

REQUEST FOR PROPOSALS
FOR
PARKING AND TRAFFIC PLANNING SERVICES
OVERTON PARK CONSERVANCY
NOVEMBER 4, 2015

1. PURPOSE

Overton Park Conservancy (OPC) is interested in contracting for professional assistance in developing a Parking & Traffic Plan for Overton Park and each of the institutions housed within the park. This plan will help determine the optimum traffic flow (vehicle, pedestrian and bicycle) and parking solutions for visitors to the park and all of the amenities and institutions contained within the park. Accordingly, OPC is issuing this Request for Proposals (RFP) to solicit written proposals from consultants or consulting teams who are interested in providing such services.

2. PROJECT OVERVIEW AND DESCRIPTION

Overton Park is located between North Parkway, East Parkway, Poplar Avenue and McLean Street in Memphis' Midtown area. Contained within its 342 acres are the Levitt Shell, the Links at Overton golf course, Memphis Brooks Museum of Art, Memphis College of Art, Memphis Zoo, and 184 acres of public parkland managed by Overton Park Conservancy.

Over the past 2 years, parking and mobility pressures in and around Overton Park have reached a critical stage. A great problem to have, many key park stakeholders have had growing success in the past decade. Existing stakeholders like the Zoo, Memphis Brooks Museum of Art (Brooks) and Memphis College of Art (MCA), have experienced increased visitors due to new exhibits and programming. The Memphis Zoo has 1.1 million visitors annually, ranging from 80K to 150K visitors per month in the spring, summer and fall months, to 40K to 60K during the winter. New park stakeholders like OPC and the Levitt Shell (Shell) have developed popular destinations like playgrounds, a dog park, and a free outdoor music venue. The Shell hosts more than 50 free concerts per year, drawing crowds of up to 3,500 per night, with approximately six nights per year exceeding 5,000 people. In addition, the Shell hosts festivals, outdoor film nights and community events. Likewise, Overton Park serves as a nucleus for activity in the adjacent neighborhoods, like Broad Ave Arts District, Overton Square, and Crosstown Concourse, that continue to draw visitors from the multi-state area. After decades of underutilization, Overton Park is experiencing a renaissance. Peak use to all of these destinations has led to a number of undesirable scenarios.

During peak use times:

- On-street parking on existing park roads is insufficient.
- Zoo overflow parking on the Greensward conflicts with park visitors.
- Cars attempting to park on existing surface lots or on-street spaces in the park often back up along McLean St. and Poplar Ave.
- Heavy pedestrian traffic from Evergreen Historic District is dangerous at uncontrolled intersections of McLean/Prentiss and McLean/Overton Park Ave. Similar problems exist at Poplar/Tucker and Poplar/Cooper with poorly-visible crosswalks.
- Congestion caused by cars waiting to access the Zoo surface lots blocks vehicles from accessing other destinations within the park.
- Concern about access for ambulances, firetrucks, and police cars to all park venues during peak times poses liability and other threats to park venues;
- There is no dedicated parking on Levitt Shell property. Shell visitors will park throughout the park and neighborhood and walk to the venue, sometimes alongside moving vehicles and in areas with limited light or visibility. The Shell and the Zoo are testing an agreement whereby Shell visitors would park in the Zoo lot when not in use by the Zoo.

While many of these issues are exacerbated during peak demand, these issues remain undesirable during off-peak times as well:

- All modes – pedestrians, bicyclists, vehicles, strollers, joggers, dogwalkers, students - merge at the heart of the park in front of MCA on a street with vehicular traffic.
- Bicycle and pedestrian access to the park is limited.
- At the primary western entrance to the park from Overton Park Avenue, bikes and pedestrians share a narrow sidewalk, which is in disrepair, between the park entrance and Veteran's Plaza.
- Perimeter access to the park is difficult in many places, especially for persons with limited mobility.
- Park use is changing and stakeholders may have competing visions for limited parkland.

In response, OPC seeks a Parking & Traffic Plan that will serve multiple purposes:

- Identify possible solutions to parking, traffic flow, multi-modal mobility and access to all park destinations;
- Address pedestrian safety, including lighting and street crossings;

- Vet those solutions with park stakeholders and the public;
- Provide capital and operational cost estimates for solutions and facilitate a meaningful conversation about investment trade-offs;
- Provide a design layer that can be used in future planning processes – like a master plan;
- Provide clear, agreed-upon timeline and benchmarks for implementing solutions.

3. SCOPE OF SERVICES

This proposed project scope includes review of existing studies, surveys and data; collecting input from park partners, stakeholders, users, and neighbors; conducting interviews; hosting a design charrette; and using input and park planning best practices to create an Overton Park Parking & Traffic Plan with cost estimates.

All available traffic and parking solutions should be analyzed for the efficiency, capacity and the cost of implementation. Strategic combinations of several options to achieve the desired results are encouraged. Path of entry and exit in Overton Park will be important elements in each possible solution and should be incorporated in the analysis of each option.

We anticipate that the Overton Park Parking & Traffic Plan will include the following tasks:

Task 1 – Research: Review existing studies, surveys and data from OPC, Zoo and other park partners.

Task 2 – Interviews: Conduct individual and/or group interviews with park partners and stakeholders. These include but are not limited to:

- Park Partners – OPC, Brooks, Golf Course, MCA, Shell, Zoo, Eggleston Museum stakeholders, City of Memphis Division of Parks and Neighborhoods.
- Advocacy Groups - Citizens to Preserve Overton Park/Get Off Our Lawn, Park Friends Inc., Lick Creek Coalition
- Adjacent Neighborhood Groups – Evergreen Historic District Association, Vollintine-Evergreen Community Association, Lea’s Woods, Bellaire, Tucker-Jefferson, Hein Park.
- Nearby Partners – Rhodes College, Snowden School, Crosstown Concourse, Broad Ave Arts Alliance, Overton Square, Shelby Farms Park Conservancy.
- Government partners – Mayor’s office, City Council, City of Memphis Bicycle and Pedestrian Coordinator, Mayor’s Institute for Excellence Mobility Coordinator, Mayor’s Committee for Persons with Disabilities.

- Funding Partners – Members of the business community that support the park partners, including the Chairman’s Circle / Greenprint Moon Mission Committee.
- Park users, user groups such as runners and schools, and the general public.

Task 3 – Charrette: Host a Design Charrette enlisting partners and stakeholders to make this process as inclusive as possible. Include consensus-building activities. The length of the Charrette may be determined at a later date, but should be at least two days.

Task 4 – Revise: Submit a draft Plan for close review by key partners, stakeholders and the public. Collect feedback and make final revisions. Assist with prioritization of solutions.

Task 5 – Deliverables: Deliver final Plan.

Specific items that we expect to be addressed in the design process include:

- Bicycle and pedestrian access to Overton Park and among destinations within Overton Park;
- Sidewalk/trail networks around the perimeter and within Overton Park;
- Maximizing greenspace;
- Landscaping;
- Water management;
- Connectivity between existing park amenities – Zoo, MCA, Brooks, Shell, East Parkway Pavilion & Playground, Bike Gate, Rainbow Lake, Rainbow Lake Playground, Overton Bark, Old Forest trails, Golf Course and Clubhouse, Formal Gardens, Historic Greensward, Veteran’s Plaza.
- Vehicular traffic flow into and throughout Overton Park;
- Parking issues in and around the park;
- Maximize access to growing network of bicycle and pedestrian infrastructure connecting to Overton Park;
- Safely address areas of multi-modal conflict within Overton Park;
- Parking infrastructure options including optimization of existing surface parking, alternatives to increased surface parking area, shuttles and off site locations;
- Programming, signage and scheduling options to address peak park and parking use scenarios;
- Possible reconfiguration of park entrances;
- Traffic calming;

- Access and connectivity to all adjacent park neighborhoods with specific attention to low-income neighbors;
- Capital and operational cost estimates, and funding possibilities for solutions;

4. DELIVERABLES

The expected deliverable is an Overton Park Parking & Traffic Plan that provides a menu of solutions and cost estimates that address congestion, parking, access and mobility in and around Overton Park. This plan will serve as a guide for prioritization of vetted solutions.

**Tentative Timeline & Selection:*

- November 4, 2015 – RFP announced
- November 18, 2015 – Submittals due by 5:00 p.m.
- December 4, 2015 – Applicants notified
- December 2015 – Review existing plans, surveys, data, etc.; Conduct interviews with key stakeholders;
- January/February 2016 – Host Design Charrette; open for public review.
- March 2016 – Draft Mobility Plan circulated for final review
- April 2016 – Parking & Traffic Plan finalized; Prioritization of solutions underway.

**Tentative Timeline is approximate and subject to change*

5. PROJECT BUDGET

Funding for the project is committed by OPC. Other park partners may provide additional support.

OPC shall not be liable for any costs incurred by any individual or firm in response to this RFP or in connection with any discussion, correspondence or attendance at interviews or negotiation sessions prior to the execution of a contractual agreement.

6. SELECTION CRITERIA

Responses will be evaluated and consultant selected based on the following criteria:

- Design creativity
- Overall capability and experience of design team members
- Specific experience in the design of parking solutions
- Examples of parking solutions successfully implemented
- Specific experience and position in the firm of key individuals to be involved with the project
- Approach, work plan, and recommended schedule
- Knowledge of and experience working with community-based organizations
- Knowledge of issues surrounding park development in Memphis (City of Memphis protocols, legal issues, etc.)
- Necessary and appropriate licensing to complete the work
- Total project cost

A committee comprised of OPC, the City, and other park partners will review submittals.

7. BUILDING PARTNERSHIPS

All Overton Park partners are eager for resolution on park parking and traffic issues. Selected design team must be adept at mediating the many perspectives of park stakeholders and think creatively about problem solving. Patience and a sense of humor is a must on this project.

8. SUBCONTRACTING

Any subcontractors and/or outside associates or consultants required by the proposer in connection with the services outlined in the Scope of Services herein will be limited to such individuals or firms as are specifically identified in the response to this RFP.

9. CONSULTANT RESPONSIBILITIES

The firm selected shall be required to assume responsibility for all services offered by the firms' proposal regardless of whether they are produced "in-house" or performed under a joint or sub-contractual arrangement. Such firm shall be the sole point of contact with regard to contractual matters, including payment of any and all contract fees.

10. ELIGIBILITY

The lead firm must be experienced in parking solutions and traffic flow issues.

11. DESIGN CONTRACT CONDITIONS

- The successful proposer will be expected to sign a negotiated contract on a lump sum basis.
- The proposal should include a schedule of fees and allowances.

12. FORMAT/CONTENT OF PROPOSALS

a. Format: Submittals shall be on 8 ½ X 11 sheets (fold-out sheets permitted) contained in one loose-leaf binder no greater than 1" thickness. Six (6) copies shall be submitted. Proposals will not be returned. The proposals are due on or before 5:00 p.m. on November 18, 2015.

Proposals not conforming to the required format will not be considered.

b. Content: As a minimum, proposals should contain the following:

- Detailed list of deliverables
- Organization chart showing the team's member firms, if more than one. The chart should show the individuals who will be team members who will be working on the project plus their resumes
- A one page resume of key individuals who will have a role on the team
- Photographs or images of representative work of the team members
- References of recent projects of a similar type and scope

13. SUBMITTAL SCHEDULE: Proposals should be addressed to:

Overton Park Conservancy
Attn: Tina Sullivan
1914 Poplar Avenue, Suite 202
Memphis, TN 38104

and received not later than 5:00 p.m. on November 18, 2015.

14. METHOD OF SELECTION: Proposals will be reviewed by a committee appointed by OPC, who will make the final decision regarding selection. Proposers may be invited for an interview, if that is considered necessary. All proposers will be advised when selection has been made.

15. RESERVATIONS: OPC reserves the right to reject any and all proposals, to waive any informality in proposals, and to negotiate changes in the scope of services to be provided.