



Finance Department

**INFORMAL BID REQUEST
FOR
LORIN & GILMAN PARKING BENEFIT DISTRICT(S) FORMATION SERVICES**

Dear Proposer:

The City of Berkeley is soliciting written proposals from qualified firms and or individuals specializing in the formation of Parking Benefit Districts (PBDs) for the Lorin and Gilman business districts pursuant to Section 36600 et seq. of the California Streets and Highways Code, also known as the Property and Business Improvement District (PBID) Law of 1994 (the “Act”). The City seeks to contract with a consultant that reflects, understands and values the diversity of the City’s constituency and values. The study area is inclusive of commercial, mixed-use residential, residential, industrial, transit and municipal areas including and adjacent to the Ashby BART Station in the Adeline Corridor Specific Plan area and in the Gilman District near I-80 and San Pablo Avenue (see Reference Exhibits A&B, *Proposed District Map*).

The project scope, content of proposal, and vendor selection process are summarized below. **Proposals must be received no later than 2:00 pm, on Thursday, October 31, 2024**. Proposals including pricing are to be sent via email with the “**PARKING BENEFIT DISTRICT FORMATION SERVICES**” clearly indicated in the subject line of the email. Please submit one (1) PDF of the Proposal with the filename saved as, “**Proposal Vendor Name PARKING BENEFIT DISTRICT FORMATION SERVICES**” to:

City of Berkeley
Office of economic Development
oedmailbox@berkeleyca.gov

Proposals will not be accepted after the date and time stated above. Incomplete proposal or proposals that do not conform to the requirements specified herein will not be considered. The City retains the right to award all or parts of this contract to several bidders, to not select any bidders, and/or to re-solicit proposals. **For questions concerning the anticipated work, or scope of the project, please contact Kieron Slaughter, Chief Strategist, Economic Innovation, via email at kslaughter@berkeleyca.gov no later than October 17, 2024.**

We look forward to receiving and reviewing your proposal.

I. INTRODUCTION

The City of Berkeley is considering proposals from firms specializing in the formation of Parking Benefit Districts (PBDs) for the Lorin Business District and Gilman Business District (“the Districts”) pursuant to Section 36600 et seq. of the California Streets and Highways Code, also known as the Property and Business Improvement District (PBID) Law of 1994 (the “Act”). Parking Benefits Districts (PBDs) are defined geographic areas, typically in commercial areas or along commercial corridors in which a majority of the revenue generated from on and off-street City owned parking facilities within the district is returned to the district to finance neighborhood improvements, programing and activities. In Parking Benefit Districts, a Parking District Board or Advisory Committee can utilize a percentage of parking revenues generated within the district to make neighborhood improvements that improve quality of life, implement or maintain infrastructure and increase neighborhood safety. The study areas consist of various commercial, residential and light industrial parcels as outlined in the attached Lorin Business District map (Exhibit A) and Gilman Business District map (Exhibit B).

The purpose of this request for proposal document is to work with the City of Berkeley to establish two separate Parking Benefit Districts (PBDs). Tasks will include:

- a. Development of detailed PBD boundary maps, in both PDF, GIS shapefiles and other formats required by the city Engineering Department.
- b. Estimate of Revenue (annual) for each district, based on current and projected parking capacity and revenues.
- c. Recommendation of initial establishment term (5 or 10 years), management structure, and organizational implementation plan and relevant by law creation for each PBD’s governing body.
- d. Production of two separate Management District Plans (one for Gilman and one for the Lorin), with the method and basis of assessment for each articulated in accordance with Section 36600 et seq. of the California Streets and Highways Code, also known as the Property and Business Improvement District (PBID) Law of 1994 (the “Act”).
- e. Assist with the preparation of accompanying PBD establishment documents, including council resolutions, and public hearing materials including public notification documents (i.e. mailing lists) in accordance with relevant regulations.

II. SCOPE OF SERVICES

The goal of this contract is to retain professional services to assist in the research and document preparation efforts required to establish two new parking benefit districts in Berkeley starting in calendar year 2026.

Tasks & Preparation:

The specific tasks may include (but are not limited to, and may not necessarily include all of) the following phases and activities:

Phase I:

- Phase I reflects the initial assessment of creating the PBD. This will include, but is not limited to, reviewing meeting materials, touring site areas, developing a project timeline with tasks and associated costs.

Phase II:

- Phase II reflects the analytical work, reviewing and understanding the services, budget development, parking areas to be assessed, and quantifying the general and special benefits, drafting the management district plan(s) for review and consideration by the Lorin Business Association and Gilman District Association respectively.

Phase III:

- Phase III reflects the legal process to establish the PBD. This will include, but is not limited to, assisting with the development of ordinances, an engineering report (as needed), and associated public hearing documents.

Preparation

- Proposers are encouraged to review relevant reports, plans and policies, both those in process and adopted.
- Proposers are encouraged to propose any additional phasing, or project elements they believe will improve the desired project outcome.
 - Phasing in the Lorin District should be closely aligned with the development of the Ashby BART station and the closure of the two existing BART owned public parking lots at the Ashby BART station (anticipated Fall 2025).
- Proposers shall analyze a strategy that retains revenue from Residential Parking Permits and long-term parking passes within the plan areas.
- Proposers are expected to prepare for and attend public hearings and make presentations as needed (not to exceed 6 public meetings).
- Provide final relevant documents, including native file formats including the Management Plan, revenue projections, mailing lists, etc. All documents relevant to the establishment of each district should also be packaged in a binder (one per district) and provided in a packaged PDF (digital format).

Term:

The contract term shall be for a period of 12 months with an option to extend for an additional 12 months at the sole discretion of the City of Berkeley.

Funding Availability:

Up to \$49,500 for the creation of both parking benefit districts formation documents excluding the engineers report.

III. SUBMISSION REQUIREMENTS

All proposals shall include the following information, organized as separate sections of the proposal. The proposal should be concise and to the point.

1. Contractor Identification:

Provide the name of the firm, the firm's principal place of business (see section VII, F. – Local Vendor Preference), the name and telephone number of the contact person and company tax identification number.

2. Client References:

Provide a minimum of *three (3)* client references. References should be other large public sector entities. Provide the designated person's name, title, organization, address, telephone number, and the project(s) that were completed under that client's direction.

3. Price Proposal:

The proposal shall include pricing for all services. Pricing shall be all inclusive unless indicated otherwise. The Proposal shall itemize all services, including hourly rates for all professional, technical and support personnel, and all other charges related to completion of the work shall be itemized. Evaluation of price proposals are subject to the local vendor business preference (see section VII.F.)

IV. SELECTION CRITERIA

The following criteria will be considered, although not exclusively, in determining which firm is hired.

1. Project Approach 50 points

2. Expertise & References 40 points
3. Costs* 5 points
4. Sustainable Business Practices 5 points

** Effective 1/1/2022. Local Vendor Preference. For the purposes of comparing pricing as part of this competitive RFP for goods up to \$100,000 or non-professional services up to \$250,000, 5% shall be deducted from the bid price proposal from any local Berkeley vendor.*

A selection panel will be convened of staff to evaluate and score submittals.

EXHIBIT A

LORIN BUSINESS DISTRICT MAP

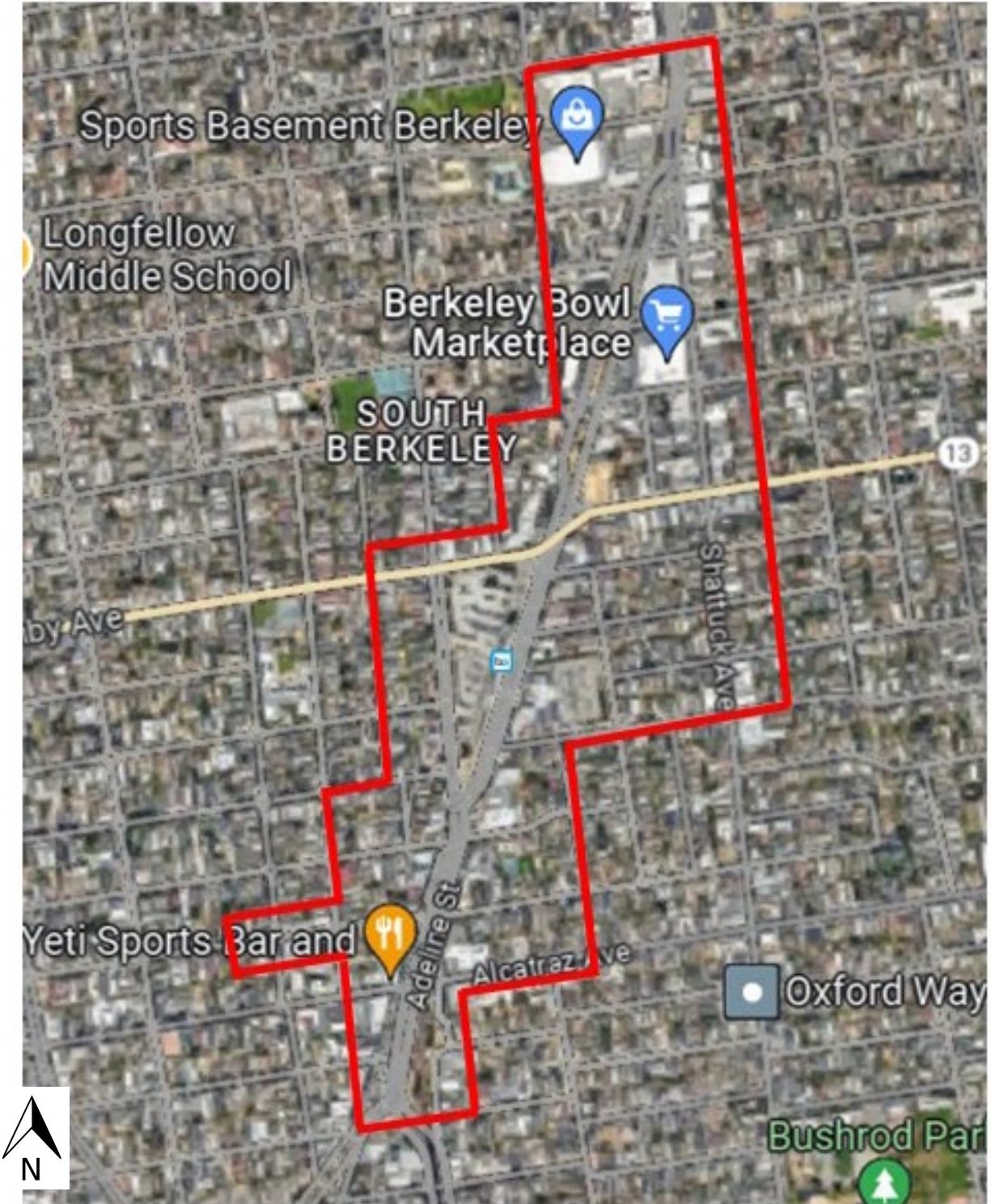


EXHIBIT B

GILMAN BUSINESS DISTRICT MAP

