













# RFP for the Management of Public Downtown Parking Facilities

Town of Jackson, WY

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## 1.0 Introduction:

The Town of Jackson, located in northwest Wyoming, has approximately 12,000 year-round residents but expands to approximately 60,000 people during the summer when tourists, seasonal workers, commuters, and seasonal residents are present. It is a world-renowned destination and “gateway” to Yellowstone and Grand Teton National Parks having over 4 million annual visitors and Jackson Hole Mountain Resort with its over 560,000 annual skier visits. As such, the community is impacted on a year-round basis by resident, commuter, guest, business and service modes of transportation, travel patterns and parking needs.

1.1 **Purpose:** The Town of Jackson (TOJ) is seeking proposals from qualified firms interested in providing professional management of the Town’s downtown parking facilities on a management fee basis. The intent is for a summer-only management program with the possibility of a seasonal winter management program if warranted.

1.2 **Goal:** To evaluate the benefits of engaging an experienced parking management firm to develop to potentially implement an on-street paid parking program in the downtown area (on a seasonal basis), as well as to develop plans to manage Jackson’s off-street parking assets (surface parking lots and structure) and the parking enforcement program. The Town is also interested in reviewing plans for a residential parking permit program to manage overflow parking impacts, if any, into residential neighborhoods surrounding the paid parking district following the implementation of paid parking. **Note: The decision to move forward with a parking management program will be dependent on whether Town Council votes to approve authorization of the proposed paid parking program.**

The Town would like the submitting firms to review the recommendations developed by Kimley-Horn and Associates in the 2019 Town of Jackson Downtown Parking and Mobility Management Plan (DPMMP) and develop a recommended and prioritized approach that will prepare the Town to launch a new Seasonal Paid Parking program by June 1, 2023 in conjunction with other recommended parking management strategies outline in the Kimley-Horn report. This effort should be guided by the goals of the DPMMP and must be done with careful attention to the Town’s desire to maintain and further enhance its downtown character while also being a premier destination and mountain community.

1.3 **Background:** The downtown Jackson business district is served by approximately 1,742 public parking spaces (on and off-street) which are owned, maintained and managed by the Town. Table 1 below shows the type, location, and number of these 1,762 spaces. Of the parking spaces listed below, only 400 of the on-street spaces were identified as the most likely spaces to be transitioned to paid parking as detailed in the 2019 Downtown Parking and Mobility Plan. No off-street spaces were identified for paid parking, but respondents may include off-street spaces to their proposed parking plans as they deem advisable.



Table 1: On-Street Inventory

Type	"Town Square" Zone	"Downtown Core" Zone	"Downtown Edge" Zone	On-Street Total
3-Hour	94	621	-	715
15-Min	-	52	-	52
ADA	2	8	-	10
72-Hour Limit	-	18	283	301
	<b>96</b>	<b>699</b>	<b>283</b>	<b>1,078</b>

Table 2: Off-Street Public Parking Inventory

Type	Home Ranch	Deloney	Arts	Miller Park	Garage	Off-Street Total
Daily	139	77	54	58	200	528
ADA	6	4	3	3	8	24
EV	1	1	-	4	1	7
Oversize	23	-	-	-	-	23
Military	1	1	-	-	1	3
Tour Bus	2	-	-	-	-	2
Hybrid	7	-	-	-	-	7
Ride to Fly	-	-	-	-	70	70
	<b>179</b>	<b>83</b>	<b>57</b>	<b>65</b>	<b>280</b>	<b>664</b>

The following is a brief overview of the 2019 Downtown Parking and Mobility Management Plan. The primary goal of this Downtown Parking and Mobility Management Plan was to be a guide for decision makers on topics such as governance, customer service, planning, technology, enforcement, demand management as well as parking facility and systems management.

Specific project objectives include providing strategies and tools to:

- Identify governance and management structures that will work best for Jackson that will also contribute to the successful implementation of other community goals
- Position parking as a contributor to the vitality of Downtown
- Provide recommendations on establishing positive and proactive customer relations
- Explore the range of parking management strategies that can be used by the Town’s management staff to address the conditions of limited parking availability and traffic congestion during peak demand periods and generally to promote increased community vitality
- Identify management strategies and technologies that can improve the customer experience, while also controlling operating costs, enhancing system financial performance, and mitigating congestion and parking issues during the peak summer season.



- Position parking management within the larger “mobility management” context in a way that promotes a balanced system of parking and multi-modal transportation alternatives

The recommendations in the Plan, including the implementation of seasonal paid parking, were developed to serve as a roadmap for the development of a comprehensive and strategic approach to parking and mobility management in Jackson.

**2.0 General Information:**

- 2.1 Original RFP Document:** The Town shall retain the Request for Proposals, and all related terms and conditions, exhibits and other attachments, in original form in an archival copy. Any modification of these, in the proposer’s submission, is grounds for immediate disqualification.
- 2.2 Proposal Process:** The responses to the RFP will be reviewed by committee. All responses, or summaries thereof, will be shared with the Town Council. The Town Council will then consider what action, if any, will be taken regarding a managed parking program in the Town. See the schedule of events in section 2.3 for the proposed schedule.
- 2.3 Schedule of Events:** The following is a tentative schedule that will apply to this RFI, but may change in accordance with the TOJ needs, or for unforeseen circumstances. Changes will be communicated by email to all participating proposers.

Activity	Date	Time (MST)
Request for Proposals Available	09/07/2021	5:00 p.m.
RFP Questions Due	09/21/2021	5:00 p.m.
Non-Mandatory Pre-Proposal Conference/Call	09/27/2021	11:00 a.m.
Questions Answered	10/05/2021	5:00 p.m.
RFP Submission Deadline	10/12/2021	4:30 p.m.
Interviews (if needed)	TBD	TBD

- 2.4 Town Contact Person:** Please direct inquiries concerning this RFP in writing to the Town’s Project Manager:

Town of Jackson, WY  
 Planning Department  
 Attn: Paul Anthony, Planning Director  
 Town of Jackson Planning and Building Department  
 P: (307) 733-0440  
 E: [panthony@jacksonwy.gov](mailto:panthony@jacksonwy.gov)



### 3.0 **Scope of Services:**

The Town of Jackson desires to obtain information from established and innovative parking management firms that provide a comprehensive program to manage Town's downtown public parking program in a manner that aligns with the Town's commitment to excellence in customer service for the benefit of residents and visitors. A successful response will need to address the following top priority tasks:

- Define a paid parking implementation strategy and schedule that is guided by the 2019 Parking and Mobility Management Plan developed by Kimley-Horn and Associates, including a detailed breakdown of all costs and revenues associated with the planning, installation, and long-term operation of a paid parking system.
- Identify and demonstrate ability to select and procure appropriate paid parking technologies, including parking meter infrastructure/hand-held devices, cash payment options, and mobile payment options.
- Identify all additional local staff needed to implement the proposed parking system, including options for different staffing levels to match different parking program options.
- Identify and demonstrate ability to implement a robust public education and communication campaign, including website updates, instructional videos, collateral material, signage, social media and traditional media, and public outreach.
- Identify and implement recommended changes to the Town's public off-street parking resources as outlined in the 2019 Parking and Mobility Management Plan. The proposing firms should review the plan's recommendations and propose a prioritized implementation plan based on their experience starting up similar programs.
- Define Key Performance Indicators (KPIs) to track the efficacy of the new paid parking program as well as the performance of all Town public parking facilities.
- Recommend additional technologies, programs and/or policies to help the Town continue to provide innovative solutions for overall mobility management.
- Recommend options, parameters, and staffing requirements to implement a residential permit parking program to address spillover parking impacts, if any, from the downtown paid parking program into surrounding neighborhoods.

**3.1 Coordination:** Any parking management firm selected to work with the Town will work in close cooperation with the Town's Planning Director and other Town staff and other designated departmental representatives, to create a collaborative environment that supports open communication, transparent project management and excellence in customer service.

**3.2 Budget:** Any parking management firm selected to work with the Town would do so under a management fee type contract. Responses should include fee proposals in sufficient detail for the Town to fully evaluate and compare across different firms. The Town reserves the right to negotiate the final scope of work and fee with the selected management firm.



## 4.0 Proposal Preparation Instructions:

4.1 **Proposal Submission:** This process is expected to be competitive with numerous firms participating. Proposals should be submitted to the Town of Jackson Planning Department on or before 4:30 P.M. MST on September 25, 2021, in separate PDF files including the following:

- **Services Proposal** clearly titled “Service Proposal: Management of Public Parking Facilities”.
- **Fee Proposal** clearly titled “Fee Proposal: Management of Public Parking Facilities”.

Please provide one (1) hard copy each of the Service Proposal Information and Fee Proposal, and an electronic version of each document on a USB flash drive. Proposals and the electronic copy must be in a sealed envelope. Firms who choose to mail their proposals must allow sufficient mail delivery time to ensure receipt of their proposals by the time specified.

4.2 **Rejection of Proposals:** The Town of Jackson, Planning Department reserves the right to reject any or all proposals and to waive formalities and minor irregularities in proposals received if deemed in the best interest of the Town to do so. The total cost of proposal preparation, submission and any travel or accommodations resulting from this invitation to propose shall be covered by the Proposer.

***LATE PROPOSALS WILL NOT BE ACCEPTED OR CONSIDERED.***

4.3 **Submission Address:** The proposal envelope may be delivered or sent by US mail to:  
Town of Jackson  
Mr. Paul Anthony  
Planning Director  
P.O. Box 1687  
Jackson, WY 83001  
Phone: (307) 733-0440  
Fax: (307) 733-3563  
E-Mail: [panthony@jacksonwy.gov](mailto:panthony@jacksonwy.gov)

Envelopes and emailed documents should be clearly marked: “**RFP Response: Management of Public Parking Facilities**”.

Delivery services other than US Mail, or hand delivered proposals should be delivered to the address above.

4.4 **Use of Subconsultants:** The proposing firm shall indicate in the proposal any work intended to be performed by subconsultants or persons outside of their firm (e.g., partnering firms, consultants, etc.). The bidding firm shall name the partner firms, if known, at the time of proposal submittal. Partners and subcontractors shall be bound to meeting the same quality



standards and schedules as the proposing firm. They will also provide the same level of documentation (insurance & business licenses). See item 4.6 below.

- 4.5 Award of Contract:** If Town Council opts to move forward with a seasonal paid parking program, a formal agreement will be negotiated with the most responsive and responsible firm, which is defined as the firm that submits a proposal which fully meets the requirements as defined in the Scope of Work and during any subsequent interview. Should negotiations with the top ranked firm fail, the Town will negotiate with the next highest ranked firm. **The executed agreement will be a standard “Professional Services Agreement”** type and the TOJ will generate an agreement to this effect.
- 4.6 Insurance Requirements:** Insurance Certificates are not required with the proposal but shall be provided by the selected management firm with the signed Professional Services Contract. The Town must approve the successful firm’s/firm(s) insurance prior to execution of the agreement by the Town Council. The successful firm shall acquire a Town Business License prior to signing the agreement, at their own expense.
- 4.7 Response Material Ownership:** All material submitted regarding this RFP becomes the property of the Town and will only be returned to the Firm at the Town’s option. The Town of Jackson has the right to use any or all ideas presented in reply to this RFP. Disqualification of the proposer does not eliminate this right.
- 4.8 Reference Documents:** The following documents are available for reference:
- 2019 Downtown Parking and Mobility Management Plan
  - 2017 Parking Management Study (For Residential and Commercial Areas Outside of the Downtown)
- 4.9 Term of Contract:** For any selected firm, the Town will generate the Professional Services Agreement in accordance with Town policy. The Town desires to establish a multi-year relationship and contract with a professional parking management firm. A contract term that is acceptable for both the Town and selected firm would be negotiated upon selection.



**5.0 Information Required from the Proposer:**

5.1 A non-mandatory virtual pre-proposal conference will be held on September 14, 2021, at 11 a.m. via a Microsoft Teams meeting. Perspective proposers who wish to participate will be provided with a meeting invitation.

5.2 **Required Proposal Elements:** The Proposer must provide the following information and statements within the proposal:

- **COVER LETTER:**
  - Identify the proposer's name, mailing address, telephone number and contact person(s). The letter must be signed by the proposer (an authorized signatory of the firm) and should be limited to two (2) pages.
  
- **ORGANIZATION AND FIRM/PERSONNEL QUALIFICATIONS:**
  - Describe the background - including experience with municipalities, qualifications and experience of the organization and appropriate personnel. Please include resumes of key personnel.
  - Describe the firm's history, objectives and philosophies.
  - Provide a detailed description of the practices that demonstrate the firm's ability to provide outstanding customer service.
  - Provide information regarding the financial health of the proposing firm, as well as any pending or recent legal action taken against the firm (within the last three years); and the capacity for the firm to successfully implement the parking program as proposed
  
- **PROJECT APPROACH:**
  - Describe the approach that the proposer would take in managing the municipal parking needs of the Town. The program approach should be concise. Processes and elements should be detailed in this section of the proposal.
  - Identify specific strategies that will be used to meet the Town's goal of implementing seasonal paid parking by June 1, 2023, with a specific emphasis on ensuring operational excellence.
  - Specify the firm's experience with tracking Key Performance Indicators (KPIs) or other parking industry performance metrics, including how metrics were used to adjust management decisions and/or policy changes.
  - Provide a high-level annual budget, including the monthly management fee and any proposed annual increases and schedule based on the Scope of Services outline in this RFP.
  - Include a schedule indicating the components of the proposed fee (i.e., accounting, overhead, profit, etc.).
  - Provide sample reporting formats including monthly revenues, monthly expenses, monthly transaction counts, monthly validation breakdowns, permit sales.



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- Provide samples of secure web based (internet) online revenue management reports, i.e., P&L, activity reports, expenses, etc. Include an estimated stabilized operating expense budget.
  - *Note: The Town may opt to exclude services from the final contract format. The Town reserves the right to negotiate fees with selected firm.*
  - Detail any other creative or innovative ideas should be detailed in this section.
- **REFERENCES:** Five references of past or current clients, three of which are with similar government projects.
  - **CONTACT INFORMATION:** Name of the person who will act as the primary contact for the proposing firm's work, including; phone, cell phone, and email contact information.
  - **FEES:**
    - Fees for proposed services shall be in a separate envelope marked as previously indicated.

**5.3 Response to the RFP:** The proposing firm must address each item of Section 5.2, in the order presented and meet the mandatory requirements of Section 3.0 through Section 5.0. Proposals should be concise, and generally should not exceed fifteen (15) pages, excluding cover letter, resumes and references. Any requested restrictions for the use or inspection of material contained within the submittal shall be clearly stated. Confidential commercial, financial, and/or proprietary information must be clearly identified and separately packaged from the rest of the submittal. If so identified, the Town will protect those items from disclosure to the extent permitted by law.

**5.4 Personnel:** The successful firm must be capable of providing adequate, knowledgeable, and local personnel to fulfill the requirements of the proposed agreement. It is a requirement of the Town that key personnel identified during the proposal process, will participate in, and execute the project. Substitution of key personnel after the award of contract will require TOJ approval, as project lead personnel are considered essential.

### **6.0 Evaluation/Selection Process:**

**6.1 Evaluation/Selection Criteria:** Each responsive proposal received by the Town shall be evaluated in a consistent manner as described in this subsection. A responsive proposal is one which complies with all material aspects of the solicitation, both as to the method and timeliness of submission, and as to the substance of any resulting contract. Prospective proposers are advised to submit all required forms, attachments and other information as requested in the RFP.

The Town reserves the right to reject any or all proposals if it believes there is a sound documented business reason for doing so. The Town further reserves the right to cancel the procurement process at any time during the evaluation process if it appears that the proposals



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received are not suitable for any reason whatsoever.

Proposals will be evaluated according to the following Selection Criteria:

Selection Criteria	Point Value
<b>Item #1: RFP completion.</b> Degree to which the RFP response is complete, concise, and well organized, with information responding to all of the submittal criteria.	5 Points
<b>Item #2: Project Approach.</b> RFP response demonstrates a clear understanding of the Town’s needs and clear direction toward completing the scope of work.	25 Points
<b>Item #3: Key Personnel.</b> Experience of key personnel. Relevant parking management background including with municipality/government experience. Demonstrated skill in implementing paid parking.	25 Points
<b>Item #4: Schedule.</b> Ability to achieve the Town’s stated goals within the desired timeframe, including meeting a projected implementation date for paid parking by June 1, 2023. Submitted complete and understandable scheduling approach.	15 Points
<b>Item #5: Firm Experience &amp; Qualifications.</b> Relevant experience managing parking operations for a municipal program of a size and scope similar to TOJ. General personnel and operational budget are consistent with the current market. Anticipated costs are logical and consistent with scope of work.	20 Points
<b>Item #6: References.</b> References verifying quality of work performed with relevant and similar type facility planning projects.	10 Points
<b>Total Points</b>	<b>100 Points</b>

**6.2 Interview of Finalists:** At the Town’s option, the Town may opt to interview the top candidates as determined by the selection criteria in Section 6.1.

**7.0 Questions:** Please direct all questions in writing to Paul Anthony, Planning Director, via email at: [panthony@jacksonwy.gov](mailto:panthony@jacksonwy.gov). Responses to all submitted questions will be provided in an addendum via E-mail. **Disclaimer:** Any Professional Services Agreement Contract is subject to the review and approval of the Town of Jackson, Town Council.