City Council Agenda Item Report

FROM: Ryan Cummins, City Manager

MEETING DATE: July 9, 2025

SUBJECT: Creation of a Parking Improvements Task Force and Request for Proposals for Consulting Support

DESCRIPTION:

City Council established evaluating and implementing solutions to parking issues as a multi-year priority for fiscal year 2025-2026. This has been a topic of conversation for several years and included concerns with a perceived shortage of parking spaces, restaurant and retail employees occupying prime spaces, and lack of enforcement. A variety of options and ideas have come up over time including finding ways to add additional spaces, building a parking ramp, implementing paid parking, payments in lieu of parking, changes to zoning and other regulations, improving enforcement, and adding additional transit and wayfinding.

Parking Improvements Task Force

Staff recommends that City Council consider forming an advisory Parking Improvements Task Force to study the issues and advise on recommendations. The City Charter allows for advisory committees:

> SECTION 4.28 ADVISORY COMMITTEES OR BOARDS.
> The mayor, with the advice and consent of the city council may, from time to time, appoint such committees or boards as are deemed appropriate to advise and consult with them, and with appropriate departments, regarding any municipal activity. Such committees or boards shall be advisory, serve temporarily and without compensation unless otherwise provided by the city council.

The Task Force should include a variety of stakeholders. Staff suggests the following be a part of the Task Force:

- City Council Member – 1
- Planning Commission Member – 1

- City Resident (non-business owner) – 1
- Restaurant Owner – 1
- Retail Business Owner – 1
- Convention and Visitors Bureau Representative – 1
- Interurban Representative – 1

Consulting Support
To support the work of the Task Force, staff recommends engaging consulting support to:

- Help identify and define the problems and concerns.
    - This may include incorporating opportunities for community feedback through surveys, open houses, or other public forums.
- Conduct a full inventory and mapping of public and private parking locations and spaces east of the river.
    - An inventory of parking outside the City may also be necessary.
- Conduct a parking needs analysis.
    - This would take into account seasonal fluctuations and ADA accessibility.
- Evaluate various options, ways, and costs to improve parking including:
    - Creating additional parking spaces.
        - This could include restriping, reconfiguration of existing streets, acquiring additional property, and/or constructing a ramp.
    - Additional transit, wayfinding, and non-motorized infrastructure.
    - Paid parking in certain areas.
        - This could include costs to implement and enforce, recommended fee structure, and revenue projections.
    - Changes to existing regulations.
    - Enforcement of existing or additional regulations.

Staff has prepared the attached Request for Proposals (RFP) to attempt to find a consultant who can handle the variety of work. Certain items may be more specialized and involve subconsultants or separate RFPs depending on how the work of the Task Force progresses.

Timeline
Establishing the Task Force and selecting a consultant will take approximately 2 to 3 months.

Once established, staff anticipates that the work of the Task Force and consultant will occur over a 9 to 12 month period.

<u>BUDGET ACTION REQUIRED:</u>
None at this time. Consulting support for parking was included in the budget for FY 25/26.

<u>LEGAL REVIEW:</u>
Legal will be at your meeting for any questions.

SAMPLE MOTION:

Request for Proposals

Consulting Services for Parking Study and Solutions

Purpose
The City of Saugatuck, Michigan (the "City"), is soliciting proposals from qualified consulting firms to provide comprehensive consulting services to address long-standing parking availability concerns within the City. Evaluating and implementing solutions to parking issues has been established as a priority by the City Council. The selected consultant will work in close collaboration with the newly formed Parking Improvements Task Force to study the issues, analyze potential solutions, and advise on recommendations.

Background
Parking has been a significant topic of discussion in Saugatuck for several years, with ongoing concerns including:

- A perceived shortage of available parking spaces, particularly during peak seasons.
- Restaurant and retail employees occupying prime parking spaces, limiting availability for customers and visitors.
- Challenges with the enforcement of existing parking regulations.

Over time, a variety of options and ideas have emerged, such as:

- Adding additional parking spaces (e.g., restriping, reconfiguration, property acquisition, parking ramp construction).
- Implementing paid parking systems.
- Exploring payments in lieu of parking.
- Changes to zoning and other relevant regulations.
- Improving enforcement strategies.
- Enhancing public transit options and wayfinding signage.

To facilitate a thorough and collaborative approach to these issues, the City Council will be forming an advisory Parking Improvements Task Force. This Task Force, established under City Charter, will comprise a diverse group of stakeholders, including City Council Members, Planning Commission Members, City Residents, Business Owners (Restaurant and Retail), a

Convention and Visitors Bureau Representative, and a representative of Saugatuck's low-cost mass transit service, the Interurban. The consultant's work will directly support this Task Force.

Scope of Work

The selected consulting firm will be responsible for providing expert analysis, data collection, and strategic recommendations to the City of Saugatuck and the Parking Improvements Task Force. The scope of work includes, but is not limited to, the following key tasks:

Project Coordination and Problem Identification:

- Attend, support, and present at Task Force meetings (approximately 9-12 over the project period).
- Coordinate with City staff on project deliverables and timelines.
- Assist the Task Force in identifying and clearly defining the core parking problems and concerns.
- Facilitate opportunities for broad community feedback through various public forums, which may include surveys, open houses, workshops, or other appropriate public engagement methods.

Parking Inventory and Mapping:

- Conduct a comprehensive inventory and detailed mapping of all public and private parking locations and spaces located east of the Kalamazoo River within the City.
- Assess the necessity and, if required, conduct an inventory of parking facilities located outside the immediate City limits that impact Saugatuck's parking dynamics.

Parking Needs Analysis:

- Perform a thorough parking needs analysis, taking into account:
    - Seasonal fluctuations in demand (e.g., summer tourism vs. off-season).
    - Current and projected parking demands.
    - ADA accessibility requirements and opportunities for improvement.

Evaluation of Options and Costs:

- Evaluate a comprehensive range of options, methods, and associated costs to improve parking, including but not limited to:

    - **Creating Additional Parking Spaces:**
        - Analysis of restriping and reconfiguration of existing streets and parking lots.
        - Identification and evaluation of potential properties for acquisition to add new spaces.
        - Feasibility and cost analysis for the construction of a parking ramp.

    - **Additional Transit, Wayfinding, and Non-Motorized Infrastructure:**

        - Assessment of existing transit services and recommendations for expansion or modification.
        - Development of improved wayfinding strategies and signage for parking and attractions.
        - Recommendations for enhancing non-motorized transportation infrastructure (e.g., bike paths, pedestrian walkways) to reduce parking demand.

    - **Paid Parking Implementation:**
        - Analysis of the feasibility and impact of implementing paid parking in specific areas.
        - Detailed cost projections for implementation (e.g., kiosks, meters, technology, staffing) and ongoing enforcement.
        - Development of recommended fee structures and revenue projections.

    - **Changes to Existing Regulations:**
        - Review of current zoning ordinances, parking requirements, and other relevant regulations.
        - Recommendations for amendments to regulations to better manage parking supply and demand.

    - **Enforcement of Regulations:**
        - Evaluation of current parking enforcement practices.
        - Recommendations for improving the efficiency and effectiveness of enforcement for existing or new regulations.

Deliverables

The selected consultant will be expected to provide, at a minimum, the following deliverables:

- Detailed problem definition and community feedback summary report.
- Comprehensive parking inventory and mapping.
    - All spatial data (e.g., parking inventory and maps) must be provided in GIS-compatible formats (e.g., shapefile, GeoJSON, or ESRI file geodatabase).
- Parking needs analysis report, including seasonal and ADA considerations.
- Feasibility and cost analyses for various parking improvement options.
- Recommendations for paid parking implementation, fee structures, and revenue projections.
- Proposed regulatory changes and enforcement strategies.
- Draft and final report summarizing all findings, analyses, and actionable recommendations for the City.
- Presentations to the Task Force and City Council at key project milestones.
    - Final reports and presentations must be provided in both editable (e.g., Word, PowerPoint) and print-ready (e.g., PDF) formats.

Project Timeline

- RFP Release: July 15, 2025
- Proposal Deadline: Proposals must be received by August 18, 2025 at 5:00 PM EDT.
- Interviews and Follow Up Questions (if necessary): Within 1-2 weeks of deadline
- Selection and Contract Award: Approximately 8-10 weeks from RFP release
- Project Duration: Following contract execution, the City anticipates that the work of the Task Force and the selected consultant will occur over a period of approximately nine (9) to twelve (12) months following consultant selection.

Proposal Requirements

Proposals should be clear, concise, and provide sufficient detail to allow the City to evaluate the firm's qualifications, approach, and understanding of the project. At a minimum, proposals must include:

- **Executive Summary:** A brief overview of the firm's understanding of the project and proposed approach.

- **Firm Qualifications and Experience:**
  - Overview of the firm, including relevant experience in parking studies, urban planning, transportation consulting, civil engineering and community engagement for municipalities.
  - Resumes of key personnel who will be assigned to the project, highlighting their relevant experience.

- **Project Understanding and Approach:**
  - A detailed methodology outlining how the firm intends to address each component of the Scope of Work.
  - A proposed work plan and timeline, including major milestones and deliverables.
  - Description of how the firm will engage with and support the Parking Improvements Task Force.
  - Description of proposed community engagement methods.

- **Proposed Team Structure:**
  - Identification of the project manager and key team members, including any proposed sub-consultants for specialized tasks.
  - Description of roles and responsibilities for each team member.

- **Fee Proposal:**
  - A detailed breakdown of all costs associated with the proposed services, including professional fees, expenses, and any other anticipated charges.

    - Clearly indicate the proposed fee structure (e.g., fixed fee, hourly rates with a not-to-exceed cap).

- **References:**
    - At least three (3) professional references from previous clients for similar projects, including contact names, titles, organizations, and phone numbers/email addresses.

Submission Details
Proposals must be received by **August 18 at 5:00 PM EDT**. Late proposals will not be considered. Proposals should be submitted electronically to the contact person listed below.

Evaluation Criteria
Proposals will be evaluated based on:
- Demonstrated understanding of project goals.
- Relevant experience and qualifications.
- Quality and clarity of proposed approach.
- Capacity to attend and support Task Force meetings.
- Cost-effectiveness.

City Rights
The City reserves the right to accept or reject any and all proposals, to waive any informalities or irregularities in the proposals received, or to award the contract in any manner deemed to be in the best interest of the City. The City may also negotiate with the most qualified firm(s) prior to award.

Questions and Contact Information
All questions regarding this Request for Proposals should be directed in writing via email to:

Ryan Cummins
City Manager
City of Saugatuck
E-mail: rcummins@saugatuckcity.com
Phone: 269-857-2603