

# **Request for Proposals**

## **Business District Parking Study Wilkinsburg, PA**



The Wilkesburg Community Development Corporation (WCDC) requests proposals for the development of a comprehensive parking study for the Wilkesburg Business District (see Figure 1). The successful proposal will determine Wilkesburg's current parking system, its future parking needs, and provide a long term parking strategy for the Business District. Also, the study should review the parking experience in the Business District and make recommendations on improving that experience.

### **Collaborative Partners**

The Borough of Wilkesburg and Wilkesburg Community Development Corporation (WCDC) are working together to improve traffic circulation and parking in the Wilkesburg Business District as part of goals laid out in the [Wilkesburg Plan for Business District Revitalization](#). WCDC recently supported the Borough's successful application for a Multi-modal Transportation Fund grant from PennDOT for a traffic circulation study and now we are working together for this parking study. To review the traffic study proposals, there will be a 5 person steering committee consisting of the WCDC, Borough and Wilkesburg Chamber of Commerce.

### **History of the Wilkesburg Community Development Corporation**

The Wilkesburg Community Development Corporation (WCDC) is located in the heart of the Business District of Wilkesburg of Allegheny County in Pennsylvania. The WCDC's mission is the revitalization of Wilkesburg and surrounding areas through business and residential developments; organizational and individual civic leadership; and cultural enrichment. Founded in 2007, WCDC is a registered non-profit corporation that partners with the local government, business community, property owners and residents of Wilkesburg to foster economic and business development, improving the community's image, greening the central business district and increasing safety in the area.

### **Background**

Wilkesburg is seeing redevelopment after years of decline following the recession, and collapse of the steel industry. Currently, the commercial corridor in Wilkesburg suffers from a 38% vacancy rate. However, Wilkesburg has recently benefited from a wealth of community plans and feasibility studies, and the Wilkesburg Community Development Corporation (WCDC) has worked with the Borough to make great progress in implementing these plans.

The Borough is undergoing a major site acquisition, demolition, and beautification project along Ardmore Boulevard, which feeds into Penn Avenue and serves as gateway to the community. Farther along Penn Avenue, the Borough and County are targeting the 800 block with an acquisition and stabilization strategy for blighted buildings.

Wilkesburg Borough recently received a Multi-modal Transportation Fund grant from PennDOT to implement a traffic circulation study of the Business District. Construction is expected to start this summer to change Wood Street, the main crossroads to Wilkesburg's Main Street, from one way to two way. A bike lane will also be added to Ross Avenue, a parallel street to Penn Avenue.

Near the busway, the Wilkesburg Train Station sits primed for revitalization. With the support from the R.K. Mellon Foundation, the WCDC and WCDC Holding Co. are in the midst of restoring the structure. Once restored, the Wilkesburg Train Station will provide 9,000 square feet of much needed code-compliant commercial space along Wilkesburg's eastern gateway, adjacent to the MLK Busway. As such, the building lends itself to our vision of an adaptively reused, transit-focused civic space used by residents, daily commuters, business owners, and visitors alike.

One of Wilkesburg's most important assets continues to be its ideal location. Wilkesburg is at the gateway to Pittsburgh's growing East End, and is an important transportation link for 19,000 vehicles traveling Penn Avenue and over 24,000 riders on the Martin Luther King East Busway each day. Also, the Port Authority has announced plans for a new BRT route connecting Wilkesburg to Oakland. If that project is completed, Wilkesburg will have fast and frequent public transportation to Pittsburgh's largest job centers.

To maximize the potential of the busway, the Wilkesburg Borough is commissioning a Transit Revitalization Investment District (TRID) study. The Wilkesburg TRID study will assess the feasibility of implementing a TRID as a component of the total vision for the busway station area. The Borough of Wilkesburg believes that a TOD can be a revitalizing force in neighborhoods adjacent to existing transit and that the busway corridor and Wilkesburg busway station are excellent opportunities for this type of development.

## Scope of Work and Deliverables

Below is an outline of minimum items to be considered within the scope of work. Consultants are encouraged to recommend additional analysis or review that will result in an improved parking plan.

### Review existing public and private parking facilities

- Parking utilization observations & analysis.
- Assess the demand for parking within the study area and evaluate the demand to current inventory.
- Provide occupancy and turnover data.
- Identify areas with surplus or deficit parking.

### Existing parking conditions, needs and recommendations

- Identify and evaluate potential sites that could satisfy current and projected parking deficits. Proposed sites should identify estimated parking count and optimal configuration on the site.
- Evaluate the potential for “in-fill” development of surface lots to increase development density within the Central Business District.
- Examine opportunities for shared private parking.
- Examine and recommend opportunities to relocate, redesign or reuse existing parking inventory to meet existing and anticipated parking needs.
- Engage with the TRID study consultants to ensure coordination between both studies.

### Recommendations for Parking Management Strategies

- Evaluate existing ordinance and recommend parking rules and regulations that support the goals and objectives of a downtown parking strategy. Consideration of nearby municipal policies is a high priority.
- Recommend a fee structure (including fees and fines) for on- and off-street parking that encourages the optimal parking utilization and discourages parking abuse by employees and all-day parkers. Provide comparisons to similar localities.
- Examine the commuter parking lots at the Wilksburg and Hamnett Place busway stops and overflow parking. Cross reference previous studies on lots and make recommendations for integration with Central Business District parking flow.

- Examine and recommend zoning requirements for private off-street parking within the Central Business District.
- Identify potential new revenues sources.
- Evaluate and recommend parking control technology strategies that will improve parking management.

#### Improved Parking Experience

- Evaluate and recommend a parking wayfinding system.
- Evaluate and recommend best practices for safety, aesthetics, and rainwater management in parking areas.
- Evaluate and recommend technology to improve parking location identification and payment options.
- Coordinate with “Complete Street” conceptual designs outlined in WCDC traffic circulation studies to evaluate and recommend street crossings, pedestrian access and synergy with alternative modes of transportation including the East busway and Port Authority bus routes and bike lanes and bike parking.
- Evaluate and recommend safety and security measures.

#### Implementation Plan and Budget

- Develop an implementation matrix which outlines recommended actions, estimated time frames, costs and responsible parties. Specifically identify and highlight those actions considered “quick fixes” and “easy wins.”
- Create a map of the parking infrastructure in the Central Business District. Identify proposed parking infrastructure improvements or redevelopments and parking time limits.

#### Presentation

Conduct two formal presentations:

- Meeting One – Community Stakeholder Meeting
- Meeting Two – Presentation of findings to Borough Council

## **Project Support**

Through our compilation of business district data, the WCDC will provide support to the consulting firm by supplying information on traffic and ridership counts as well as access to numerous Wilkinsburg studies including the traffic circulation study, outreach for identifying key stakeholders, and coordination with Borough departments.

## **Proposal Details**

Interested individuals or firms may submit a proposal including the following information:

- A brief profile with general information about the consultant; company size, location of office, size of staff, and key contact
- A concise written statement to demonstrate the firm's understanding of the project and scope of services
- A description of the applicant's general approach to consultation, including methodology, perspective, or philosophy that guides your work with organizations in this undertaking
- A list of project deliverables to be created with a detailed budget, timeline, and overall project completion
- Credentials and qualifications of key personnel who will take responsibility for working directly on this project, including three references
- Statement that the firm has sufficient staff resources and capability to perform the work contained within the request for proposal within the specified time frame

## **Time Frame and Budget**

The WCDC will distribute this RFP on July 12, 2017 with submission due no later than 5pm on August 11, 2017. The selected applicant must be prepared to commence work on this study at the beginning of September 2017 with completion to be scheduled for no later than February 30<sup>th</sup>, 2019. The funding for this project has been approved and submissions should not exceed \$49,500. Questions about this RFP should be directed to Ms. Evans via email or telephone (412.727.7855 between 9AM-5PM) **no later than August 4, 2017 at 5PM**. Questions and answers will be documented, and distributed to all applicants by end of day, August 7, 2017.

**Proposals are due by 5 p.m. on August 11, 2017.** Late proposals will not be considered.

**Electronic proposals should be sent to Tracey Evans, WCDC Executive Director, at [tracey@wilkinsburgcdc.org](mailto:tracey@wilkinsburgcdc.org).**

Thank you,

Tracey Evans

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