



**THE CITY OF COLUMBIA, SOUTH CAROLINA  
REQUEST FOR QUALIFICATIONS  
FOR PARKING PLANNING SERVICES**

**September 17, 2008**

The City of Columbia, South Carolina (the City) is requesting qualifications (RFQ) from professional urban planning/parking consultants (the Consultant) interested in developing a study of the current parking situation in the area known as Five Points, a retail and hospitality based commercial area surrounded by residential and commercial areas and several blocks east of the main campus of the University of South Carolina.

The successful Consultant would assess present and future parking needs and make recommendations aimed at resolving parking issues in the historic shopping district of Five Points.

For purposes of the study, the boundaries of Five Points shall be generally defined as the area bounded to the west by the railroad line; to the south by Blossom Street; to the east by Hilton Street and an area a block east of Harden and to the north by Pavilion Street and College Street.

It is envisioned that the completed study will consist of four major components:

- Findings based upon professional analysis to include, but not limited to, windshield surveys, customer and merchant interviews and surveys and a review of the existing body of work of prior studies and recommendations. The analysis should also review existing parking operations in the area, such as enforcement hours and strategies. The findings will identify any existing parking deficits based upon time of day, day of the week and a breakdown of the type of businesses causing the existing demand.
- A review of current zoning and other municipal ordinances and regulations which may influence future economic development in Five Points which would impact on parking. The consultant will be asked to recommend an internal policy for design criteria for on-street and off-street parking which the City may develop in the area which may exceed current regulations. The policy would allow the City to take a leadership role through its

facilities in maintaining and enhancing the historic village atmosphere of Five Points and surrounding neighborhoods.

- Recommendations based upon the above analyses as to the need and, if recommended, the optimum type of off-street parking or alternatives available to the City of Columbia.
- A financial analysis providing professional estimates for revenue and expenses for any off-street parking solution recommended.

Firms responding to this RFQ must demonstrate experience in similar projects and provide references and summaries projects completed within the past five years.

All respondents shall carefully examine all material provided as a part of the RFQ. It is the responsibility of each respondent to seek clarification from the City on anything the respondent feels is inaccurate or obscure. The respondents shall submit any questions by electronic mail (e-mail) to [spade@columbiasc.net](mailto:spade@columbiasc.net)

**All questions must be received by e-mail no later than noon Friday, October 24, 2008.** Respondents shall provide an electronic mail address to which responses will be directed.

The respondents may not contact, directly or otherwise, any member of City Council or any member of the City of Columbia's Administrative staff regarding this RFQ until after the final selection is made. Contacting City Council members may disqualify the respondent from consideration. If such contact is made, the City reserves the right to reject the response to the RFQ.

#### **A. SCOPE OF SERVICES**

The consultant shall propose a detailed scope of services to accomplish the tasks listed in Section I of this RFQ which represent the mission of the Five Points Citizen's Advisory Committee incorporated into the four major components listed above. Such scope shall include the consultant's methodology; which professionals will lead each activity; a detailed description of each task to be performed; and a detailed timeline for completion of the study.

The Consultant will be expected to meet with the Five Points Citizen's Advisory Committee, stakeholders in the area, City staff and others to collect necessary data. The Consultant would present a final report to Columbia City Council at a public session and be expected to answer questions concerning any and all recommendations made in the study.

#### **B. COMPENSATION**

The consultant's fee shall be established in contract negotiations.

#### **C. ADDITIONAL INFORMATION**

If the City determines, at its sole discretion, that additional information is required or desirable beyond that provided in the proposal(s) of any of the applicant(s), City shall invite the applicant(s) to make oral and/or written presentations to the Evaluation Committee.

**D. EVALUATION COMMITTEE**

An Evaluation Committee will evaluate all written proposals. The Evaluation Committee will evaluate proposals and the qualifications of applicants submitting proposals. Depending upon the number of responses, the Committee may conduct interviews with finalists as appropriate.

The Committee will grade each of the original proposals based upon the following points system:

- Overall qualifications of the consultant 25 points
- Quality of the methodology 25 points
- Quality of professionals' task assignments 15 points
- Similar work experience 20 points
- Start-up availability and timeline 15 points
- TOTAL 100 points

**E. SELECTION OF CONSULTANT**

The City reserves the right to reject all responses to the RFQ for any reason. The City may reject a response to the RFQ if it does not specifically respond to the scoring items listed below. The Evaluation Committee will make a recommendation to Columbia City Council for approval of a consultant after a contract has been negotiated.

**F. CONTRACT**

Upon selection of the CA the City shall negotiate hourly rates to be included as a part of the contract. The City at its discretion shall elect to use the hourly rates established in the contract or a negotiated lump sum fee. If an agreement regarding rates cannot be reached the City will reject the highest rated firm and negotiate with the respondent with the second highest ranking. This process will continue until an agreement is reached regarding compensation. The City reserves the right to reject all responses to the RFQ at its sole discretion.

The City of Columbia reserves the right to issue additional RFQ's for specific parking related projects as it deems necessary.

**G. RFQ RESPONSE FORMAT:**

All respondents shall submit six (6) originals of their response to the RFQ. All responses shall be formatted as follows:

**1. Letter of Interest:** The letter of interest is to indicate why the consultant and its sub-consultants are the best selection for the project. In cases of collaboration between or among consultants, a prime consultant should be named. The letter of interest is to be signed by an officer, partner or principal representing the company of the prime consultant. The letter shall also identify an individual to be the contact person for the respondent for the RFQ process. All correspondence, notifications, emails, etc. from the City to the respondent regarding the RFQ process will be sent to the identified contact person.

The respondent shall provide the following information for the identified contact person:

Name:  
Title:  
Company/Firm:  
Mailing address:  
Phone:  
Fax:  
Email:

**2. Consultant Experience:** The Consultant shall provide information which adequately describes the experience of the consultant firm and any and all sub-consultants. Detailed descriptions are desirable for work experience in similar environments. This section should include degrees, certifications and reports and/or articles published by members of the team which will be assigned to this project. General informational brochures about the project participants will also be desirable as will URL's for the websites of the prime consultant and sub-consultants.

**3. Methodology:** A detailed written proposal which describes how the study will be conducted, to include individual tasks to be assigned to team members.

**4. Timeline:** The timeline should include the start-up time needed by the Consultant to begin work on the study and the length of time the Consultant will need to complete the tasks identified in the Methodology up to the time of the delivery of the final report.

**5. Delivery:** All responses are to be bound. Originals are to be sealed and delivered in one package clearly marked "Five Points Parking Study RFQ". Responses are to be hand delivered or delivered by overnight delivery service or by U.S. Mail to:

**City of Columbia  
Purchasing Department  
Fourth Floor  
1136 Washington Street  
Columbia, S.C. 29201**

## **H. RFQ RESPONSE DEADLINE:**

**All responses must be received on or before 12:00 PM eastern standard time on Wednesday, November 5, 2008.** All late responses will be rejected.

The City shall not be responsible for any cost the respondents incur as a result of responding to this RFQ.

## **I. CITIZENS ADVISORY COMMITTEE**

Columbia City Council appointed a Five Points Citizen's Advisory Committee to review parking in the Five Points area. The committee is comprised of Five Points merchants, representatives of neighborhoods bordering the area and other community leaders.

The first meeting was held August 27, 2008. The Committee determined that it did not have the data or the expertise to fulfill its mission without an independent consultant. The Committee voted to ask approval of this RFQ which was then approved by City Council at its meeting Wednesday, September 3, 2008.

The Mission Statement for the Five Points Parking Citizens Advisory Committee is as follows:

“The Five Points Parking Citizens Advisory Committee has as its principle mission to work collaboratively and with an open mind to address the parking needs of Five Points with the goal of reaching by consensus a ranked set of options for consideration by City Council. The Committee is tasked to do the following:

- Evaluate the present and future needs of parking in Five Points;
- Identify the best strategy/ strategies for addressing the parking needs of Five Points;
- To the extent that additional parking is determined to be needed in Five Points, identify all potential locations for additional parking and evaluate and contrast each location on the basis of appropriate criteria, including suitability of location, maintenance and enhancement on the historic village atmosphere of Five Points and the surrounding neighborhoods, and cost and other financial considerations;
- Rank the various parking options and provide an analysis articulating the basis for each ranking, including in that analysis the balancing of the issues of suitability of location, maintenance and enhancement of the historic village atmosphere of Five Points and the surrounding neighborhoods, and cost and other financial considerations. “

## **J. BACKGROUND**

The Five Points area is a mature hospitality and retail center that remains vibrant and strong after many years of success. The City recently completed major improvements to the utility infrastructure in the area, complemented by a beautification effort.

Named for the five streets converging at its center, Five Points is a well-known and heavily traveled part of the City of Columbia. During the day, the area provides a variety of commercial opportunities that range from retail to dining.

At night, the area hosts a lively nightlife that caters to a broad segment of Columbians as well as visitors to South Carolina's Capital City. Many of the area's nightclubs provide a regular calendar of live music.

Only a few blocks east of the University of South Carolina, Five Points also provides several nightspots that are favorites of students at USC.

The viability of any community is affected by numerous considerations, not the least of which is the amount and location of available parking for employees, customers and residents.

Public parking consists of 305 on-street metered spaces, a 22-car surface lot available for free parking to the public on Pavilion between Greene Street and College Street, and some free public spaces on the periphery. Many businesses have either limited or no parking available for customers or employees. The largest private surface lots are those controlled by Harper's Restaurant (70 spaces); Wachovia bank (44 spaces); Yesterday's Restaurant (42 spaces); Andy's Deli (40), Rite Aid Pharmacy (30 spaces) and the Food Lion shopping complex to the north (200+ spaces). These lots are for employees and customers visiting the businesses which control the parking. Many tow offenders.

Metered parking is enforced by the City's Parking Services Department from 11 am until 7 pm Monday through Friday. The department maintains 4,600 meters citywide and operates seven garages with a capacity of 4,116 (an additional 675-car facility is schedule to open in December, 2008), and five surface lots with a capacity of just under 600.

A parking study of the area was completed in 2002 by HNTB. A copy of that document is available at <http://www.columbiasc.net/purchasing/86>

Columbia City Council adopted the Future Five master plan for Five Points in 2006 and the new zoning districts to implement that plan in June 2008. A section of that zoning deals with parking surface lots and decks. For an online copy, follow this URL: [http://columbiaplanningandzoning.net/planning\\_pz.asp](http://columbiaplanningandzoning.net/planning_pz.asp)

For detailed information on the master plan and zoning, go to following URL and scroll down to the section titled: Future Five (Five Points 2006 Master Plan): [http://columbiaplanningandzoning.net/planning\\_pz.asp](http://columbiaplanningandzoning.net/planning_pz.asp)

