consultant’s interest in performing the services and confirming the primary contact person for the project.
- b. **Company Profile:** A description of the firm’s size, general qualifications, expertise, experience and services, particularly with respect to parking studies.
- c. **Project Approach:** A project scope and understanding describing the consultant’s understanding of the minimum requirements, and a summary and description of the tasks which will be performed by the consultant.
- d. **Project Team:** A listing of the members of the proposed project team and the roles of each team member. Indicate the proposed project manager who will be in responsible charge of the project and who will attend and lead committee and other public meetings. Engineering activities of the project team shall be under the responsible charge of a NH Licensed Engineer, who shall be named in the proposal.
- e. **Sample Report:** Please provide a sample report of a similar study conducted by your firm.
- f. **Project Schedule:** The level of effort anticipated for each task and the amount of time to accomplish the task.
- g. **Project Administration:** A section identifying the individuals to be involved and their anticipated roles.
- h. **References:** Names, addresses and telephone numbers of representatives of current or recent clients familiar with similar work performed by the firm. (Three to five are recommended).
- i. **Fee Summary:** A fee table listing total man-hours proposed for each task, the hourly rate and total cost basis for the entire study. The selected consultant shall enter into an agreement with the town for the proposed services stipulated as a “Not to Exceed” fee.
- j. **Additional Data:** Any additional data the proposer considers essential and/or pertinent.

## **Selection Criteria**

Selection criteria shall include, but not be limited to, the following:

- Qualifications
- Experience
- Project Team
- Technical Ability
- Project Understanding
- Technical Approach
- Project Management
- Quality of Proposal
- Cost
- References

## **Proposal Submittal Requirements**

Each proposer shall submit ten (10) bound copies, one (1) unbound copy and one digital copy in .pdf format clearly marked: **“RFP – PARKING STUDY”** Completed proposals must be delivered no later than **2:30 pm on Thursday, April 10, 2014** to:

Town Hall, Selectmen’s Office  
10 Central Road  
Rye, New Hampshire 03870

Proposals delivered after the deadline will not be considered. Faxed submittals are not acceptable and will not be considered. The names of all Proposers will be read aloud publicly at the Selectmen’s meeting on a date and time specified and the public is welcome to attend.

The Town of Rye reserves the right to accept or reject any or all proposals, or parts thereof; and further to make modifications as it deems are in the best interest of the Town. It also reserves the right to retain all proposals submitted, and to use any ideas included within a proposal, regardless of whether that proposal is the final selection. The Town further reserves the right to undertake such investigation as it deems necessary to evaluate the qualifications of the Respondent and to evaluate its proposal.

Addenda to this RFP, if any, including written answers to questions, will be posted on the Town of Rye website (above) under the project headline. The addenda will also be provided directly to the proposers.

Submittals will be evaluated by a Selection Committee. It is anticipated that the committee will short-list firms and conduct interviews. The committee will make selection recommendations to the Board of Selectmen.

The Town of Rye will not be responsible for any costs incurred by proposers in responding to this RFP.

Submission of a proposal indicates acceptance by the firm of the conditions contained within this Request for Proposals.

**The Town of Rye reserves the right to reject any or all submittals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the Town.**

**END OF RFP**