

Central Pines Regional Council

REQUEST for LETTERS of INTEREST (RFLOI)

Downtown Hillsborough Parking Study Consulting Services

TITLE: Downtown Hillsborough Parking Study Consulting Services
ISSUE DATE: May 20, 2024
SUBMITTAL DEADLINE: June 10, 2024
ISSUING AGENCY: Central Pines Regional Council (CPRC)

I. SYNOPSIS

SUBCONSULTANTS ARE PERMITTED UNDER THIS CONTRACT.

This contract shall be partially reimbursed with Federal-aid funding through the North Carolina Department of Transportation (hereinafter referred to as the Department). The solicitation, selection, and negotiation of a contract shall be conducted in accordance with all Department requirements and guidelines.

The primary and/or subconsultant firm(s) shall be pre-qualified by the Department to perform any of the [Discipline Codes](#) listed below for Central Pines Regional Council:

- Data Conversion – 087
- Field Data Collection – 094
- Landscape and Streetscape Design – 132
- Multimodal Transportation Planning – 141
- Strategic Planning – 226
- Municipal & Regional Planning Studies – 315

WORK CODES for each primary and/or subconsultant firm(s) SHALL be listed on the respective RS-2 FORMS (see section ‘SUBMITTAL REQUIREMENTS’).

This RFLOI is to solicit responses (LETTERS of INTEREST, or LOIs) from qualified firms to provide professional consulting services to: Durham-Chapel Hill-Carrboro Metropolitan Planning Organization for the Central Pines Regional Council on behalf of the Town of Hillsborough.

II. PROPOSED CONTRACT SCOPE SUMMARY

The Town of Hillsborough requests qualifications from consulting firms to conduct a parking study of its downtown and west Hillsborough commercial areas. The study should evaluate current public and private parking capacity in the downtown and west Hillsborough areas (the ‘study areas’). The study will:

- A. Evaluate current public and private parking counts in the study areas, including during peak hours and for identified special events;
- B. Identify parking deficiencies and concerns;

- C. Provide reasonable, evidence-based solutions and preliminary cost estimates for various future parking scenarios based on population growth and commercial activity in the study areas; and
- D. Recommend options for improved mobility options for residents and visitors that would create less demand for parking.

III. BACKGROUND

The Town of Hillsborough is the county seat of Orange County, North Carolina. It is centrally located between the Research Triangle (Raleigh/Durham/Chapel Hill) and the Piedmont Triad (Greensboro/Winston Salem/High Point) with exits on I-40 and I-85. Like many towns in North Carolina, Hillsborough is growing rapidly. From 2010 to 2020, the population increased from 6,087 to 9,900, a percent increase of over 62%.

The study areas contribute greatly to the town's historic charm, local economy, and continue to be a growing draw for residents and tourists alike. They feature many unique shops, restaurants, and bars, as well as art galleries and a national register historic district with structures from the 18th – 19th centuries. The Riverwalk, a 2.1-mile urban greenway with access points Downtown, West Hillsborough, and at historic Occoneechee Speedway and Occoneechee Mountain State natural area, winds along the Eno River and provides many local recreational opportunities.

The town conducted an internal parking study (linked below) in 2010. Re-evaluation of that study is necessary due to the removal of on-street parking due to sidewalk widening, the addition of commercial square footage within the study areas, and additional on-street parking being striped.

The town anticipates continued growth and wants to ensure its popular downtown and west Hillsborough commercial areas can meet current and future parking and mobility demands. Relevant documents regarding Hillsborough and the study areas are included below.

[Town of Hillsborough Downtown Parking Study \(2010\)](#)

[Downtown Parking Study Maps](#)

[Town of Hillsborough Unified Development Ordinance](#)

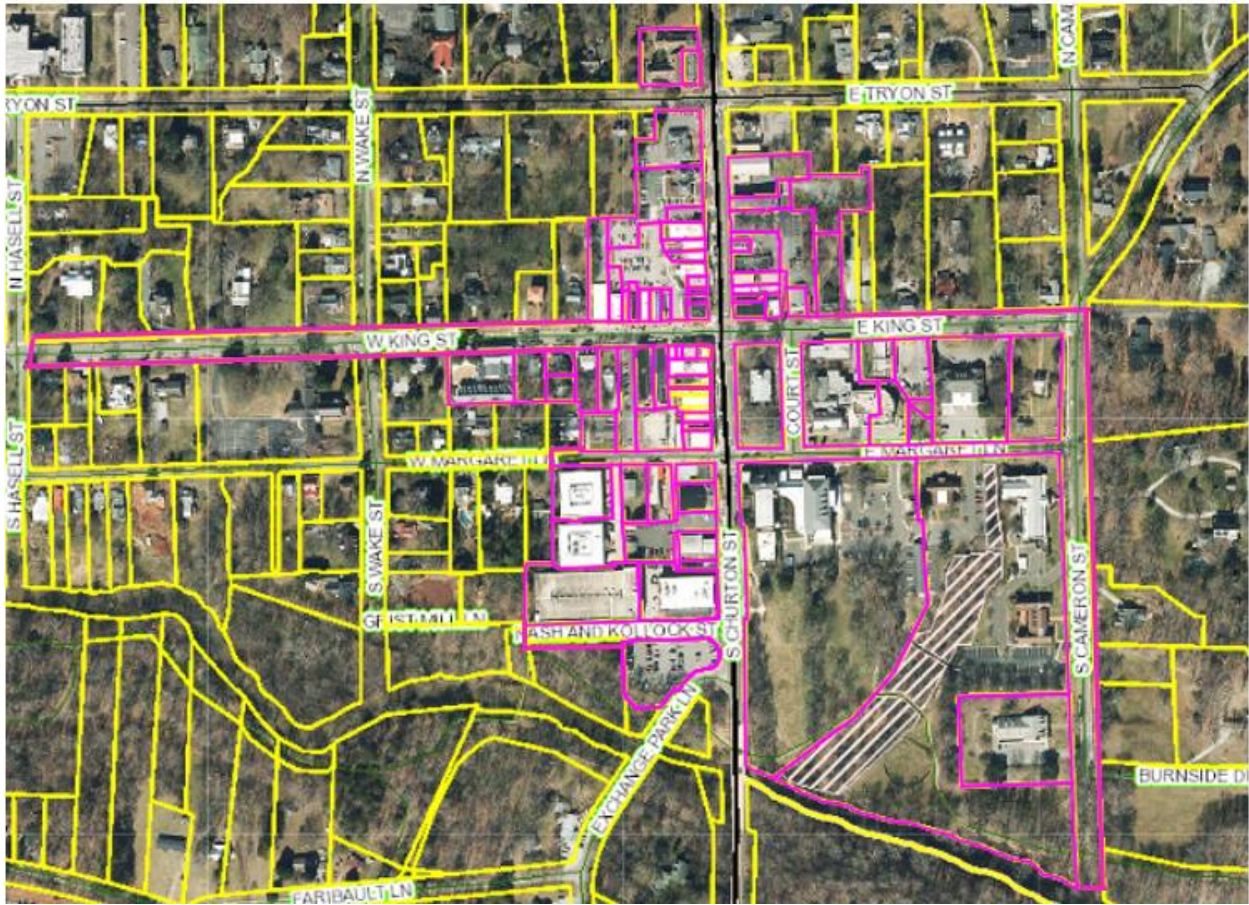
[Town of Hillsborough Comprehensive Sustainability Plan 2030 \(CSP\)](#)

[Orange County Facilities Master Plan \(2023\)](#)

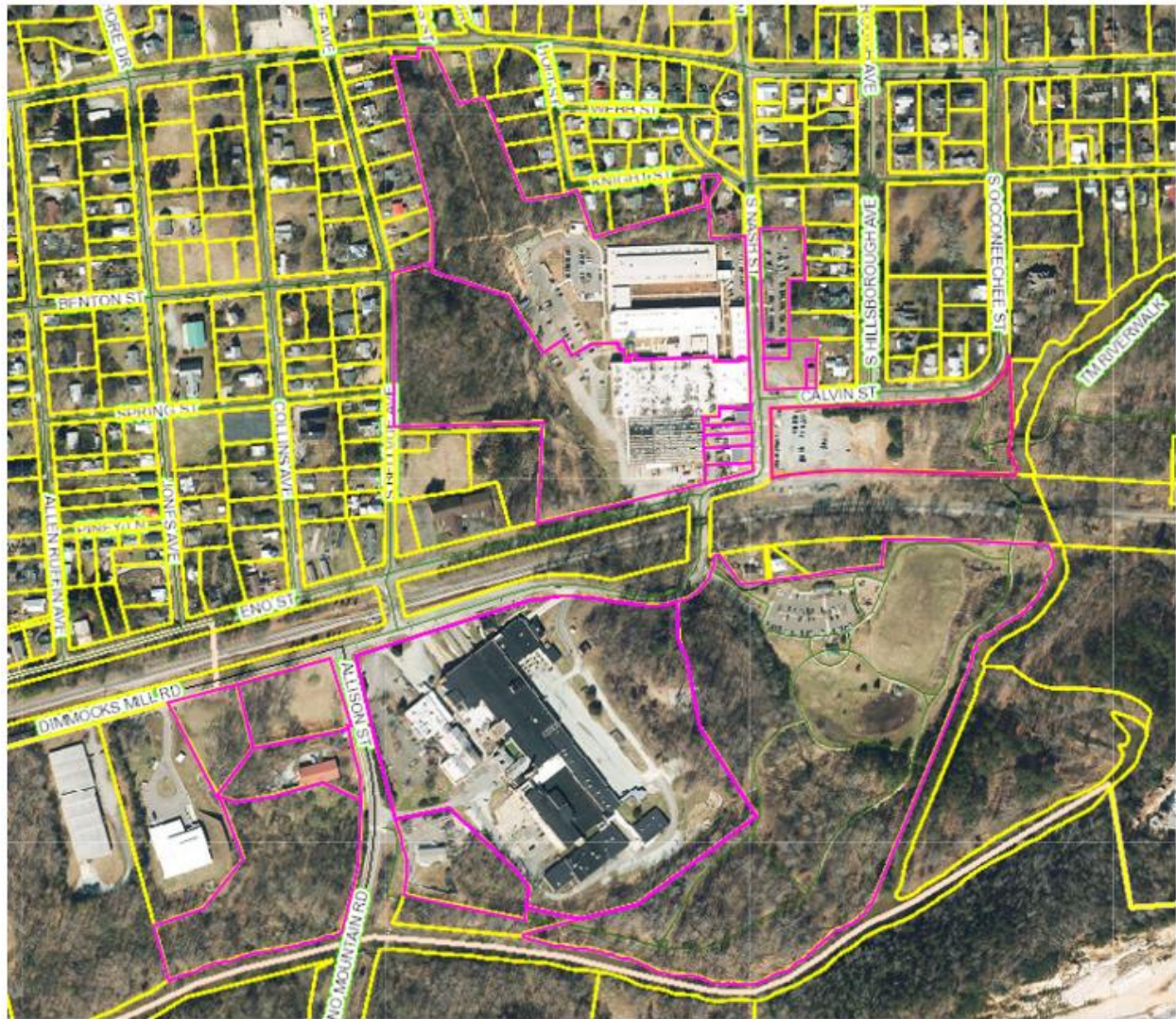
[Historic District Map](#)

IV. PROJECT AREA

Downtown (Draft Map)



West Hillsborough (Draft Map Area)



V. PROPOSED BUDGET

The project budget must not exceed \$75,000.

VI. CLIENT PROJECT MANAGERS

This project is a collaborative effort of the Durham-Chapel Hill-Carrboro Metropolitan Planning Organization and the Town of Hillsborough. The following outlines the roles and responsibilities of the partner agencies.

- A. **Durham-Chapel Hill-Carrboro Metropolitan Planning Organization (MPO).** Project Oversight, Administration, and Fiduciary Agent. Contract agreement, invoicing, and payments to be handled by the Central Pines Regional Council (CPRC). CPRC is the lead planning agency for the MPO.
- B. **Town of Hillsborough.** Project Management. Lead Department - Community Services, Planning & Economic Development Division

All project management communications will include both agencies' designated representatives. The Town is responsible for approving plan elements.

VII. ELECTRONIC LOI REQUIREMENTS

Electronic LOIs should be submitted in .pdf format using software such as Adobe, CutePDF PDF Writer, DocuDesk desk, PDF, etc.

LOIs SHALL be received electronically no later than 2:00 p.m. on June 10, 2024.

The addresses for electronic deliveries are:

- Shannan.Campbell@hillsboroughnc.gov
- Doug.Plachcinski@dchcmpo.org
- David.Miller@dchcmpo.org

Please provide zipped files or a link to download qualifications document if over 10MB.

LOIs received after this deadline will not be considered.

Except as provided below any firm wishing to be considered must be properly registered with the Office of the Secretary of State and with the North Carolina Board of Examiners for Engineers and Surveyors. Any firm proposing to use corporate subsidiaries or subcontractors must include a statement that these companies are properly registered with the North Carolina Board of Examiners for Engineers and Surveyors and/or the NC Board for Licensing of Geologists. The Engineers performing the work and in responsible charge of the work must be registered Professional Engineers in the State of North Carolina and must have a good ethical and professional standing. It will be the responsibility of the selected private firm to verify the registration of any corporate subsidiary or subcontractor prior to submitting a Letter of Interest. Firms which are not providing engineering services need not be registered with the North Carolina Board of Examiners for Engineers and Surveyors. Some of the services being solicited may not require a license. It is the responsibility of each firm to adhere to all State of North Carolina laws.

The firm must have the financial ability to undertake the work and assume the liability. The selected firm(s) will be required to furnish proof of Professional Liability insurance coverage in the minimum amount of \$1,000,000.00. The firm(s) must have an adequate accounting system to identify costs chargeable to the project.

VIII. PROPOSED CONTRACT SCOPE:

The Central Pines Regional Council is soliciting proposals for the services of a firm/team for the following proposed contract scope:

The Parking Study must be completed within eight (8) months of the contract award. The selected consultant will perform all tasks surrounding completion of the study, including, but not limited to, public outreach and engagement, extensive data collection, data and policy analysis, presentations to boards and the public, and the preparation of a complete parking study that includes recommendations based on current and future parking needs and planning scenarios.

The Parking Study will include no more than 10% design.

The final Parking Study deliverable will speak to current and future parking needs in the study areas and will provide sufficient analysis as to determine:

- A. How much parking is currently needed in the study area(s) based on existing land uses and their square footages;
- B. How much parking is currently available in the study area(s) and ~~it's is it~~ adequacy to serve future land uses;
- C. Accurate forecasting of how much parking is needed in future based potential growth within the study areas and future land uses; and
- D. Recommendations and cost estimates for identified options where additional parking could be located/developed, including alternative mobility options such as bike share, expanded transit, offering shuttle services during events, and recommendations on how changes to current parking regulations and enforcement may impact parking patterns (ie. ticketing and metering parking).

IX. PROJECT TASKS AND ANTICIPATED SCHEDULE

The final parking study will clearly identify the town's values and attitudes as it pertains to parking availability, pedestrian and vehicular safety, walkability of the study areas, and the lived experiences of those that live, work, own property, and visit the study areas as it relates to parking and mobility.

HILLSBOROUGH PARKING STUDY TASKS, OUTCOMES, AND TIMEFRAMES		
Project Phase	Consultant Tasks and Outcomes	Suggested Timeframe
1 – Project initiation and staff meeting	Consultant to meet with staff, ask questions, review the project study area(s) and expectations.	1 week
2 – Public Outreach Strategy Development	Consultant to coordinate with staff and develop a public outreach strategy for the project, including compiling a list of stakeholders and an engagement plan that includes creation of a webpage, project logo, social media strategy, project kick off/open houses, parking surveys, etc. Deliverable: Public outreach plan	2 weeks
3 – Project kickoff/public forum meeting	Consultant to hold a project kickoff meeting in consultation with staff. Consultant should use the kickoff meeting as an opportunity to collect	2 weeks

	<p>feedback with stakeholders via an engagement activity. Consultant should collect additional stakeholders that may not have been identified in Phase 2.</p> <p>Deliverable: A high quality engagement event that results in preliminary data collection to get the project started.</p>	
4 – Data Collection	<p>Consultant will create a comprehensive GIS-based inventory of private and public parking spaces available in study area(s) as well as analysis of peak vs. off-peak demand in the study area. The inventory will identify spaces by ADA accessibility, public or private status, time restricted, or any other attributes. Consultant will need to create a GIS layer for the town and to be used to create maps for the study.</p> <p>Consultant to collect other relevant data related to making recommendations in the study such as noting over and underutilized parking areas, vacant lots that could be used for future parking, traffic flow and parking patterns analysis, and current and future land use data that can forecast future parking needs. Data collection will not be performed in July or January. Data collection will be done in April-May or September-October.</p> <p>Deliverables: GIS layer(s) and detailed maps identifying parking spaces and their classifications to share with the town and to make maps to include in the study.</p>	9 weeks
5 – Parking survey	<p>Consultant, in coordination with staff, will conduct an online parking survey to gather more public input on parking in the study areas that wasn't captured at the kick-off meeting. Surveys should target residents, business owners, and visitors. Survey will be open for at least 6 weeks and can be open while Phase 4 is in process.</p> <p>Deliverable: Survey results that are representative of the community at large and provide sufficient information to inform the study.</p>	4 weeks
6 – Analysis	<p>Consultant to compile field data collected, information collected at the project kickoff, through the surveys, stakeholder engagement, and conduct parking demand forecasting to build the study. Consultant will develop maps and diagrams as needed to create a clear and concise study.</p>	4 weeks
7 – Draft Study provided to staff	<p>Consultant will provide a draft of the study to staff for review and comment. The draft will contain recommendations and analysis to staff for review</p>	6 weeks

	and comment. Initial draft will include an executive summary.	
8 – Presentation of draft Study to Tourism Board/TDA, Planning Board and Town Board	Consultant will attend one meeting each (3 meetings total) of the Tourism Board/Tourism Development Authority, Planning Board, and Town Board of Commissioners to make a presentation of the findings and recommendations of the parking study and answer any questions. Deliverable: Finalized draft of the study for public review and comment.	4 weeks
9 – Final Parking Study adoption	Town board adopts the study. Deliverable: Final version of the study for distribution.	1 week

X. **PROPOSED CONTRACT TIME:** August 2024 to April 2025.

XI. **PROPOSED CONTRACT PAYMENT TYPE:** Lump Sum

XII. **SUBMITTAL REQUIREMENTS**

The LOI should be addressed to:

- **Shannan Campbell, Town of Hillsborough Planning and Economic Development Manager**
- **Doug Plachcinski, DCHC MPO Executive Director**
- **David Miller, DCHC MPO Transportation Planner**

The subject line must be “**Hillsborough Parking Study Proposal**”. The LOI submittal must include the name, address, telephone number, and e-mail address of the prime consultant’s contact person for this RFLOI.

All LOIs are limited to fifteen (15) pages (resumes and RS-2 forms are not included in the page count) inclusive of the cover sheet. LOIs containing more than fifteen (15) pages will not be considered. ***One electronic copy of the LOI should be submitted.***

The LOI must also include the information outlined below in the order outlined below:

- A. Cover letter (1 page maximum)
- B. Table of Contents
- C. List of available services
- D. Project team, including roles and responsibilities (include subcontractors)
- E. Examples of comparable projects the firm has completed
- F. Detailed project approach, including public outreach methods
- G. Project schedule showing milestones and deliverables
- H. Any other relevant information deemed necessary (*e.g.*, resumes; professional references)
- I. CONSULTANT CERTIFICATION Form RS-2

Completed Form RS-2 forms SHALL be submitted with the firm’s letter of interest. This section is limited to the number of pages required to provide the requested information.

Submit completed and signed RS-2 forms for the following:

1. **Prime Consultant firm**
[Prime Consultant Form RS-2](#)
2. **ANY/ALL Subconsultant firms**
[Subconsultant Form RS-2](#)

In the event the firm has no subconsultant, it is required that this be indicated on the Subconsultant Form RS-2 by entering the word "None" or the number "ZERO" and signing the form.

Firms submitting LOIs are encouraged to carefully check them for conformance to the requirements stated above. If LOIs do not meet ALL of these requirements they will be disqualified. No exception will be granted.

XIII. SELECTION PROCESS

Following is a general description of the selection process:

- A. The Selection Committee will review all qualifying LOI submittals.
- B. The Selection Committee *MAY*, at the Town's discretion, shortlist a minimum of three (3) firms to be interviewed. IF APPLICABLE, dates of shortlisting and dates for interviews are shown in the section SUBMISSION SCHEDULE AND KEY DATES at the end of this RFLOI.
- C. In order to be considered for selection, consultants must submit a complete response to this RFLOI prior to the specified deadlines. Failure to submit all information in a timely manner will result in disqualification.

XIV. SELECTION CRITERIA

All prequalified firms who submit responsive letters of interest will be considered.

In selecting a firm/team, the selection committee will take into consideration qualification information including such factors as:

- A. **Project Understanding & Approach – 30%**
The submission should demonstrate a clear understanding of the Town of Hillsborough and the describe how the study will be approached.
- B. **Experience & Qualifications – 30%**
The submission should illustrate the experience and skills of the primary consulting firm, subcontractors (if any), and project team.
- C. **Quality of Submission – 10%**
The submission should be complete, organized, and concise. It should clearly demonstrate the consulting firm's understanding of the subject and scope.
- D. **Logic – 30%**
The proposal should be reasonable, evidence-based, and achievable in the allotted timeframe.

XV. TITLE VI NONDISCRIMINATION NOTIFICATION

CPRC, in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all RESPONDENTS that it will

affirmatively ensure that any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit LETTERS of INTEREST (LOIs) in response to this ADVERTISEMENT and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

XVI. SMALL PROFESSIONAL SERVICE FIRM (SPSF) PARTICIPATION

We encourage the use of Small Professional Services Firms (SPSF). Small businesses determined to be eligible for participation in the SPSF program are those meeting size standards defined by Small Business Administration (SBA) regulations, 13 CFR Part 121 in Sector 54 under the North American Industrial Classification System (NAICS). The SPSF program is a race, ethnicity, and gender-neutral program designed to increase the availability of contracting opportunities for small businesses on federal, state or locally funded contracts. SPSF participation is not contingent upon the funding source.

The Firm, at the time the Letter of Interest is submitted, shall submit a listing of all known SPSF firms that will participate in the performance of the identified work. The participation shall be submitted on the Department's Subconsultant Form RS-2. RS-2 forms may be accessed on the Department's website at [NCDOT Connect Guidelines & Forms](#).

The SPSF must be qualified with the NCDOT to perform the work for which they are listed.

XVII. PREQUALIFICATION

The Department maintains on file the qualifications and key personnel for each approved discipline, as well as any required samples of work. Each year on the anniversary date of the company, the firm shall renew their prequalified disciplines. If your firm has not renewed its application as required by your anniversary date or if your firm is not currently prequalified, please apply to the Department **prior to submittal of your LOI**. An application may be accessed on the Department's website at [Prequalifying Private Consulting Firms](#) -- Learn how to become Prequalified as a Private Consulting Firm with NCDOT. Having this data on file with the Department eliminates the need to resubmit this data with each letter of interest.

Professional Services Contracts are race and gender neutral and do not contain goals. However, the Respondent is encouraged to give every opportunity to allow Disadvantaged, Minority-Owned and Women-Owned Business Enterprises (DBE/MBE/WBE) subconsultant utilization on all LOIs, contracts and supplemental agreements. The Firm, subconsultant, and sub-firm shall not discriminate based on race, religion, color, national origin, age, disability or sex in the performance of this contract.

XVIII. DIRECTORY OF FIRMS AND DEPARTMENT ENDORSEMENT

Real-time information about firms doing business with the Department, and information regarding their pre-qualifications and certifications, is available in the Directory of Transportation Firms. The Directory can be accessed on the Department's website at [Directory of Firms](#) -- Complete listing of certified and prequalified firms.

The listing of an individual firm in the Department's directory shall not be construed as an endorsement of the firm.

IF APPLICABLE, questions may be submitted electronically only, to the contact above. Responses will be issued in the form of an addendum available to all interested parties. Interested parties should also send a request, by email only, to the person listed above to be placed on a public correspondence list to ensure future updates regarding the RFLOI or other project information can be conveyed. Questions must be submitted to the person listed above no later than May 31, 2024 by 2:00 p.m. The last addendum will be issued no later than June 4, 2024.

XIX. SUBMISSION SCHEDULE AND KEY DATES

- A. RFLOI Release – May 20, 2024

- B. Questions Due – May 31, 2024 by 2:00 p.m.
- C. Final Addendum Posted on CPRC Website – June 4, 2024
- D. LOI Due – June 10, 2024 by 2:00 p.m.
- E. Shortlisted Firms Notified – June 17, 2024 *
- F. Interviews (if needed) – Week of June 24, 2024
- G. Consultant Selection – July 1, 2024
- H. Notice to Proceed – August 2024

The RFLOI, Q/A's, and Addenda will be posted on the Central Pines Regional Council website here: <https://www.centralpinesnc.gov/requests-proposalsqualifications>

* Notification will **ONLY** be sent to shortlisted firms.