



REQUEST FOR QUALIFICATIONS

To: Shuttle/Transportation Contractors
From: Elizabeth Hannon

Date: July 15, 2016
Subject: Weekday Shuttle System in Hillcrest

Request:

The Uptown Community Parking District (UCPD) is soliciting responses to this Request for Qualifications to operate a weekday lunchtime shuttle system that will circulate riders either on a demand-response system or a fixed route with fixed stops or a combination fixed route and on-demand system throughout Hillcrest. The shuttle system will serve Uptown workers, residents and visitors and will provide another transportation option into the Hillcrest core which is parking impacted. The UCPD is open to discussing various vehicle types, with preference given toward 5-8 passenger electric vehicles.

This request for qualifications (RFQ) describes the project, the required scope of services, the contractor selection process, and the minimum information that must be included in a submitted proposal. Failure to submit information in accordance with the RFQ requirements and procedures may be grounds for disqualifying a proposal from consideration.

Background:

The City of San Diego (City) established Community Parking Districts in 1997 which are governed by City Council Policy 100-18. The Uptown Partnership, Inc., dba the Uptown Community Parking District (UCPD) is a 501(c) (3) public benefit non-profit organization that manages the UCPD via an annual agreement with the City. Each year, UCPD develops an Annual Plan & Budget for the Community Parking District that allocates parking meter revenues toward projects that are authorized by the City for the neighborhoods of Bankers Hill, Hillcrest, Mission Hills and Five Points / International Restaurant Row.

Council Policy 100-18: The intent of this Policy is to provide a mechanism whereby communities unable to meet existing parking demands may devise and implement parking management solutions to meet their specific needs and resolve undesirable parking impacts. This Council Policy, subsequent memorandums of law, City Municipal Code & Charter State and Federal Laws guide funding allocations and expenses which are reimbursable by the City for projects within the District.

Description of Work / Scope of Services:

The UCPD is seeking a vendor that will operate weekday, lunch time, daily shuttles within Hillcrest that will incorporate the Hospital Zone to the north and west, Pennsylvania Street to the south and 8th Avenue to the west (please refer to map on page 5). The vendor will be asked to provide and cover the cost of auto and commercial general liability, vehicles (open to lease or purchase by UCPD or contractor), drivers, maintenance, storage and marketing. Ridership is expected to be at least 75 riders per day in a 2-3 hour shift with benchmarks established for level of service and ridership growth as determined by contract. Business models with and without dedicated branding will be considered.

The Uptown Community Parking District expects to select a vendor by September 2016 and anticipates that the shuttle system will be operational by October 2016.

Request for Qualifications Requirements

- I. **General:** The Request for Qualifications should be concise, well organized and demonstrates the respondent's qualifications and experience applicable to the project.
- II. **Contents:** Statements submitted in response to this Request for Qualifications shall be in the following order and shall include:

- A. Identification of the entity and identity of all principals.

1. Legal name and address of company
2. Legal form of entity (partnership, corporation, joint venture, etc.). If joint venture, identify the members of the joint venture and provide all information required within this section for each member.
3. Name, title, mailing address, telephone number, and e-mail address of the person to contact concerning the Request for Qualifications.

- B. Experience and Technical Qualifications

Describe the contractor's experience in completing similar projects. List at least three (3) successfully completed projects of a similar nature, together with the name of the client and project manager, telephone numbers, description of work performed, and value of the consulting contracts. Projects that are currently being performed may be submitted for consideration.

- C. Knowledge and Understanding of Local Environment

Describe the contractor's prior experience working with community groups in the San Diego area and its perceived ability to work closely with UCPD and City of San Diego's staff.

- D. Work Program

The contractor should describe how it proposes to accomplish the work identified in this RFQ. While the overall objectives and products of study described in the initial section of this RFQ (above) must be accomplished, the contractor may depart from the precise Scope of Services described above, subject to the approval of the UCPD. This detailed work program should be written and in a suitable computer disc format that is capable of being incorporated into the project Contract for Services.

- E. Project Organization and Key Personnel

1. Describe proposed project organization, including the identification and responsibilities of key personnel. Indicate the role and responsibility of prime contractors and all sub-contractors.
2. Provide a description of the experience and professional licenses, if any, of the contractor's project team, including the team's project manager, and other key staff members. Single page resumes for each proposed team member should be included.

- F. Cost Estimates

Provide an estimate of the total direct and indirect costs to complete the tasks identified in the Scope of Required Services (above). A cost breakdown should be provided identifying: 1) the number of staff hours and hourly rates for each team member; 2) an estimate of all other direct costs, such as materials and reproduction costs; and 3) an estimate of sub-contractor services, if needed.

G. Previous and Current Contracts with the City of San Diego.

The contractor shall include a list of all contracts awarded to the contractor by the City of San Diego for the last three (3) calendar years. The list shall include a short description of the project, award date, completion date, and contract value. Previous work with the City of San Diego is not a prerequisite for obtaining approval by the board for any RFP.

Contractor Nominating and Selection Process

- I. Based upon the submitted Request for Qualifications, UCPD staff and committee members may identify a short-list of qualified contractors for this project. Should it find it to be in its best interest, UCPD reserves the right to make final contractor selection based solely upon evaluation of the written RFQs, without short-listing contractors or conducting oral interviews.
- II. UCPD staff and committee members may also interview the short-listed contractors. Based upon the RFQ and interview, staff will rank the finalists based on qualifications and recommend the selected contractor to the Board of Directors, which has final authority for selection.
- III. After this selection has been made, the UCPD will proceed to other negotiations with the entity. The negotiations will cover: scope of work, contract schedule, contract terms and conditions, technical specifications, and price. If the negotiating teams are unable to reach an acceptable agreement with the selected contractor, the negotiating team may recommend that negotiations be terminated, and that negotiations be initiated with the next ranked contractor.
- IV. After negotiating a fair and reasonable proposed agreement, the UCPD Chief Operating Officer will recommend its approval to the UCPD Board of Directors.
- V. The contract will then be submitted to the City of San Diego. Final authority to approve the agreement rests ultimately with the City of San Diego.

Proposal Evaluation Criteria: Contractors will be considered and evaluated on the following criteria:

- I. Experience and Technical Qualifications of the contractor and potential subcontractors in completing shuttle-related services;
- II. Prior experience of the participating contractors in completing joint projects, if sub-contractors are proposed;
- III. Knowledge and understanding of the local environment;
- IV. Adequacy of the proposed Detailed Work Program;
- V. Project Cost.



Schedule for Nomination, Selection and Award

The Uptown Community Parking District anticipates that the process for selecting a contractor and awarding the contract will proceed on the following tentative schedule:

- A. Advertise and Issue Request for Request for QualificationsJuly 28, 2016
- B. Questions Due Date..... August 15, 2016
- C. Submittal Requested by..... August 23, 2016
- D. Submittal Final Due DateAugust 26, 2016
- E. Possible Oral InterviewsAugust 25, 2016
- F. Approval of Contract by the UCPDSeptember 12, 2016
- G. Approval of Contract by the City of San DiegoSeptember 15, 2016
- H. Notice to ProceedSeptember 20, 2016

Special Conditions

I. Reservations

This Request for Qualifications (RFQ) is neither intended to expect to obligate UCPD to award a contract, or to defray any costs incurred in the preparation of a proposal pursuant to this RFQ, nor that UCPD nor the City of San Diego assumes any liability or responsibility (express or implied) arising out of this process. No retroactive reimbursement will be made or considered for any costs incurred in preparing a response to this RFQ.

II. Public Records

All responses submitted to this Request for Qualifications become the property of UCPD and its public records. As public records, these responses may be subject to public review following the selection of any contractor. The responses, however, will remain confidential during the review process.

III. Right to Cancel

UCPD reserves the unqualified right to cancel or modify, in whole or in part, this Request for Qualifications, including the selection schedule, submittal date, and submittal requirements notice in writing.

IV. Compliance with Federal, State and Local Law

All respondents to this Request for Qualifications agree to conform to existing State, Federal or local law relating to proposal disclosures and the ethical obligations required for all prospective contractors with public entities.

V. Additional Information

UCPD reserves the right to request additional information and/or clarification from all respondents' submissions to this RFQ.

Please forward any questions and responses to Elizabeth Hannon at (619) 846-5754, or email

Elizabeth@ParkUptownSD.org

Hillcrest Shuttle System Boundary Map

