



**Town of Frisco, Colorado**  
**Request for Proposals**  
**Paid Parking Management Services for the**  
**Frisco Bay Marina**

**Release Date: March 9, 2022**

**Submittal Deadline: 12:00 pm, Wednesday, March 30, 2022**

## Introduction

The Town of Frisco is seeking the services of a qualified Parking Management Company to develop and run a comprehensive parking program for the Frisco Bay Marina. Over the last several years the Marina has experienced a substantial increase in visitors. It has been observed by Town staff that the rate of increase has accelerated in the last year and has significantly strained the Marina's formal parking supply.

As a direct result of this growth those parking at the Marina are, on average, staying longer than they were before. This reduces turnover, or the number of spaces opening up as a result of people leaving, making fewer spaces available for visitors across the day. Marina parking fills to capacity frequently during busy summer days and on the weekends. It is understood that when the parking system nears or reaches capacity, prospective visitors can choose to either turn around and leave the Marina, or simply wait for another parked vehicle to leave. Visitors who choose to wait typically do so either by idling in a drive aisle or by circulating through the parking lots multiple times until a space opens up. This activity leads to a congested parking system, which has the effect of frustrating visitors attempting to park while also making the parking system operate inefficiently. In addition, a congested parking system directly contributes to safety concerns for pedestrians, who currently walk within the drive aisles to access Marina amenities.

Below are some numbers to better explain the impact on the current parking system during the summer season (June 1-September 10):

- 160 boats in slips
- 50 boats on moorings
- 52 boats in dry storage
- 276 rack spaces for paddle sport users
- Roughly 65,000 rental boat guests per season
- Estimated 18,500 people utilizing the restaurant per season

### Current Parking Environment

The Frisco Bay Marina currently has 4 distinct parking areas with a combined total of 321 Parking Spaces. 201 are paved and 120 are unpaved. There are spaces designated for just passenger vehicles, and there are spaces designed to accommodate a tow vehicle with an attached trailer. There is no management or payment system currently in place. All spots are free on a first come first serve basis. The areas outlined in blue in the photo below are the subject areas. Also, below is brief a description of each lot.

#### B1/Fruit Stand Lot

This is the most westerly lot and is furthest from the Marina. This lot consists of 120 unpaved spaces, (*dirt lot*). 5 spaces are reserved for the fruit stand only; and this lot will also serve as the marina employee and concessionaire employee parking lot. The Town proposes that parking for employees be free and that their vehicles be identified by some sort of permit or license registration system.

### Trailhead Parking Lot

The Trailhead Lot is closer to marina park amenities than the B1/Fruit Stand Lot. This lot is paved with 26 spaces, two of which are ADA compliant.

### North Lot

The North Lot has 87 paved spaces, 4 of which are ADA compliant. This lot is considered premier parking due to its close proximity to the water.

### South Lot

The South Lot is also considered premier/close-in parking. This area will have available: 57 paved spaces for passenger vehicles and 17 paved spaces for tow vehicles and an attached trailer. The tow vehicle and trailer spots would need to be charged a higher rate compared to just a single car space. There are 14 additional spaces, circled in red, in this lot but they will be for Marina service use only.



## Project Goals and Scope

Though not a full and complete list of expectations, the general criteria and expectations are as follows:

### General

- Work with Town staff to develop a comprehensive paid parking program for the Frisco Bay Marina parking lots. The paid parking season would last from June 1<sup>st</sup> until September 10<sup>th</sup>. Enforcement during this season would occur 7-days a week from 10:00am to 5:00pm, unless otherwise proposed by the parking management company.
- Work collaboratively with the Town liaison(s) to ensure community needs are met.
- Administer the paid parking program. Collect all fees for parking and propose a revenue share to the Town of Frisco.
- There should be no upfront costs to the Town of Frisco to implement this program. The Town would simply get a percentage of the fees collected.
- Collaborate with the Town in determining appropriate paid parking rates, which will be approved by the Town.
- Provide all equipment, kiosks, and signage needed for a successful paid parking operation. The proposed parking system should **not** include the installation of gates or booths.
- Conduct effective and efficient enforcement for parking violations. Issue citations as necessary.
- Some marina guests may need to park overnight, and/or for multiple nights, when they are staying aboard their boats. There needs to be a system in place to register and accommodate for these overnight stays. All other vehicles are only allowed to park in the B1/Fruit stand lot for 24 hours maximum. Sleeping and camping in cars is prohibited. Boat trailers, not attached to a tow vehicle, that must be left overnight should also be parked in the B1 Lot.
- Manage a parking citation appeals process.
- Maintain a collection rate above 70% for tickets older than 90 days.
- Maintain scofflaw list, and tow vehicles as needed.
- Ensure employees wear an identifying uniform, at all times, that has been approved by the Town in advance for acceptance of color and design.
- Manage and track parking occupancy including morning and afternoon vehicle counts
- Confer with the Town on a monthly basis to review reports and make adjustments to the parking system as necessary.
- Have the ability to increase fees during peak times such as 4<sup>th</sup> of July weekend or other major public events.
- Propose a parking pass/permit fee, limited or unlimited sales, for our boaters that rent space from us all season.
- Administer the parking permit system (i.e., employee, concessionaire, boater, delivery, etc.).

- Detail out how the paid parking system works – license plate registration & recognition; kiosks for payment and/or real time smartphone applications.
- Can a discount be applied to the parking price for customers who are renting a boat from the Marina? If so, how is that done? Can other discounts be applied?

### Technology

- Ensure the use of updated, modern technology to promote smart parking and limit circling and confusion.
- Continually evaluate operations to advance operational goals and needs of the community.
- Create, maintain, and update a website dedicated to parking in Frisco Bay Marina including a link to the Town of Frisco website.
- Monitor daily fill of lots and change variable message signage accordingly.

### Maintenance and Repair

- Provide and maintain all parking equipment.

### Labor and Materials

- Furnish all labor and materials, if any, necessary to carry out the terms of the Agreement.
- Prepare lots for parking. May include setting up lots with cones in anticipation of high-volume days of business.

### Reports

- At the end of each month, provide a summary of the month including the following:
  - citations/warnings issued
  - collection rates for the previous month
  - citation revenue
  - total pay transactions by machine and mobile app
  - pay parking revenue total and by location
  - permits sold
  - monthly permit revenue



## Alternate Bid – Main Street



Separate from the Marina paid parking bid, the Town of Frisco is also seeking a proposal including the total cost of service to enforce parking time limits through a fine system on the approximately 205 parking spaces on Main Street. (Subject area highlighted in yellow above). There is currently no paid parking on Main Street. The parking is free but limited to three hours. The challenge now is that the 3-hour limit is exceeded on a regular basis. The Town is not looking to implement a paid parking program. The Town needs parking enforcement services for Main Street year-round.

Parking time limits will be enforced seven days a week from 8:00am to 5:00pm on the seven blocks of Frisco Main Street from Madison Avenue to 7th Avenue. Parking is prohibited and will be enforced by The Frisco Police Department, in the Main Street area from 2:00am – 6:00am as signed, due to maintenance and snow removal needs. The bid alternate should include the contractual price for such services.

## Submittal Information

### Important Dates

RFP Release Date	3/9/2022
Virtual Meeting for Interested Parties	3/16/2022
Questions Due	3/18/2022
Responses to Questions	3/23/2022
Proposals Due	by noon, 3/30/2022
Virtual Bid Opening	noon, 3/30/2022
Interviews	3/31/2022 & 4/1/2022
Potential Bid award by Town Council	April 12, 2022

### Proposal Requirements

1. Letter of Proposal and Commitment: This letter should identify the firm and key staff who will be working on the project, and commit them for the duration of the project, if selected. The letter should also state that the firm has read and understands the requirements of the RFP. This letter must be signed by a duly authorized official of the appropriate firm.

2. Qualifications: This refers to the ability of the proposer to meet the terms of the RFP, and should include at least three examples of projects (with contact information for lead client staff contact of such projects) completed within the past five years.
3. Methodology and Approach: Provide a comprehensive description of proven methods and plans for carrying out the Project Scope as detailed above.
4. Include the bid alternate fee for the Main Street parking enforcement.
5. Additional Items: Include all other pertinent information regarding this RFP, particularly anything that the proposer feels addresses why its business or team would be a good match for this project.
6. The Town of Frisco shall not be liable for any costs or expenses incurred for preparation of proposals submitted in response to this RFP or for any other cost incurred prior to issuance of a formal Notice to Proceed. Proposers shall not include such expenses as part of the price proposed. The Town shall be held harmless and free from any and all liability, claims or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

## Deadline and Instructions

Please submit digital copies of the proposal via email to Logan Snyder, Marina General Manager, [logans@townoffrisco.com](mailto:logans@townoffrisco.com). Please note files over 10 MG cannot be accepted via email and must be delivered through a file share service such as dropbox. Submittals must be received no later than noon, March 30, 2022.

The Town will not accept late proposals. The Town reserves the right to reject any or all proposals or accept what is, in its judgment, the proposal which is in the Town's best interest. The Town further reserves the right, in the best interests of the Town, to waive any technical defects or irregularities in any and all proposals submitted.

During the Request for Proposal selection process, all proposals shall remain confidential. The entire selection process (procurement) file shall be opened to the public (which includes all proposers) after an agreement is approved by the Town, except those items for which confidentiality has been requested in writing by the Proposer, and providing that the Town Attorney has reviewed and determined this to be properly confidential under the State Open Records Act and other relevant statutes and regulations.

## Questions and Answers

An informational virtual meeting for all interested parties will be held on 3/16/2022. The details and link for this meeting will be posted on the Town of Frisco website: [www.frisco.gov](http://www.frisco.gov). All questions concerning this RFP must be submitted by email to Logan Snyder for the Town of Frisco, at [LoganS@townoffrisco.com](mailto:LoganS@townoffrisco.com) by 3/18/2022. Addenda, reports, and responses to questions will be distributed by 3/23/2022. Please check the Town website for any addendums to the RFP.

## Proposer Interviews

The Town plans to conduct interviews with selected firms on **March 31, 2022 and April 1, 2022**. The Town requests the proposers seek to make themselves available during this time. Any cost incurred by the respondents in preparing or submitting a response to this RFP or interviewing for this project shall be the respondents' sole responsibility.