

**Request for Proposal  
(RFP)  
Town of Carolina Beach**

**Public-Private Partnership  
Mixed-Use Municipal Parking Garage**

**May 1, 2018**

**1.0 SUMMARY**

- 1.1 Request for Proposals: Consulting firms or Developers with proven experience and expertise with Public-Private Partnerships associated with Mixed-Use Development and Municipal Parking Garages are invited to submit fixed price (lump sum) proposals to provide professional services related to a Public-Private Partnership Mixed-Use Municipal Parking Garage within the Town of Carolina Beach.
- 1.2 The Request for Proposal (RFP) does not constitute a contract for services performed or to be performed. Following the selection of the successful consultant (hereafter referred to as “Contractor”), the Town of Carolina Beach (hereafter referred to as “Town”), and the Contractor will negotiate a contract including a scope of services.
- 1.3 Services To Be Performed: The Contractor’s services will consist of providing pre-development services for a Town-owned site to attract private investment and further the Town’s community and economic development goals.

**2.0 BACKGROUND**

- 2.1 Town’s Purpose for Project: The Town of Carolina Beach is requesting technical assistance from Contractor’s to attract private investment to a Town-owned site in Carolina Beach’s Central Business District [Project Area]. The Town-owned site [Project] is a surface parking lot that currently serves as public parking for 151 patrons of surrounding businesses and beachgoers. The Town would like to explore the redevelopment potential of this site into a transformative mixed-use development that would include parking, commercial space, and multifamily residential. The parking garage design shall accommodate at least 350 public parking spaces, plus including the additional parking inventory based on the proposed mix-use development.
- 2.2 Information to be provided to Contractor by the Town: The Town will provide the Contractor with the most recent Parking Study, Zoning Data, Flood Data and other relevant information required for the project.

### 3.0 OBJECTIVES AND ENVISIONED SCOPE OF PROJECT

3.1 Envisioned Scope of Project: The Town envisions the following minimum scope of services for the Mixed-Use Municipal Parking Garage project:

- 3.1.1 Task 1 – Project kickoff meeting – The first task of the project will entail an initial meeting or conference call to discuss the scope of the project as outlined in the proposal,
- 3.1.2 Task 2 – Visit and tour the site [Project] and surrounding properties [Project Area],
- 3.1.3 Task 3 – Determine the boundaries of the Project Area in collaboration with the Town,
- 3.1.4 Task 4 – Conduct a community scan: a review of current and historic plans, documents, studies, research, development proposals, notes from public input sessions, and other materials relevant to the Project Area,
- 3.1.5 Task 5 - Collect and analyze relevant data for a Parcel Analysis to understand current conditions (sales trends, code enforcement violations, vacancy, land use, ownership, and underutilization) in the Project Area,
- 3.1.6 Task 6 - Establish guiding public interests for the Project site in partnership with the Town and key stakeholders,
- 3.1.7 Task 7 - Evaluate redevelopment potential including market feasibility and demand drivers for different uses for the Project including retail, residential, office, and parking,
- 3.1.8 Task 8 - Perform site constraints analysis and test fit of potential development programs for the Project,
- 3.1.9 Task 9 - Prepare financial model for development program (i.e. development budget, operating cash flows, sources of capital, etc.) for the Project to determine financial feasibility for private partners and scale of public investment, if necessary,
- 3.1.10 Task 10 - Initiate local government entitlement process and evaluate options for financing and structuring public participation in development or redevelopment, if necessary, including use of development finance tools (tax credits, district designations, etc.),
- 3.1.11 Task 11 - Identify potential development partners, prepare investment summary, carry out due diligence of potential partners, and support Town officials in development partner selection process; and

3.1.12 Task 12 - Preparation and delivery of final project report – Upon completion of the Mixed-Use Municipal Parking Garage, the Contractor will compile the findings and prepare a summary report of the findings.

3.1.13 Task 13 - Support Town in negotiation of development services agreements with development partner(s) to maximize the public benefits and minimize public investment.

3.2 Schedule for Completion: While the intermediate milestones for completion of the various tasks involved in the project are to be proposed by the Contractor, the Town requires that the project be completed in all respects (including submittal of the final deliverables to the Town) no later than July 1, 2019.

#### **4.0 DELIVERABLES**

4.1 Documentation: The Contractor is to provide presentations, summaries, and other documentation intended by the Contractor to be delivered to the Town regarding the Scope of Services.

4.2 Private Investment: The Contractor is to help the Town attract private investment into the Project as quickly as possible and in a way that maximizes overall value and serves the public interests.

#### **5.0 COMMERCIAL**

5.1 Insurance Requirements: Any contract entered into as a result of this RFP may require the Contractor to obtain and maintain certain minimum insurance coverage. Without limiting any liabilities or other obligations of proposer, successful proposers performing as independent contractors hereunder, shall be fully responsible for providing Worker's Compensation, General Liability, Professional Liability, and Automotive Liability coverages.

The successful proposer must provide a Certificate of Insurance within fifteen (15) calendar days after notification of award. Certification must include: name and address of insurance company (must be authorized to conduct business in North Carolina or be named on the List of Authorized Insurance maintained by the NC Department of Insurance), policy number, and liability coverage and amounts.

## 6.0 SUBMITTAL REQUIREMENTS

6.1 General: Please submit one electronic original and one printed copy (total of two copies) of your proposal in a sealed envelope, no later than May 18, 2018 at 4:00 pm to the attention of:

Michael Cramer  
Town Manager  
Town of Carolina Beach  
1121 N. Lake Park Blvd  
Carolina Beach, NC 28428  
[Michael.cramer@carolinabeach.org](mailto:Michael.cramer@carolinabeach.org)

\*\*Faxed proposals are not welcome but emailed proposals are welcomed.

In the interest of fairness to all proposing consultants and to facilitate timely review of all the proposals by the Town, proposals received after the scheduled receipt time stated above will not be accepted and will be returned to the sender marked "LATE". All proposals received on time become the property of the Town and will not be returned.

6.2 Proposal Organization: To facilitate the Town's objective review of the proposals from different Consultants or Contractors, the Consultants or Contractors are requested to organize the main document as follows. If the Consultant or Contractor wishes to submit additional information in support of or to strengthen the proposal, please provide such information separately in Appendices.

6.2.1 A letter on company letterhead indicated that the proposal represents an offer by the firm to provide services for the stated fee according to the stated schedule. A Principal of the firm authorized to commit the firm must sign the letter.

6.2.2 Table of Contents

6.2.3 Information of the following topics:

6.2.3.1 Executive Summary: Should address the highlights of the proposal, along with the strengths and special expertise of the firm and the associated team to successfully accomplish the objectives of this project. Please limit the summary to no more than two pages.

6.2.3.2 Technical Proposal: Identify and describe the services to be provided and the approach/methodology proposed to be used.

6.2.3.3 Cost Proposal: Please provide the cost of the professional consultant services based on the envisioned scope of work and

project deliverables describe in Sections 3 and 4 of this RFP, respectively, with any additional qualifications and clarifications that you may deem appropriate. The project cost estimate should be sufficiently detailed and include breakdowns (of both time and materials) for the various tasks and deliverables.

6.2.3.4 Schedule: Please provide the proposed time schedule for the completion of the project. The schedule should be detailed enough to show the sequence and duration of implementation of the various tasks involved, any tasks to be performed or information to be provided by the Town including their timings, the anticipated critical path, float times provided to accommodate unanticipated delays and other contingencies, and scheduled project milestones.

6.2.3.5 Project Team and Project Management: Please provide the proposed project team (including any proposed subconsultants) and personnel for the successful performance of this project. Please include resumes for the project team.

6.2.3.6 Deliverables: Please list and describe the contents and format of the project deliverables, using the envisioned deliverables for Section 4 as a guide.

6.2.3.7 Terms and Conditions of the Contract: The Town proposes to use a standard Town of Carolina Beach contract for professional consulting services. This information shall be provided to the successful proposer during contract and scope negotiations. Should the Contractor have any special or unusual contract conditions or limitations, the Town should be advised of these in this section of the proposal.

6.2.3.8 Basis of Compensation: The Town requests a fixed fee (lump sum) and hourly basis for Contractor compensation for this project. Please confirm this proposed basis for compensation for the cost proposal in item 6.2.3.3 above.

Also, please provide the proposed basis (i.e. hourly rates for project team members) for compensation for additional work that may need to be performed for the completion of project tasks that represent substantial changes from the scope of work agreed upon in the contract.

## 7.0 SELECTION OF CONTRACTOR

7.1 General: This RFP does not commit the Town to enter into agreement, to pay any costs incurred in the preparation of a proposal in response to this request or in subsequent negotiations, or to procure a contract for the project. The Town will require the selected proposer, if any, to participate in negotiations and to submit such cost, technical and/or other revisions to the proposals as may result from negotiations. The Town reserves the right to perform all or some of the services decied in this RFP with its own work force.

7.2 Selection Criteria: Proposals will be evaluated, scored, and ranked based upon the following criteria. It is not envisioned that interviews will be a requirement for selection of the Contractor for this project. However, the Town reserves the right to request an interview for any potential Contractors during the selection process. Should the Town see the need to interview potential Contractors, the potential Contractors will be notified as early as possible in the proposal review process, and selection schedules adjusted accordingly.

7.2.1 Responsiveness to the Town's RFP;

7.2.2 Relevant experience, expertise, and qualifications of the firm and project team members;

7.2.3 Technical proposal;

7.2.4 Cost estimate; and

7.2.5 Any special or unusual Terms and Conditions for the contract.

7.3 Schedule for the Selection Process: The following is the anticipated schedule for the Contractor selection process.

<u>Item</u>	<u>Date</u>
Town issues RFP	May 1, 2018
Completed Proposals due to Town	May 18, 2018 at 4:00 pm
Town selects Contractor	June 1, 2018
Submittal by the selected Contractor to the Town of complete and signed Contract documents.	June 15, 2018
Town formal approval and signature of Contract	June 30, 2018

(Written) Notice To Proceed (NTP) with  
work

July 1, 2018

7.4 Proposed Work Schedule: The following is the proposed work schedule for this project.

Begin Project Work

Following NTP

Complete Project Work

July 1, 2019