

TRAVERSE CITY PARKING SERVICES
TRANSPORTATION DEMAND MANAGEMENT (TDM)
ADDENDUM 1
AUGUST 22, 2016

**PLEASE NOTE: THE RFP DEADLINE HAS BEEN EXTENDED
TO WEDNESDAY, SEPTEMBER 7, 2016 @ 2 PM**

Bidders solely responsible checking the website for updates and addenda. All bidding firms should send an email with their intent to bid to jdalton@traverscitymi.gov and nicole@downtowntc.com in an effort to share and communicate information related to the RFP in a timelier manner.

1. *What level of effort (hours, data collection, community outreach, etc.) are firms supposed to include in the proposal?*

This is Traverse City's first Transportation Demand Management study. We understand the cost associated with in-depth (increased data collection, multiple public input sessions, etc.) studies. Submittals should include pricing that meets the needs of the Response Section and include the number of hours for such efforts. It is acceptable to provide quotes based on packages, tiered approaches, or per hour rates.

2. *Will the selected firm need to review transit routes and transportation patterns?*

The consultant needs to have an understanding of transit routes and services downtown. We can provide rider survey data we collected two years ago for a pilot Get Downtown commuter program where we partnered with BATA (Bay Area Transportation Authority). It is possible that Parking Services may need to form a long-term partnership with BATA in the future for commuter programs, Park & Rides or increased frequency of their service.

3. *What is the project timeline/scope if the contract is being executed in October?*

A detailed timeline will be discussed with the firm who is awarded the bid.

Our permit system downtown accommodates year-round full-time and part-time employees of businesses and our metered lots their patrons. It is important that the study include data and recommendations for our year-round parking population and off-peak event population. Our desire is to have an interim year-round commuter solution recommendation no later than December 30, 2016. This information will be helpful in determining a potential partnership to offer commuter programs with BATA who is going out for a millage renewal that is due February 1, 2017.

In the summer months seasonal full-time and part-time employees may be hired to meet the demands of the increased needs of the visiting population. Downtown is a desired event location for both public and private events with more events scheduled in the summer months than off-peak months. It is important that the study include data, recommendations and considerations for our peak seasonal and event population. The desire is that this portion of the study be delivered on or before October 1, 2017.

4. Are all bidders going to be interviewed or only bidders selected for round 2?

Only qualified firms who meet the needs of the RFP scope may be selected from the submittals, and invited for interviews. We will accept remote (phone and/or Skype) interviews. In-person interviews not required.

5. What references/experience should be included in the response? How should the response be formatted?

Introduction – Lead firm contact information, Joint venture firm contact information, contact name of the individual who should be contacted during the selection process.

Statement of Understanding – State your understanding of the project scope and your firm’s approach to meet the requirements. Include what level of involvement you require from Parking Services or the DDA.

Technical and Management Approach – Names and positions of lead and joint venture staff that will be involved in the project and Project Manager. Provide qualifications and responsibilities of each position. Include qualifications and experience from previous projects similar to our community.

Previous Experience – Provide at least two examples of projects similar in scope, proposed and actual schedule, proposed budget and actual cost. Examples may be submitted in hard copy (minimum of 2 hard copies per project), web address link to an electronic copy or a storage device containing an electronic copy.

Response – Response to Project Overview section; Goals, Phase I and Phase II.

Proposed Project Schedule – Provide a project schedule, tentative plan to collect information from our year-round and seasonal/event population, and indicate your ability to commit to an interim completion by December 30, 2016 and full project completion no later than October 1, 2017.

6. The RFP response has a short turnaround time, will the due date be extended?

We are extending the RFP deadline to Wednesday, September 7th at 2:00 PM. All firms selected for round 2 interviews will be notified by phone and email by end of day on Thursday, September 8th. All interviews will be held Monday, September 12th. A recommendation will be presented to the DDA Board on Friday, September 17, 2016.