

TOWN OF AYER
REQUEST FOR PROPOSALS
FOR
DOWNTOWN AYER PARKING MANAGEMENT STUDY

RESPONSES DUE: 1:00 PM on Friday, July 22, 2016



TOWN OF AYER
DEPARTMENT OF PUBLIC WORKS
25 BROOK STREET
AYER, MA 01432

TOWN OF AYER
REQUEST FOR PROPOSALS
AYER PARKING MANAGEMENT STUDY
INSTRUCTION TO APPLICANTS

1. The Town of Ayer, Department of Public Works is requesting proposals from qualified consultants for completion of a parking management study for the Downtown Ayer Mercantile District, Commuter Rail Station Area/Bicycle Rail Trail, and nearby compact Downtown Residential Neighborhoods.
2. Proposals are being requested from qualified consulting firms with experience in similar projects and communities. It is our intent to review the proposals and interview the firms in early August. Please contact Mark Wetzel, P.E. (mwetzel@ayer.ma.us) at 978-772-8240 with any questions or to schedule a site visit. The intent of this selection process is to have a collaborative effort and select a consultant that is committed to the success of this project.
3. All proposals must be properly signed, enclosed in an envelope that is sealed and plainly marked on the outside with the proposal name. The proposal shall be submitted no later than **1:00 PM on Friday, July 22, 2016**. Late submittals will not be accepted.
4. The submittal shall be addressed to:

Mark Wetzel P.E., Superintendent
Department of Public Works
25 Brook Street
Ayer, MA 01432
5. **Four (4)** complete copies and one PDF digital copy of the proposal must be received on or before the Submission Deadline as set forth above.
6. If any changes are made to this Request for Proposals, an addendum will be issued. Addenda will be mailed, e-mailed or faxed to all bidders on record as having picked up the Request for Qualifications.
7. The Town of Ayer may cancel this Request for Proposals, or reject, in whole or in part, any and all Proposals, if the Town determines that cancellation or rejection serves the best interests of the Town.

General Information

The Town of Ayer Department of Public Works (DPW) requests proposals from qualified consultants for purposes of assisting the Town with the completing a parking management study for the Downtown Ayer Mercantile District, Commuter Rail Station Area/ Bicycle Rail-Trail and nearby compact Downtown Residential Neighborhoods.

The Parking Management Plan shall:

- Manage parking through optimization, pricing, regulation and the phased supply of parking spaces;
- Designate specific on-street and off-street parking regulations and pricing on area maps;
- Identify necessary signs and locations;
- Include a phased implementation timeline and monitoring plan;
- Establish a parking management program that will encourage investment in Ayer, encourage additional residential development, and enhance the business climate.

Existing Conditions

The Ayer MBTA Commuter Rail Station is located near the intersection of Main Street and Park Street. The Rail Station is used by approximately 435 commuters daily, and commuter parking is limited to a small Town-owned lot on Park Street (20 spaces), the Nashua River Rail Trail parking lot (74 spaces) and on-street locations. There are no charges for parking in the lots or on-street parking. There are several private parking lots on the Main Street corridor that are not used to capacity. Montachusett Regional Transit Authority (MART) has received a federal grant to construct additional parking on Park Street. This project is in the design phase with construction anticipated in Spring 2017.

The current parking issues in Ayer include demand for additional commuter parking, on-street commuter parking impacts on compact downtown residential neighborhoods, business/customer parking and infrastructure maintenance, and use of rail trail spaces for commuters instead of rail trail users.

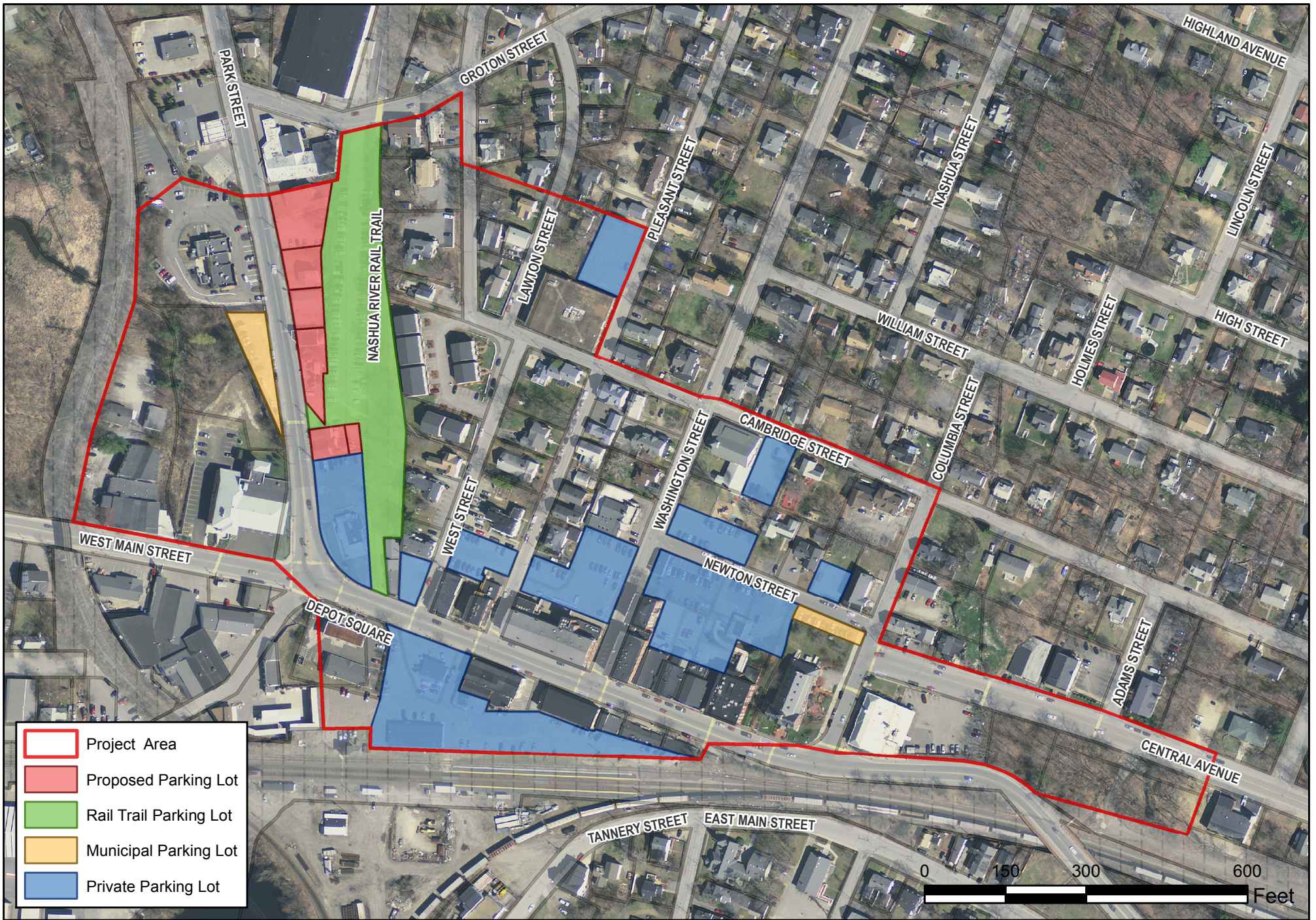
Proposed Scope of Study

1. Collection of data on existing and projected demand and supply, including:
 - Compile data on the number of residents, commuters and visitors (including employees, customers and tourists) who park in Downtown Ayer;
 - Obtain information on expected prevailing land uses, existing pedestrian and bike facilities, public transit and future development;
 - Inventory the number of parking spaces available on-street and off-street in privately- and publicly-owned locations;
 - Utilization of existing supply at different times of the days and week;
 - Identify any existing programs or technology within the Town that may reduce or better manage demand, such as parking permits and fees, shared-parking arrangements, or employer transit / parking programs;
 - Collect data on current parking policies and patterns and how they affect parking demand and supply;
 - Identify costs of the existing system.
2. Assess options for parking management and recommendations, including:

- Analyze collected data;
 - Identify problems and issues with existing parking systems under current and future conditions;
 - Identify potential economic and community development opportunities related to parking;
 - Identify potential fee structures to offset costs and effectively manage parking;
 - Develop options and make recommendations to effectively manage parking, in accordance with national best practices.
3. Assist Town officials with implementing the PMP including:
- Organize, conduct and participate in public meetings;
 - Prepare presentations and reports;
 - Prepare a detailed implementation plan;
 - Assist in identifying funding sources, reviewing or drafting ordinances;
 - Work with stakeholders.

Related Studies - Related studies on traffic and parking in the Main Street Business District include:

- *Ayer Parking Garage Impact Analysis* by Montachusett Regional Planning Commission- November 2009
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- *Traffic Calming, Circulation and Access Report: Downtown Area and School Zones* by Weston & Sampson, Inc – February 2009
- *Parking and Town Center Sites in Downtown Ayer: Illustrative Sketches and Program Summary* by The Cecil Group, Inc. – October 2008
- *Devens Traffic Monitoring Program 2006 Biennial Traffic Report* by Earth Tech, Inc. - February 2007
- *Ayer Transit Parking Study Report* by The Cecil Group, Inc. - October 2005
- *Feasibility Study for a Downtown Parking Garage Facility* by McMahon Associates, Inc. - March 2004
- *Construction of a Commuter Rail Parking Facility in Ayer, MA* by MART - October 2003



TOWN OF AYER, MASSACHUSETTS **PARKING MANAGEMENT PLAN - PROJECT AREA**

DATE: June, 2016



Proposal Requirements

Proposals shall be organized in the following format:

- 1) **Transmittal Letter** (signed by someone authorized to enter into a contract with the Town of Ayer) identifying the firm's name, address, telephone number and e-mail address of the contact person, the date of the Proposal and a brief summary of your firm's qualifications.
- 2) **Project Approach:** Provide a brief summary of project understanding and your approach to completing the project in accordance with the Town's goals. Innovative ideas and concepts are encouraged.
- 3) **Scope of Services:** Based on the project objectives and preliminary scope of services, elaborate and modify the scope of services, as required, based on experiences with similar projects.
- 4) **Project Team:** Provide a list of key staff that will be involved with the project, including their relevant experiences with the described projects. Describe what each person's role will be. Include up-to-date resumes and an organizational chart.
- 5) **Qualifications and Similar Projects:** Provide an overview of your firm's experience and qualifications with similar projects. Provide project summaries for three similar projects in Massachusetts.
- 6) **References:** Provide at least three (3) references. Include names and current phone numbers for the references, which should be from recent work (previous three (3) years) similar to the services described in this RFP.
- 7) **Fee:** Note that the Town has a budget of \$15,000 for the study. Provide a statement regarding your ability to accomplish the scope of work within the budget and an exceptions or assumptions related to you work. If additional fees are required to complete the study, identify the scope items that can be completed for the existing budget and the

Proposal Evaluation and Award Procedure

A consultant selection group from the Town of Ayer will evaluate the proposals based upon the company's experience delivering similar services, demonstrated competence, professional qualifications and references. Consultants may be requested to attend an interview. The Consultant selection will be based on the proposal ranking and interview (if requested).