

## **Town of Exeter, New Hampshire**

### **Request for Proposals (RFP)**

**The Town of Exeter is requesting proposals to conduct a Downtown Parking, Traffic and Pedestrian Flow Analysis.**

**Proposals are due at 12:00 Noon on Friday, May 26, 2023. Please provide electronic copy of your proposals. There is not a limit on number of pages, but in consideration of your time and our review, please keep the proposals as brief as possible.**

**Submissions should be e-mailed to:**

**Dave Sharples - Town Planner  
dsharples@exeternh.gov**

**The Town reserves the right to reject any or all proposals, or accept any proposal determined to be in the best interest of the Town. The Town may cancel this Request for Proposals at any time for any reason. For the full RFP including submission details please visit <https://www.exeternh.gov/rfps>**

## **INTRODUCTION**

### **Background**

The Town of Exeter has a long rich colonial history dating back hundreds of years. Exeter has seen the rise and fall of the textile industry and is fortunate enough to have many of the old historic buildings still intact. The Town's historic downtown is located where the Exeter River flows into the upper tidal reaches of the Squamscott River and is characterized by a variety of commercial activity, older mill buildings, and private residences. The downtown area is dominated by local businesses at street level and residences above along Water Street and residences in the older mill buildings on the east side of the river. The downtown is home to many of the Town's governmental services that include Town Hall, the Town Offices, the Police and Fire complex, the Recreation Department (for a little while longer), the Library, and the Post Office.

Philips Exeter Academy (PEA), established in 1781, maintains a significant presence in the downtown area and its campuses and student housing are all within a short walk of the downtown commercial center. The public streets through and around the PEA campus experience high parking demand when PEA is in session. Public parking stalls on Elm St, Elliot St, Court St, Front St, Tan Lane, and others appear to be occupied with a mix of PEA employees, students, and visitors to the campus.

The Town has seen significant changes over the last 40 years. The Town grew rapidly from 1970 to 2000 with the population increasing from 8,892 in 1970 to over 14,000 in the year 2000 according to the US Census Bureau. This represented a 62% increase in population during this time period. Since the year 2000, the population growth has slowed significantly only gaining an estimated 336 people or 2.4% increase over the last 15 years. However, the Town has seen a recent increase in residential construction within the past year with 250 units currently under construction and 281 additional units in various stages of the land use approval process. This represents a total of 531 new residential units being constructed or proposed over the last twelve months. To put this in perspective, for the decade between 2005 and 2014, a total of 429 units were added.

This growth has resulted in an increase in traffic congestion through the downtown and high utilization rates of our Downtown's on-street and off-street parking areas. When the Town completed an update of its Master Plan in 2018, an action item was to: "Conduct traffic and parking studies for the Downtown and prioritize recommendations. Evaluate traffic flow and pedestrian movement to and through Downtown to understand final destinations and impacts on local businesses. Develop a parking management plan with a 6-year schedule for implementation." At the recent March Town meeting, the voters approved a Warrant Article #21 to spend up to \$50,000 to complete a Parking, Traffic, and Pedestrian Flow Analysis. This RFP is seeking qualified firms to submit a proposal to complete this Master Plan action item.

Downtown Exeter has a mix of municipal parking lots and on-street parking. Please refer to the attached map that identifies public parking within the Downtown. Exeter does

have a limited permit parking program but most of the parking is either all day or has a 2-hour limit. The 2-hour parking is primarily along Water St which is the main corridor through the downtown. However, due to a court decision out of a Wisconsin federal court, Exeter Police no longer chalk tires or otherwise enforce the 2-hour time limit. Anecdotal evidence suggests that drivers have become aware of this fact and stay in the stalls along Water St much longer than 2 hours and frequently all day. Utilization rates of Downtown parking stalls appear to be over 85% quite frequently without any enforcement. The Town envisions a consultant who can analyze the situation and propose a management plan that may include a combination of paid parking, permit parking, and any other appropriate strategies.

### **Existing Information**

The Town does possess some information on parking, traffic and pedestrian amenities in the downtown.

These items include but are not limited to:

- The plan set for a recent downtown sidewalk project.
- A traffic/intersection report on the bandstand intersection.
- Sidewalk data from the Rockingham Planning Commission.
- A report on parking on Lincoln St.
- Potential zoning amendments on parking for projects proposed in the downtown area.
- Some limited parking stall counts of the downtown on-street and off-street public parking.

This information will be posted on the Town's website along with this RFP at <https://www.exeternh.gov/rfps>

### **Pre-Proposal Meeting**

There will be a **non-mandatory** pre-proposal meeting at **10:00 a.m. on Tuesday, May 9, 2023** in the Nowak Room at the Town Office to discuss this project and answer questions. The Town Planner will be at the meeting in person but there is an option to attend virtually. If you choose to attend virtually, please send an email to [rglowacky@externh.gov](mailto:rglowacky@externh.gov) and request a link to the meeting.

### **Project Goals**

The goal of this project is to develop a parking, traffic and pedestrian management plan that accomplishes the following goals:

- Engage and coordinate with Downtown residents, employees, business owners, municipal officials and others that use the Downtown area throughout the project;
- Create turnover in commercial areas to enhance parking access and availability and therefore the vibrancy of Downtown businesses;
- Provide for longer term parking in areas and streets outside of the commercial area for employees, business owners, downtown residents and others;

- Identify safe and convenient pedestrian connections from parking areas to commercial areas and residences and identify any needed connections or improvements;
- Identify enforcement strategies to insure compliance with the plan; and,
- Identify strategies to improve traffic flow throughout the downtown area.

## **SCOPE OF WORK**

### **List of Work Products:**

Although the final scope of work shall be determined through consultation with the chosen consultant, it is expected that, at a minimum, the chosen consultant shall provide the following deliverables:

- A quantitative analysis of traffic, parking and pedestrian movement through the Downtown at times determined by the Town and consultant;
- Recommendations to manage traffic and parking Downtown that achieve the above stated goals of the project;
- Recommendations to provide safe and convenient pedestrian access from parking areas to Downtown destinations;
- Attendance at three public engagement meetings. At least one of these will be with the Exeter Select Board;
- Conduct a survey(s) as appropriate to help inform the plan (Rockingham Planning Commission can assist in this effort at the discretion of the chosen consultant);
- Evaluation of impacts of potential solutions on local businesses and residents; and,
- A final report that details all of the above work products and how they were achieved.

### **Project Partners**

The following list represents those that will be invited to participate in the development of the analysis:

Exeter Select Board  
 Exeter Planning Board  
 The Exeter Area Chamber of Commerce  
 Phillips Exeter Academy (PEA)  
 Rockingham Planning Commission  
 Town Employees  
 Downtown Businesses (owners and employees)  
 Downtown residents  
 The public at large who visit or drive through the Downtown

This list is not intended to exclude any stakeholders and it is anticipated that others will participate in the development of the analysis.

## **PROPOSAL REQUIREMENTS**

The following outlines the information required to be submitted as part of the proposal.

- Cover letter with main point of contact information (email and phone).
- A brief description of your firm.
- A list of the employee(s) that will be assigned to this project including a resume detailing their qualifications and background.
- A list of similar projects completed by your firm in the past five (5) years with the list of employees involved with those projects.
- Names, addresses, telephone numbers, e-mail addresses, and contact persons of all clients for which your company has performed similar services during the past five (5) years.
- Estimated work schedule including the estimated date of completion of the project in a Gantt chart.
- Project Approach: This is a key section for you to share how your firm/team approach the Traffic, Parking and Pedestrian Flow Analysis and how you propose to execute the project.
- Examples of a proven ability to facilitate public involvement.
- Fee proposal (please list the tasks to be performed and cost for each).
- 30-page maximum including cover letter and fee proposal

## **GENERAL CONDITIONS**

### **Requests for Information**

Any Firm contemplating submitting a response to this request that is in doubt as to the meaning of any part of this RFP, or finds a discrepancy in or omission from this RFP, may submit to the Town a written request for interpretation, clarification, or correction thereof. Any interpretation, clarification or correction of documents will be made in writing and can be accessed on the Town website <https://www.exeternh.gov/rfps>. Existing information will also be posted on the website on the same link. The Town will not be responsible for any explanations or interpretations of the documents other than those made in writing.

### **Contract Award**

The selected Firm shall enter into a written contract with the Town binding all terms, conditions, and provisions of the proposal, and other terms, conditions and provisions negotiated prior to award of the contract.

Any contract resulting from this RFP must be approved by the Exeter Select Board and is subject to funding.

### **Town's Use of Material**

All material submitted shall become the property of the Town, unless it is clearly marked as proprietary information. The Town reserves the right to use any ideas presented in the submission, without compensation paid to the Firm. Selection or rejection of the submission shall not affect this right.

### **Insurance Requirements**

The selected Firm shall procure and maintain, for the duration of the contract, insurance against claims which may arise from or in connection with the performance of the work by the Firm, its agents, representatives, or employees. Proof and coverage amount of such insurance shall be received and approved by the Town prior to execution of the contract.

### **Hold Harmless**

The selected Firm shall indemnify and hold harmless the Town of Exeter and its officers, officials, employees and agents from and against all claims, damages, losses and expenses including attorney's fees arising out of performance of the scope of services included herein, caused in whole or in part by any negligent act or omission of the Firm, their officers, employees, agents, representatives or subcontractors, except where caused by the active negligence, sole negligence, or willful misconduct on the part of the Town of Exeter.

### **Submission Ownership and Costs**

Upon submission, responses become the property of the Town of Exeter. The cost of preparing and submitting a response is the sole responsibility of the Firm and shall not be chargeable in any manner to the Town. The Town will not reimburse any Firm for any costs associated with the preparation and submission of a response or expense incurred in making a presentation, participation in an interview, or negotiating a contract with the Town.

### **SELECTION PROCEDURE**

Submissions will be evaluated based on, but not limited to, the following criteria:

- Responsiveness of submission
- Engagement description and approach
- Qualifications and experience
- Prior experience on engagements similar to this request for qualifications

- Methodology to be used to accomplish the work
- Fee proposal

In response to the proposals, the Town may select one or more Firms for interviews and an oral presentation. The submission of a response shall not guarantee an opportunity to an interview.

The Town will select a Firm based upon the written response, oral interviews, contact from previous engagements, and any other pertinent information deemed necessary by the Town. The Town will then negotiate a contract, specific scope of services, and fee with the selected Firm. The Town reserves the right to request substitution of any provider identified by the Firm as part of its team. If an agreement cannot be reached with the selected Firm, the Town retains the right to terminate negotiations with that Firm without notice and open negotiations with the next ranked Firm. The compensation discussed with one interested Firm will not be disclosed or discussed with another Firm.

No work shall begin until the Firm and the Town has executed a contract.

### **Acceptance or Rejection of Responses**

The contract may be awarded to the Firm that most closely satisfies the needs of the Town and is deemed to be the most advantageous to the Town. The Town reserves the right to accept or reject any item or group of items in a response. The Town also reserves the right to waive any informality or irregularity in any response.

The Town also reserves the right to reject any and all responses, or portions thereof, received in response to the RFP, to negotiate separately with any source whatsoever, in any manner necessary, to serve the best interest of the Town. Additionally, the Town may, for any reason, decide not to award an agreement as a result of this RFP.

Non-acceptance of any response shall not imply that the proposal was deficient. Non-acceptance of any response shall mean that another response was deemed to be more advantageous to the Town and/or more closely satisfied the needs of the Town, or that the Town decided not to award an agreement as a result of this RFP.

### **Examination of Proposed Materials**

The submission of a response shall be deemed a representation and warranty by the Firm that it has investigated all aspects of the RFP, that it is aware of the applicable facts pertaining to the RFP process and its procedures and requirements, and that it has read and understands the RFP. No requests for modification in the provisions of the response shall be considered after its submission on the grounds that the Firm was not fully informed as to any fact or condition. Statistical information, which is contained in this RFP or any addendum thereto, is for informational purposes only. The Town disclaims

any responsibility for this information that may subsequently be determined to be incomplete or inaccurate.



# Traffic, Parking and Pedestrian Flow Analysis Map



## Legend



Municipal Parking Lot



Limits of Downtown Traffic, Parking and Pedestrian Flow Analysis