

# **CENTRO**

**SAN ANTONIO**

**REQUEST FOR PROPOSAL**

**FOR**

**PARKING STUDY**

## REQUEST FOR PROPOSAL

**1.1 Invitation:** Centro San Antonio (hereinafter "Centro") is seeking proposals from qualified firms (hereinafter "Consultant/Proposer") for **Centro RFP #20241204, Parking Study**.

**1.2 Centro Mission:** We strive every day to catalyze a more beautiful, welcoming, playful, and prosperous downtown in the spirit of San Antonio. Centro has managed the Downtown Public Improvement District (PID) since 1999. The PID covers 0.83 square miles and encompasses the city's most iconic, exciting, and historic locations, all of which weave together as the cultural, creative, and civic epicenter.

**1.3 Introduction/Scope:** Centro San Antonio invites proposals from qualified firms to conduct a comprehensive parking study for downtown San Antonio. The study will prioritize the **Downtown PID (Exhibit 1.)** as the primary focus area, with adjacent considerations within the **Downtown Regional Center (Exhibit 2.)**.

The study aims to evaluate current and projected parking demand, assess the capacity and condition of existing infrastructure, and develop innovative strategies to optimize parking availability and curbside management.

In alignment with broader mobility and placemaking goals, this effort seeks to enhance downtown vitality by integrating parking solutions that support economic growth, improve pedestrian experiences, and address the needs of a dynamic urban environment.

### **1.4 Key Objectives**

**Evaluate Existing Parking Supply & Utilization:** Assess current parking inventory (public and private) to understand availability, usage patterns, and peak demand times.

**Project Future Parking Demand:** Forecast parking needs based on expected growth, planned development, and demographic trends through 2030.

**Examine Parking Accessibility & User Experience:** Study accessibility and ease of use for diverse user groups, focusing on technology, pricing, wayfinding, and payment systems.

**Identify Opportunities for New Parking Infrastructure:** Propose potential locations for parking structures, mobility hubs, or short-term loading zones.

**Evaluate Technology and Innovation in Parking Management:** Assess technology upgrades for smart meters, parking apps, and real-time occupancy tools.

**Curb Management:** Propose innovative solutions to optimize curbside space through strategies that balance competing demands, enhance mobility, and support economic activity while prioritizing accessibility and safety.

Evaluate the Impacts of Multi-Modal Transportation Initiatives and Options: Explore how Transit-Oriented Development, Mobility Hubs, Advanced Rapid Transit, ridesharing, biking, and pedestrian-friendly initiatives affect parking demand.

### 1.5 Deliverables

Parking Inventory Report: Detailed report on current parking supply, utilization, and user profiles.

Future Demand Projection Report: Analysis of projected parking demand, including electric vehicle (EV), and autonomous parking needs.

Parking Strategy Recommendations: Recommendations for management improvements, infrastructure, and pricing strategies.

Final Comprehensive Parking Study: Summary of findings, analysis, recommendations, implementation timeline, and budget considerations.

### 1.6 Procurement Schedule and Key Dates

DATE	TIME CST	EVENT
December 4, 2024	4:45 p.m.	Date of Issuance
December 18, 2024	10:00 a.m.	Pre-Proposal Teleconference
December 20, 2024	4:45 p.m.	Deadline for Clarifications
January 10, 2025	4:45 p.m.	Proposal Submission Deadline

**Contact Information:** Proposals and questions should be submitted to:

Centro San Antonio  
Edward Aaron “Eddie” Romero  
E-mail: eromero@centrosa.org

**1.6.1 Pre-Proposal Teleconference:** Held via Teams at 10:00 A.M. on December 18, 2024.  
**FIRMS WISHING TO PARTICIPATE MAY REQUEST MORE INFORMATION BY SENDING AN EMAIL TO EROMERO@CENTROSA.ORG NO LATER THAN 4:45 P.M., DECEMBER 16, 2024.**

Firms that RSVP via email before the deadline will receive dial-in information. All prospective Proposers are encouraged to attend.

**1.6.2 Request for Clarifications:** Proposers must submit requests for clarifications in writing. The RFP documents (which will be incorporated into the Contract) can only be modified in writing.  
**CENTRO MUST RECEIVE REQUESTS FOR CLARIFICATIONS TO THE RFP NO LATER THAN 4:45 P.M., DECEMBER 20, 2024.** Email all requests for clarifications to eromero@centrosa.org. Centro will post a response to those requests on Centro’s internet site (centrosa.org). Proposers

are responsible for ensuring they have received all responses and incorporated any changes in their proposals.

**1.6.3 Preparation of Proposals: CENTRO WILL ACCEPT PROPOSALS SUBMITTED IN RESPONSE TO THIS RFP UNTIL 4:45 P.M., CENTRAL STANDARD TIME ON JANUARY 10, 2024 (THE “SUBMITTAL DEADLINE.”). ALL RESPONSES TO THIS RFP MUST BE SUBMITTED VIA EMAIL TO EROMERO@CENTROSA.ORG.**

If the file size exceeds 25MB, it may be broken into multiple files and uploaded as separate attachments. Early submission is strongly encouraged to ensure any technical issues are addressed before the RFP closing. Centro is not responsible for technical errors or issues.

The proposer must submit one (1) complete electronic copy of its signed RFP and supporting documents outlined in the solicitation document in PDF format. An original signature must be included in the cover letter.

Centro will not acknowledge or receive proposals delivered by telephone, facsimile (fax), or postal mail.

Correctly submitted proposals will not be returned to respondents.

**1.6.4 Amendment and/or Postponement:** Centro reserves the right to postpone, for its convenience, the deadline for submitting proposals. Further, Centro reserves the right to unilaterally revise or amend the scope of services up to the time set for submitting proposals. Such revisions and amendments, if any, shall be announced by addenda to this solicitation. Copies of such addenda shall be furnished to all prospective Proposers, and a copy will be posted on Centro’s website. Proposers are requested to acknowledge receipt of all addendums as part of the proposal. Failure to acknowledge an addendum will not automatically disqualify a Proposer, but failure to address any changes in the proposal may lead to a lower score than would otherwise be the case. Any Proposer whose proposal has already been submitted to Centro when the decision to postpone is made will be allowed to revise or withdraw their proposal.

**1.6.5 Acceptance Period:** Proposals shall remain valid for ninety (90) calendar days from the date of submission. If the Proposer has requested a Best and Final Offer, the proposal shall remain valid for up to ninety (90) additional days from the date of submission of the Best and Final Offer.

## **Evaluation and Selection of Proposals**

**2.1 Responsiveness:** For a Proposer to be eligible to be awarded the Contract, the proposal must be responsive to the RFP, and Centro must be able to determine that the Proposer is responsible for performing the Contract satisfactorily. Responsive proposals are those complying with all material aspects of the solicitation. A Proposer may, at any time after submitting the proposal, be requested to submit further written evidence verifying that the firm(s) meets the criteria necessary

to be determined a responsible Proposer. Refusal to provide requested information may result in the Proposer being declared nonresponsive, and the proposal may be rejected.

**2.2 Organization of Proposal Materials:** Centro will appoint an Evaluation Committee to evaluate all proposals submitted for this project. To enhance comparability and facilitate evaluation, proposals must have a table of contents and cover letter and identify Section 1, Section 2, and Section 3. To be acceptable, proposals shall not be more than 30 pages using twelve (12) point or greater font size. The total pages do not include the table of contents, cover letter, and requested forms.

**2.3 Proposal Requirements:** Proposals must include the following sections, not exceeding 30 pages:

1. Table of Contents
2. Cover Letter
3. Section 1: Project Approach
4. Section 2: Experience
5. Section 3: Price

### **2.3.1 Table of Contents**

**2.3.2 Cover Letter** - This letter should be on company letterhead and addressed to Centro with a statement of the Proposer's understanding of the project goals and needs. The names, business addresses, and telephone numbers of your firm's officers, directors, and associates, along with the names and addresses of any parent or subsidiary of your company. Your information should describe the nature of the work and the line of authority of these individuals as they relate to this project.

State which services are within the scope your firm proposes to provide and which services will be subcontracted. Include the name, office address, email, and telephone number of your firm's primary point of contact. As appropriate, include the names and qualifications of subcontractors and/or associates who will assist on this project.

### **2.3.3 SECTION 1 – PROJECT APPROACH (40 Points)**

**Describe the approach your firm recommends addressing the following**

- **Data Collection and Analysis:** Gather data on parking usage, occupancy rates, pricing, and turnover. Conduct surveys, site visits, and stakeholder interviews.
- **Stakeholder Engagement:** Facilitate workshops and public meetings to gather insights from property owners, businesses, and residents.
- **Comparative Benchmarking:** Review best practices from comparable cities.
- **Scenario Modeling:** Develop scenarios based on growth projections and transportation trends.

### 2.3.4 SECTION 2 – EXPERIENCE (40 Points)

Please address each of the following questions/considerations:

- Please provide a brief description of the history and background of your firm, the nature and scope of the firm’s experience, if any, in handling projects for public or private entities, and how many years the firm has been in business.
- Describe the firm’s direct experience on projects of similar size, scope, and complexity completed in the past five years.

Please Provide:

- The name, address, and telephone number of persons who may be contacted as references
- Include dates, locations, costs, and project managers for these previous projects
- Discuss the qualifications of all other firms proposed to be utilized in the performance of the work if joint venture partners are proposed or if subcontractors are to be used for portions of the work
- Provide a list of the five comparable cities you’ve operated in

### 2.3.5 SECTION 3 – PRICE (30 Points)

**Proposed Cost**

Respondents must submit a detailed cost proposal that outlines the following:

- **Total Cost:** Provide the total cost for delivering all services outlined in the Scope of Work. The total project budget should fall between **\$50,000 and \$75,000**. Proposals exceeding this budget may be considered non-compliant unless clear justification is provided.
- **Cost Breakdown:** Include a line-item budget that details the costs associated with each significant component of the Scope of Work.
- For example:
  - Personnel costs, including roles and hourly rates
  - Materials, tools, and supplies
  - Travel or other reimbursable expenses
  - Overhead or administrative costs, if applicable

**Payment Schedule:** Propose a payment schedule aligned with project milestones or deliverables. Indicate the payment structure (e.g., percentage or dollar amount tied to milestones). Preference may be given to schedules that reflect project progress and reduce risk.

**Budget Assumptions:** Include a brief narrative explaining any assumptions or constraints factored into the proposed budget (e.g., staffing levels, anticipated challenges, or use of subcontractors). This section will help evaluators understand how you developed the cost proposal.

**Price Evaluation:** Price proposals will be evaluated based on the following criteria:

- **Alignment with Budget Range (10 points):** The proposed cost must fall within the stated budget range, with clear justification for any deviations.
- **Clarity and Detail (10 points):** The proposal provides a transparent and well-documented cost breakdown and payment schedule.
- **Value for Money (10 points):** Evaluators will assess whether the proposed cost represents good value for the services offered balancing quality and cost-efficiency.

**2.4 Criteria:** Proposals will be evaluated based on the following:

- Project Approach: 40 Points
- Experience: 30 Points
- Price: 30 Points

**2.5 Process:** The Evaluation Committee will review proposals, conduct interviews if necessary, and may request Best and Final Offers. The award will be made to the firm whose proposal is most advantageous to Centro.

**2.5.1 Interviews:** The committee will determine whether accepting the most favorable initial proposal without discussion is appropriate or whether interviews and/or discussions should be conducted with any additional Proposers who fall within the most favorable competitive range.

**2.5.2 Negotiations:** The committee or designated committee members may negotiate with each Proposer whose proposal falls within the most favorable competitive range and request a best and final offer.

**2.5.3 Best and Final Offer:** The best and final offer will contain all information and documents necessary to state the Proposer's entire proposal without reference to the original proposal or to any supplements that may have been submitted during negotiations. The committee will evaluate all Proposers who submit the best and final offers or designated committee members based on those best and final offers.

**2.5.4 Contract Award:** Centro will award the contract to the firm responsible for the most advantageous proposal. Accordingly, Centro may not necessarily award the contract to the Proposer with the highest ranking or the lowest price if doing so would not be in Centro's overall

best interest.

**3.1 Timeline:** The anticipated start date is no later than **February 3, 2025**, and the final report must be completed before **June 9, 2025**. A detailed project schedule must be included in the proposal.

#### **4.1 Additional Information**

Amendments: Centro reserves the right to amend the RFP and will notify all prospective proposers of any changes.

Small Business Enterprise (SBE) Participation: Proposers are encouraged to include SBE participation goals.

Confidentiality: All proposals will be considered confidential until a contract is awarded.

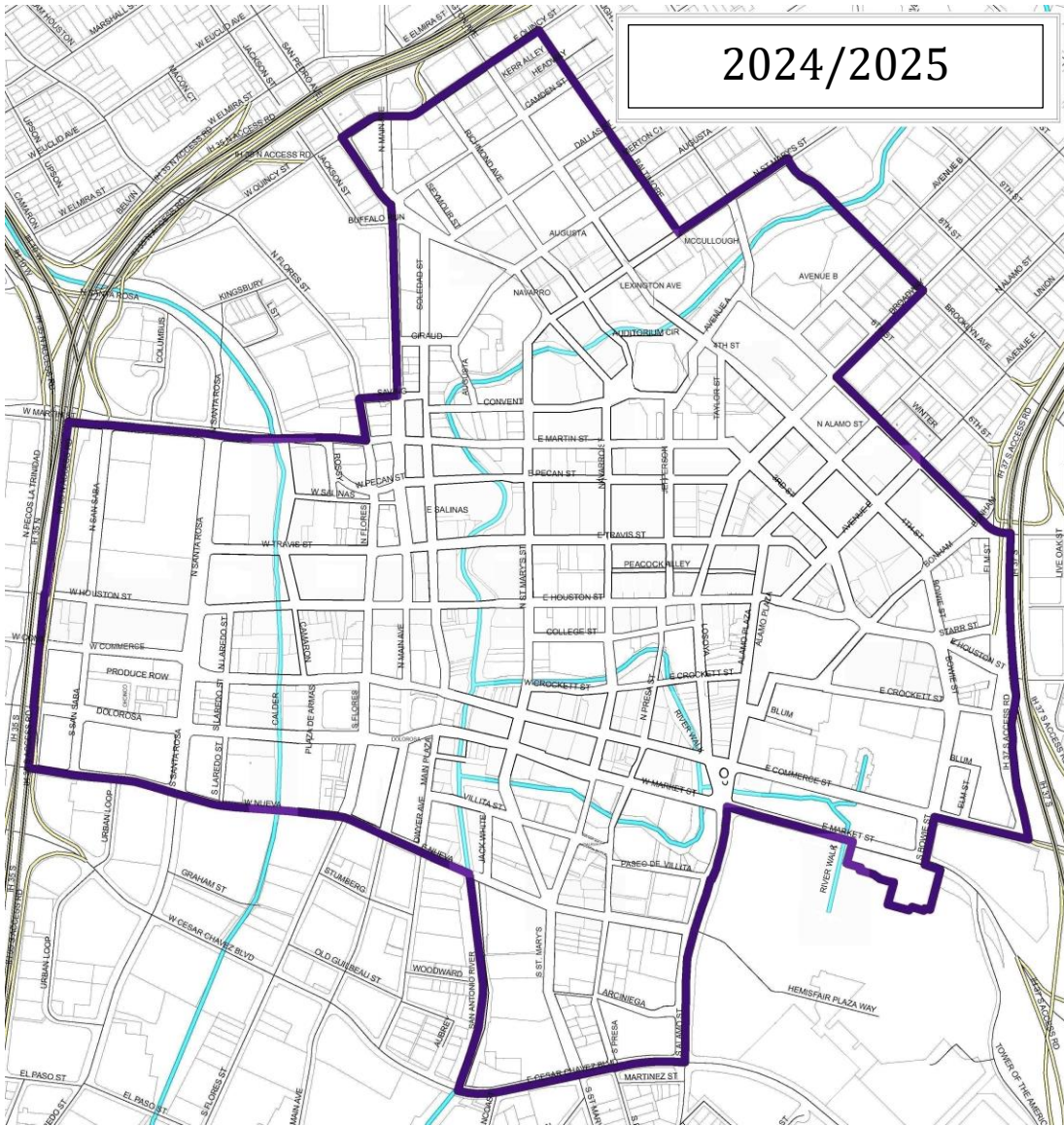
**5.1 Documents to be Submitted with Proposal:** The Proposer must complete and submit the following documents with the proposal. Failure to do so may deem the proposal as non-responsive.

Document Checklist:

- Table of Contents
- Cover Letter (Signed)
- Section 1 – Project Approach
- Section 2 – Experience
- Section 3 – Price
- Addendum Acknowledgement



**EXHIBIT 1: DOWNTOWN PUBLIC IMPROVEMENT DISTRICT MAP**



## EXHIBIT 2: DOWNTOWN REGIONAL CENTER MAP

