

Request for Proposals (RFP)

Mobility and Parking Management Study

Village of Ossining



ISSUE DATE:

Monday, June 22nd, 2020

SUBMISSION DATE:

Monday, July 27th, 2020, 10AM (revised date)

Office of the Village Clerk, 16 Croton Avenue, Ossining NY 10562

OR via email to Maddi@villageofossining.org with subject line

“Mobility and Parking Management RFP Response”

Mayor Victoria Gearity

Deputy Mayor Rika Levin

Trustee Robert M. Fritsche

Trustee Omar Lopez

Trustee Manuel R. Quezada

www.villageofossining.org

INTRODUCTION

The Village of Ossining is a community of about 25,000 residents in central Westchester County, roughly 40 miles north of downtown Manhattan. Incorporated in 1813, the Village of Ossining has a rich and storied history—the world famous Sing Sing Prison is nestled along the banks of the Hudson River mere blocks from Ossining’s Main Street. Culturally and economically diverse, the Village of Ossining has a Median Household Income of \$67,841 (census.gov, n.d.). Major employers include the Ossining Union Free School District, Sing Sing Correctional Facility, and General Electric. Ossining is an express stop on the Metro North Hudson Line, 46 minutes from Grand Central Terminal.

The Village plans to embark on a Mobility and Parking Management Study with particular focus on Ossining’s Downtown Crescent. The study will result in an action plan that will guide Village Management and the Board of Trustees in implementing new parking policies and re-imagining how Ossining residents and visitors traverse, and spend time in, Ossining’s Downtown.

BACKGROUND

Much of Ossining’s population is densely concentrated within what is commonly called the “Downtown Crescent”, where many homes pre-date the automobile and do not allow for on-site parking. Further compounding this issue is unanticipated density—many of these older homes have been subdivided into apartments, increasing the number of cars per household and thus, cars per neighborhood. Coupled with the high cost of living in Westchester County, families are living closer together and parking can be scarce.

At the same time, the Village of Ossining has a busy downtown business district, where the aforementioned residents find themselves competing with shop employees and their customers for prime parking, mainly during daytime hours. Currently, the Village maintains municipal lots, for which parking passes can be purchased from the Office of the Village Clerk, as well as roughly 400 metered spaces throughout the Downtown Crescent, and municipally-owned commuter lots at the Ossining Metro North Train Station. There is also an extensive Hardship Exemption Parking program in place for residents who require on-street parking overnight.

As a backdrop to the above, the Village of Ossining is situated on hilly terrain. A picturesque waterfront and a landlocked Metro North station are separated from the nearby central business district by a steep, winding hill—a lack of meaningful connection between these two areas adds to not only the parking problem, but also underscores a need for new and innovative transportation ideas to lessen congestion in the Village.

These are longstanding issues. In 2003, the Village of Ossining commissioned a study of the feasibility of a parking structure (Cleary Consulting) on the site of what is currently the Village-owned Brandreth Street surface parking lot. The outcome of the study recommended a four-story, 335 space parking structure with a cost to build of \$6.8 million, but also advised that projected revenues would be insufficient to repay bonded debt in the absence of additional revenue sources. As the parking structure was not anticipated to be self-sustaining from a revenue perspective, the project was abandoned. However, in the nearly two decades since this report was issued, the Village of Ossining has seen an upswing in commercial growth, specifically in the Downtown Crescent, and local officials have once again turned their attention to the parking shortage (or perceived shortage) in Ossining. The Village is also anticipating an increased number of visitors to the area—the Sing Sing Prison Museum is expected to open in 2025, and projects 130,000 visitors annually for which the Village will need to create capacity.

Central to this renewed conversation are two Village-owned parcels at the corners of Main Street and Spring Street which are currently utilized as municipal parking lots. Development of these underutilized surface lots will be key to the continued economic growth in the Village's downtown, but offsetting the parking they provide will be critical to the success of any future infill development. This will be a careful balancing act, and the Village of Ossining is committed to moving forward to solve this longstanding issue.

In 2019, the Village was awarded \$60,000 in grant funding from NYS Empire State Development to contract for a study of the transportation and parking issues in Ossining. This funding is complemented by a \$60,000 match from the Village of Ossining, and the total project budget is \$120,000. The ESD funded component has a 30% MWBE (Minority/ Women Owned Business Enterprise) goal, which the Village of Ossining will make all good faith attempts to satisfy throughout this process.

GOALS AND OBJECTIVES

The Village of Ossining is looking to better understand the supply and demand of parking in the Village, while also examining ways to expand parking availability and integrating new transportation ideas to lessen the need for single-occupancy vehicles and decrease congestion. The main goals of the project are as follows:

- Assess the locations and condition of the overall parking supply in the Downtown Crescent and Waterfront neighborhoods, including municipal lots, metered on-street parking, and the Ossining Train Station
- Gather input from Village of Ossining staff, residents, property owners and local businesses to ascertain what is working, and what needs improvement, regarding local parking policies, rates, and enforcement
- Analyze current demand for parking throughout the Downtown, as well as current rates for different types of parking in Ossining
- Use Planning Department data to project parking needs related to planned development

- Establish data-driven policies to reduce parking demand, reallocate parking resources/ consolidate parking and consider opportunities for parking adjacent to Downtown
- Consider an Ossining where the Main and Spring Street lots are developed and recommend locations and types of parking that can offset this loss.
- Analyze traffic patterns, wayfinding signage and pedestrian connections to inform innovative and environmentally sustainable transportation alternatives to the single-occupancy vehicle
- Develop an Action Plan for all recommendations, include proposed order of important and timeline, as well as funding sources for implementation.
- Consider at all times the Village's unique topography and an eye towards future climate risk, specifically at the Waterfront/ municipally owned commuter lots.

PROJECT SCOPE

The final deliverable is expected to include all of the following components:

1. Literature Review

- a. The Village of Ossining has commissioned extensive study related to parking and development, including the [Main Street and Waterfront Plan](#) (1994), [Vision Plan](#) (1998), [Cleary Consulting Parking Structure Feasibility Study](#) (2003), [2009 Comprehensive Plan](#) (July 2009), [Route 9 Realignment and Restriping](#) (2009), [Local Waterfront Revitalization Plan](#) (2011 Amendment), [Waterfront Access and Trail Plan](#) (2011), [Market Square and Post Office Parking Lots](#) (June 2015), the [Village of Ossining Downtown Redevelopment Working Committee](#) (August 2017), [Housing Needs Assessment](#) (July 2017), and [Connecting the Dots](#) (August 2018). Study must demonstrate an understanding of work to date.

2. Community Engagement

- a. Community engagement will be of critical importance in the study. The expectation is that no fewer than six (6) forums at varied times of day/ locations to encourage input from Downtown residents/ property owners, commuters and business owners. Preferably two meetings shall be focused on commuter parking, two meetings focused on Downtown parking, and two focused on hardship exemption parking. Advertising these forums will be the responsibility of the selected firm.
- b. A detailed report of findings from forums must be included in the final report and must be considered in making recommendations.
- c. These sessions may align with Comprehensive Plan Parking and Transportation Subcommittee meetings.
- d. Bilingual opportunities for engagement are of critical importance.

3. Assessment of Existing Parking Demand, Supply and Administration

- a. All existing parking must be inventoried, including metered spots, municipal lots (including spot type and allowable uses), and municipally-owned commuter lots. Inventories must be classified by location and include a detailed map.
- b. Conduct parking occupancy counts, specifically along Main Street, Spring Street and in the two Main & Spring Street municipal lots to assess parking demand in the downtown area. Consider how data can be extrapolated to account for a COVID-affected travel pattern.
- c. Review areas in which Hardship Exemption parking is permitted and develop a detailed map of those neighborhoods.
- d. Conduct a review of fees for metered spots, municipal lots, municipally-owned commuter lots, and hardship exemption tags. Develop comparisons with neighboring and comparable municipalities.
- e. Conduct interviews with Village staff to understand current parking administration practices, including but not limited to:
 - i. Tags sold for each “type” (municipal lot day/night, municipally-owned commuter lots, and hardship exemption tags)
 - ii. Software and hardware used for by parking enforcement officers
 - iii. Reporting software used by the Village Clerk’s Office
 - iv. Annual revenue from parking (municipal lots, metered parking, municipally-owned commuter lots)
 - v. Cost to administer parking in the Village of Ossining (estimated staff time, annual costs of meter maintenance/ replacement, annual license fees for software, etc.)

4. Assessment of Future Demand

- a. Working with the Director of Planning, Planning Board and Zoning Board of Appeals, analyze the amount of additional parking that may be required based on projects in the pipeline, as well as what additional parking may be required based on potential mixed-use development on the two Village-owned sites at Main Street and Spring Street. Expanded capacity should be considered for the proposed Sing Sing Prison Museum, set to open in 2025.
- b. Analysis should also consider current parking requirements for new development as listed in the Village of Ossining Zoning Code, and an assessment of these requirements as compared with best practices within comparable villages, towns or cities. Future need for alternative transportation parking needs (bicycles, scooters, electric cars, electric car charging stations, etc.) should also be considered.

5. Wayfinding Signage

- a. Describe the variety, condition, and inclusiveness of current wayfinding signage throughout the Downtown with particular focus on signage directing drivers to municipal parking.

6. Parking Analysis

- a. Study how fee changes and other incentives can alter consumer behavior (such as encouraging long-term parking on side streets and higher rates for more attractive areas where frequent turnover is desirable).

7. Transportation Alternatives/ Pedestrian Connections

- a. Describe current observed usage of alternative transportation modes in Downtown Ossining (bicycles, scooters, electric vehicles, etc.)
- b. Describe current pedestrian connections between the Downtown and the Ossining Train Station, and make recommendations for other potential connections that could be created through public/private partnerships or on Village-owned property.
- c. Couple best practice research with local input (as derived from aforementioned forums) to understand the appetite for alternative modes of transportation in Ossining.

8. Action Plan- Recommendation and Timeline for Implementation

The Action Plan will contain all recommendations based on data collected throughout the process, and will offer a timeline of ordered action steps for the Village of Ossining Board of Trustees and Village Administration to consider. This stage will also encompass a public presentation to share findings, the Action Plan, and field questions from the community.

The Action Plan must include the following:

- a. Recommendations for making the most of available parking, including consolidating parking, increasing accessibility to parking, offering different/ more/ fewer parking types in Downtown Ossining, and enforcing restrictions.
- b. Recommendations for methods of assessing changing parking needs on an ongoing basis.
- c. Recommended rates for different parking types to finance the administration and maintenance of the Village's parking system, and to encourage more efficient use of parking resources.
- d. Recommendations for new areas for parking and/or new types of parking arrangements (different forms of municipal tags, shared parking, stacked parking, etc.)
- e. Recommendations for alternatives to Hardship Exemption Parking program.
- f. Recommendations for changes to Ossining's Zoning Code to update parking requirements to be aligned with best practices for downtown development needs and creating predictability for developers.
- g. Recommendations to improve wayfinding signage for drivers.
- h. Recommendations for increased pedestrian connections throughout the Downtown, whether on Village-owned property or via public/private partnerships
- i. Recommendations for innovative programs that will bring an organized and cost-neutral transportation network to Ossining's Downtown (shuttles/trolleys, bikeshares, electric scooters, rideshare platforms, etc.) as well as preferred locations for electric car charging stations keeping in mind the topography and

socioeconomic profile of Ossining and the need for environmentally sustainable options.

All recommendations listed above shall also include an estimated cost to implement each measure as prescribed, including staff involvement and potential funding opportunities. Recommendations shall also be presented using the lens of future climate risk whenever applicable, specifically when considering changes to parking at the Waterfront/ municipally owned commuter lots.

In addition to Recommendations under the Action Plan, final deliverables must include a detailed map of the current condition (see 3a), complemented by GIS layers for each parking type that can be modified as parking types and locations evolve.

RFP PROCESS

Proposals, inclusive of all the below, must be received by the Ossining Village Clerk no later than **July 27th, 2020 at 10AM (revised date)**. The Village of Ossining reserves the right to accept or reject any and all submissions, or any part of a submission, as may be in the public interest.

Candidates shall thoroughly respond to all listed items set forth below. Proposals must be organized in the format and order listed; failure to do so may cause the proposal to be eliminated from consideration.

Candidate Qualifications:

- Provide a brief history of the firm submitting the proposal response.
- Provide description of comparable work performed by the firm within the past five (5) years, along with a list of clients for whom work was performed and contact information for references. A minimum of three (3) professional references with contact information is required.
- Identify the proposed team. Submit qualifications and pertinent work experience for each team member, as well as their proposed project role. An organizational chart may be used to supplement the above, but may not be used in place of the detail requested.
- Provide a list of all proposed subcontractors, as well as a detailed description of the work they will be expected to perform, as well as the percentage of work out of the total project for which they will be responsible. Provide a brief history of each firm listed as a subcontractor, along with qualifications and pertinent work experience for each team member, as well as their proposed project role. An organizational chart may be used to supplement the above, but may not be used in place of the detail requested.

Project Details:

- Demonstrate an understanding of the Purpose and Goals for the project, and submit a proposal describing the firm's proposed approach to the work. For each delineated task, describe team members assigned, and allocate percentage of time/ funding expected to complete.
- Demonstrate the ability to complete the project and submit all deliverables no later than six (6) months following contract execution.

Submissions will be evaluated based on the following:

- Firm background and prior applicable work
- Number and type of subcontractors
- Subcontractor backgrounds and prior applicable work
- Demonstrated understanding of project scope and deliverables
- Proposed timeframe to completion

Village Administration, along with the Village Planner and Engineer, will conduct preliminary evaluations of all submissions for compliance. Any submissions that do not comply with the requirements of the RFP may be disqualified.

Village staff may wish to conduct interviews with candidates following RFP submission. These interviews may be for clarification of details within the submission, to learn more about the proposed approach, or cost allocation. The Village also reserves the right to share RFP results with other members of Village of Ossining staff, Village of Ossining boards and committees, and community partners as part of the deliberation process.

Once consensus is reached, Village staff will make recommendation to the Village Board of Trustees and contract negotiations may begin. Prior to contract execution, the Village of Ossining reserves the right to halt or terminate negotiations at any time.

REQUEST FOR PROPOSALS TIMETABLE

The following schedule has been established for this Request for Proposal:

- RFP Release Date: Monday, June 22nd, 2020
- Deadline to Submit for Questions/ Clarification by Village of Ossining: **COB Tuesday, July 21st, 2020 (revised date)**
- Proposals Due: **Monday, July 27th, 2020 at 10AM (revised date)** to the Office of the Village Clerk, 16 Croton Avenue, Ossining NY 10562 **(4 hard copies) OR to**

Maddi@villageofossining.org with subject line “Mobility and Parking Management RFP Response”.

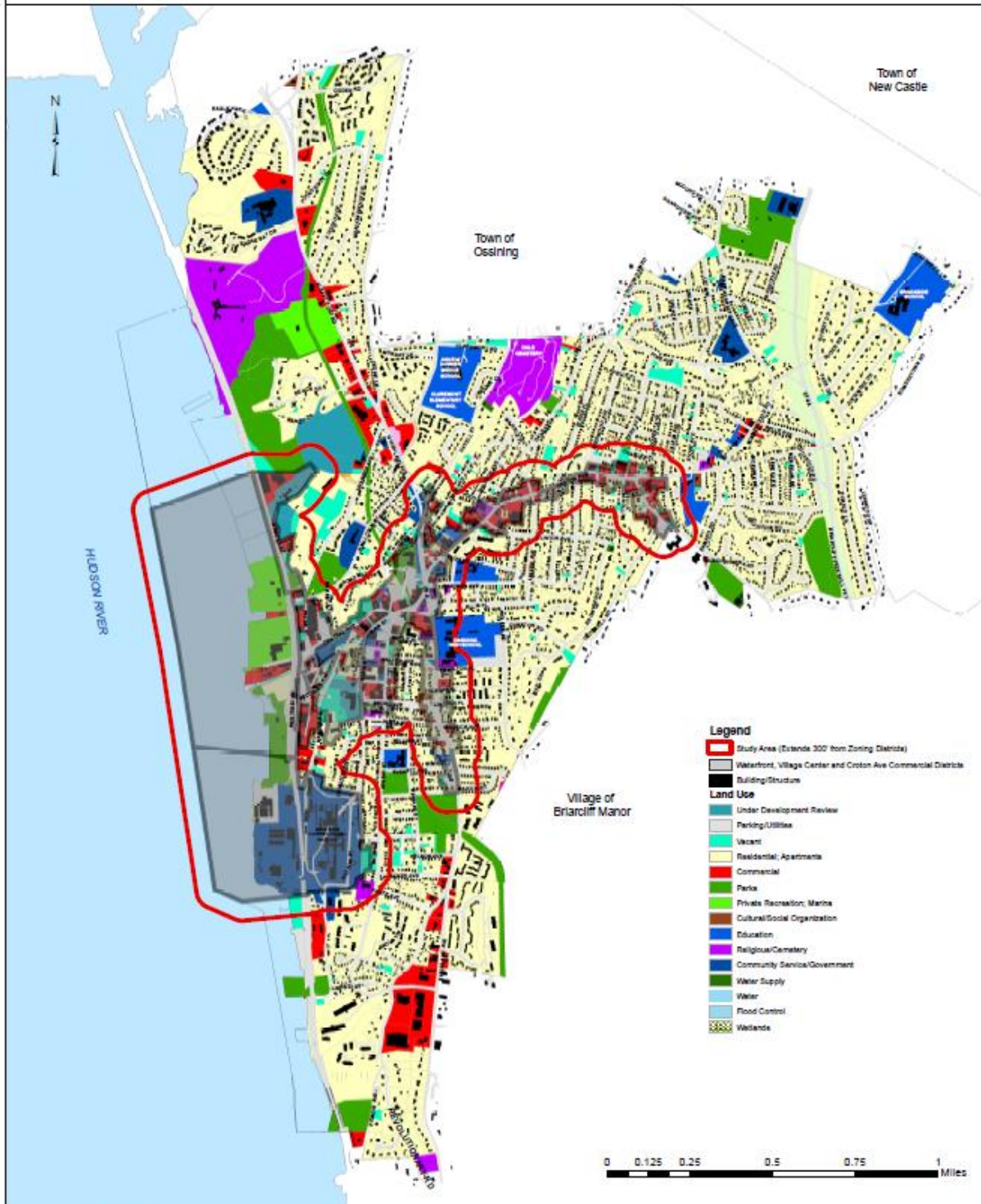
The contract is anticipated to take commence in [August 2020 \(revised date\)](#).

PROJECT MANAGER

The Project Manager for this study will be Village of Ossining Assistant Village Manager Maddi Zachacz. All RFP questions and/or inquiries should be directed to her. She may be reached at:

- Phone: (914) 941-3554 ext. 113
- Email: maddi@villageofossining.org

VILLAGE OF OSSINING



Parking Study Area