

**Request for Proposal to
Complete a Paid Parking Feasibility Study for
Warrior Way, Zephyr Cove
Date: April xx, 2024
Submittal Deadline: May 3, 2024 10:00 AM (PDT)**

The Douglas County Community Services Department is seeking proposals from qualified consultants with demonstrated experience to complete a parking system feasibility plan. This RFP is intended to gather pertinent information concerning the ability of consultants to meet the needs of the County. Funding for this project will not exceed \$50,000.

Interested firms are invited to submit your RFP by 10:00 AM (PDT), May 3, 2024 to:

Brook Adie
Director
Community
Services
1329 Waterloo Ln, Gardnerville,
NV 89423
(775) 782 6246
badie@douglasnv.us

Questions or requests for additional information should be forwarded to Brook Adie at badie@douglasnv.us

Amendments to the RFP:

The County reserves the right to amend this RFP by an addendum at any time prior to the date set for receipt of proposals. Addenda or amendments will be uploaded electronically on the County website <https://www.douglascountynv.gov/cms/one.aspx?pageId=12874212> as soon as available. It shall be the responsibility of the consultant to include any modifications to the project from all addenda. If revisions are of such a magnitude to warrant, in the County's opinion, the postponement of the date for receipt of proposals, an addendum will be issued announcing the new date.

General

This RFP does not commit the County to enter into an agreement, to pay any costs incurred in the preparation of a proposal in response to this request or in subsequent negotiations, or to procure a contract for the project.

I. Introduction

The Douglas County Community Services Department is seeking proposals from qualified consultants with demonstrated experience to prepare a Paid Parking Feasibility Plan for the area of Warrior Way in Zephyr Cove, NV and recommend different parking systems if such a plan is feasible. The plan will provide both an inventory of parking and an action plan for implementation.

The plan will conduct a feasibility study to analyze the demand for paid beach parking at the Douglas County Lake Schools-Zephyr Cove Elementary School and George Whittell High School and the County Zephyr Cove Park including Warrior Way. The paid beach parking program is intended to operate only when school is not in session. When school is in session, the property will be posted no beach parking.

The conceptual operating design is a desired outcome including recommended parking system/program with cost of implementation and operation. Attachments include a sample of the County's agreement and a draft proposed timeline.

County Staff, the Parks and Recreation Advisory Board, the Board of County Commissioners and the Douglas County School District Board of Trustees will provide information, as needed, to the selected consultant during the term of the study. The Paid Parking Feasibility Plan is to be completed by February 1, 2025

II. Current Challenges

- A. The increase of tourists and visitors have significantly impacted the County's Lake Tahoe services e.g.: Trash, sanitation, etc.
- B. Beach parking takes place at this location for free other than when nonprofit organizations organize to charge during peak weekends.
- C. The Nevada Department of Transportation (NDOT) has limited beach parking on Highway 50, which impact's the area on Warrior Way.
- D. The Board of County Commissioner's has informed staff that the County does not want to charge:
 - 1. Douglas County residents within a certain zip code or address;
 - 2. Douglas County School District employees who are not County residents but who work at one of the schools on Warrior Way;
 - 3. Library patrons; and
 - 4. Zephyr Cove Tennis Club members.
- E. Douglas County wishes to prevent and monitor no overnight parking or camping at this location.
- F. Highway 50 is a busy highway and any parking system cannot allow traffic to back up due to people entering the property. Any system, arm gates, monitoring or ticketing must not allow vehicles to impede the flow of traffic on Highway 50
- A. Warrior Way is not a Douglas County public road, is on park property with an access easement and utility easement for the schools operated by the Douglas County School District.

III. Current Opportunities

- A. The paid parking program could help pay for the infrastructure, increase security in the area, and share revenue with the Douglas County School District and local parent/student clubs (fundraisers).
 - 1. Example: Stateline to Stateline Bike Path parking in Incline Village on a busy weekend, has generated \$20,000 in revenue. Local volunteer groups report collecting up to \$20,000 per day by charging \$40 per car on high demand days.
- B. There is support to generate revenue at the expense of out of area visitors, while doing a better job at protecting the environment, property and the safety of residents and visitors.
- C. The subject location can support in excess of 600 parked cars at capacity.
- D. Paid parking exists across the street at the Zephyr Cove resort and routinely fills up with in

- minutes on high demand days.
- E. Visitors appear to be willing to pay significantly more to park on peak dates and weekends.
 - F. During nonpeak times parking fees would be set at a minimum of \$20 per day and fluctuate based on demand which could exceed \$100 per day
 - G. A proposed distribution of net revenue is as follows:
 - 1. Douglas County School District 40%
 - 2. Douglas County 40%
 - 3. Douglas County Zephyr Cove Parents Club and George Whittell Boosters Club 20% or \$30,000 whichever is greater
 - H. Parking rules and limitations:
 - 1. 30-minute grace.
 - 2. Self-parking at your own risk no designated stalls
 - 3. Billing for noncompliance/payment
 - 4. Self-pay through kiosks or phone application payment opportunity
 - 5. Staggered ON/OFF season parking fees will also apply.

IV. Paid Parking Feasibility Study - Scope of Services

- A. Review and recommend different parking systems that can meet the County's objectives while generating revenue in excess of the expenses.
 - 1. The consultant shall define project goals, objectives, work plan, action steps, and timelines and cost along with a revenue/net revenue projection associated with the project that will meet the needs of the County and reflect the values of the community. Consultant shall strive to provide innovative solutions to meet project objectives and add cost efficiencies and value for residents.
 - o The consultant shall review plans, systems and documents that are relevant to completing the study.
- B. Paid Parking Infrastructure

Based on the data collected, the consultant shall assist with the determination of priorities as items relate to the paid parking program including but not limited to:

 - 1. Camera system to track the license plates (license plate reader) of every car coming onto the property, and will be in place year-round even when school is in session when a fee program will not be charged. This system will help track who is entering onto campus and determine parking violators and people entering the facility. It will also help determine if they are eligible for free parking (resident, employee, etc.) or when the paid parking system is in place determining those who fail to pay.
 - 2. In addition, surveillance systems are our biggest deterrent to false claims, petty theft, vandalism and any other nefarious activity that takes place, and the intent is to know who they are and protect County and school assets.
 - 3. Signage or a self-paid kiosk will display a message whether payment is required for beach parking, or when beach parking is prohibited (while school is in session).
 - 4. Assess the need and quantity of sanitation facilities including: restroom facilities, additional trash cans, etc.
 - 5. Budget, funding options, revenue strategies, costs, fees and charges.
- C. High Level Concept Designs
 - 1. Broad high-level concept designs shall be included for any new amenity identified within the list of priorities.
- D. Consultant is expected to present to the Parks and Recreation Advisory Board and the Board of County Commissioners.
- E. Final Products
 - 1. High level concept designs, where not already provided, and desirable outcomes.
 - 2. A draft copy of the plan shall be created and provided electronically to staff who

will provide the document to each member of the Parks and Recreation Advisory Board, the Board County Commissioners, and other committees as required or requested by the County.

3. Once final approval and feedback is given to the consultant by all of the appropriate groups, consultant shall make any necessary changes to the draft and provide one final hard copy and one electronic copy of the plan to staff with maps and any other related documents.
4. The consultant shall provide a final report in a publication ready document that includes maps, photographs, and any pertinent graphics.

V. Proposal Requirements

- A. A cover letter must be submitted indicating interest in the project and must contain a brief overview of the steps to be taken to conduct the study.
- B. A submitted electronic copy is acceptable, but must be submitted not later than May 3, 2024 at 10:00 a.m. Pacific Daylight Time to the contact listed above. Late submittals will not be considered.
- C. Project Team and Organization. List members of the project team, their experience and qualifications as they relate to parking feasibility studies, and the project team's current workload. Please also include an organizational chart. List an hourly rate for each job title and member of the project team.
- D. Related Experience and References. Include one final copy of a completed project that relates to the scope of services the County is requesting. Also, provide a list of references and work performed. Provide any examples of innovative solutions for cost efficiencies and added value for residents provided on past projects.
- E. Scope of Services and Compensation. Describe your firm's process, planning methodology, and approach for the project. Indicate how your process and approach will accomplish the project objectives. Describe the work plan for all components within the Scope of Services and the proposed method of establishing land acquisition costs, capital costs and projected operating expenses. The work plan should define the number of meetings and the final work product. Please list the itemized cost for subsections listed in the Scope of Services. Please also include any additional sections that your firm believes should be included in the Scope of Services if any, and the corresponding cost.
- F. Detailed list of deliverables shall be provided.
- G. Project Schedule shall reflect a completion date with Board of County Commission presentation no later than February 1, 2025. Provide a detailed work plan with a schedule that reflects major work tasks and milestone dates.

VI. VI. Selection Criteria

The ideal consultant:

- A. Has experience in producing a high-quality Paid Parking Feasibility Plan with options that will maximize revenue to offset costs of implementation and maintenance.
- B. Has a clear process from ideation, development, revision and final delivery.
- C. Has experience developing and implementing Paid Parking Feasibility Plans.
- D. Has demonstrated knowledge in developing and implementing Paid Parking Feasibility Plans.
- E. Can provide a highly responsive, collaborative, and transparent communication process.