

**CITY OF LACONIA  
REQUEST FOR QUALIFICATIONS**

**RFQ No. 22-03-01  
Urban Planning Services  
Comprehensive Downtown Laconia Parking Study**

**INTRODUCTION**

The City of Laconia is requesting **Statements of Qualifications** from qualified and experienced firms to conduct a comprehensive downtown parking study. The study will inventory and map existing public and private parking; analyze current and future parking needs and opportunities and provide recommendations through the development of a parking plan. The selected Consultant must be an expert in compiling and analyzing parking information and data, creating parking demand projections, and making recommendations to address parking concerns including public policies, programs, management, and public-private partnerships, among other concerns.

**BACKGROUND**

Laconia's downtown is growing and thriving with a revitalized Colonial Theatre, new businesses and mixed-use development in the downtown core. However, along with this growth, residents and officials are looking to identify goals and strategies to ensure parking needs are met while still maintaining and growing the downtown core. Parking is a key factor to help businesses continue to be successful and to help customers feel welcomed. There is a likelihood of increased residential units in the downtown in the future requiring a need for a different type of parking than the city has needed previously. The purpose of this study is to inventory and assess the availability of public parking in the downtown area to provide targeted recommendations to help address real and perceived parking, and other, concerns.

**SCOPE**

The Scope of Work shall include.

- **Analyze and Evaluate Existing Materials and Information** - The Consultant will compile previous studies, parking agreements/leases between the city, businesses and residents, parking policies, land use and zoning ordinances. Provide summary of reference data in the final report. The City of Laconia will assist with providing these documents where applicable.
- **Parking Survey** – The Consultant shall propose a methodology for surveying and/or interviewing business owners, employees, residents, visitors, developers, and city staff to help determine parking needs. Survey instrument should aim to identify needs, concerns, experiences, and issues with current parking conditions in the downtown core. The survey should have several response opportunities to reach a broad cross section of respondents.
- **Inventory Existing Parking** – At a minimum the inventory should include public and private on-street and off-street parking including locations, time limits, hours of service, loading zones, and ADA-accessible parking.
- **Parking Usage Observations and Analysis** – The study area shall be examined at different times of the day and days of the week to provide insight into changing dynamics in the parking demand of the downtown core and to determine average and peak occupancy, average turnover and average parking durations. Identify peak demands and periods of the day when parking is at

low demand. Identify areas where there are parking spot shortages, and where there are continued surpluses. Identify congested or problem parking areas within the study area. Identify on-street parking spaces that are nonconforming with state law. Identify underutilized private lots that could potentially provide additional parking in high volume parking areas. Identify areas for increased and/or improved pedestrian connectivity and walkability, including areas for bicycle and pedestrian amenities. Identify where new parking spaces could be relocated to comply with ADA and other applicable state and federal laws.

- **Assessment of Existing and Future Demand** - Assess the demand for parking within the study area and evaluate the demand to current inventory; project new demand based on current land use ordinances and projected business and residential growth. Evaluate parking standard in current land use ordinances. Identify parking solutions to account for projected changes and/or growth (25 year window) in the study area.
- **Identify Parking Priorities and Recommendations** - Develop parking priorities and recommendations to help address real and perceived parking concerns within the context of a vibrant mixed-use urban center. A phased implementation plan to meet current and future parking needs shall be included. Recommended strategies may include, but are not limited to,
  - Public-private partnerships, including creation of license agreements/memorandums of understanding for public use of private off-street parking lots or vice-versa and other innovative and creative parking solutions.
  - Bicycle and pedestrian connectivity improvement, including, bicycle parking facilities, signage, wayfinding/wayfinding software programs, and lighting recommendations.
  - Land use and/or zoning ordinance amendments, such as changes to parking standards and parking fees.
  - Changes to public parking supply and locations, including establishing peripheral parking and repurposing existing parking spots where appropriate. Evaluating potential City employee and business permit parking zones, parking prices for parking and violations, parking time limits and enforcement.
  - Programs and initiatives such as educational, informational and/or marketing materials for local businesses and residents, rideshare and bikeshare programs, park and walk initiatives, employee and user incentives, and parking demand management.
  - Providing information on parking trends, national best practices, and cost savings methods and procedures.
  - Development of plans to address snow storm parking and the use of parking spots for solid waste dumpsters, or access to, instead of parking.
- **Evaluate Infrastructure** – Evaluate the current infrastructure against the projected needs including structured parking, EV parking, lighting, traffic signals (with particular attention to the Post Office/Church St signal and the flow in and out of the parking area behind the church) along with any potential public or private funding sources or grant opportunities for infrastructure improvements.
- **Final Report** - The tasks discussed above will be combined into a final report with maps that document the project.

## SUBMISSION REQUIREMENTS

Interested firms should submit four (4) hard copies and one (1) digital copy of a “**Statement of Qualifications**” including, at a minimum, the following information which will be used to evaluate and rank all submissions:

- Description of the firm (i.e., size, experience, staff) and resumes of key personnel.
- Technical competence of the firm and past record of performance on similar contracts including references, with contact information, for similar projects completed within the last five years, specifically for the key personnel proposed.
- Description of the firm’s current workload commitments, and the firm’s capacity to participate in this project and ability to meet proposed or required schedule.
- Financial stability of the firm.
- Statement concerning whether there is a real or perceived conflict of interest.
- Other information you consider pertinent to your firm’s consideration.

Submissions will be evaluated by a review committee and the firms determined to be most qualified, based on the criteria listed above, will be asked to submit a proposal listing, at a minimum, their approach to the project, a description of the types of services to be provided, the allocation of resources to each aspect of the project, schedule and an estimate of cost to provide these services. The review committee will then rank the proposals and the purchasing agent will begin negotiations with the top ranked firm. Should the Purchasing Agent be unable to reach agreement on contract and price with the top ranked firm he is authorized to proceed with negotiations with the next ranked firm. Should the City be unable to contract with any of the qualified firms, the Purchasing Agent is authorized to re-advertise the project.

Submissions are to be labeled “**RFQ No. 22-03-01**” and are to be delivered **by 2:00PM on April 1, 2022, to:**

City of Laconia  
Attn: Jonathan Gardner  
45 Beacon Street East  
Laconia, NH 03246

The City of Laconia reserves the right to accept or reject any or all submissions, to waive any technical or legal deficiencies, and to accept, in part or in whole, any submission that it deems, at the City Manager’s discretion, to be in the best interest of the City. The City also reserves the right to cancel this request for qualifications at any time for any reason.

Questions can be directed to:

Jonathan Gardner  
Purchasing Specialist  
603-524-3877 x222  
[purchasing@laconianh.gov](mailto:purchasing@laconianh.gov)