TOWN *of* HANOVER

Town of Hanover, New Hampshire

Request for Proposals (RFP): Downtown Parking Strategy and Rate Structure Study
Issue Date: May 20, 2025
Proposal Due Date: June 200, 2025

Contact: Robert Houseman, Town Manager
Email: robert.houseman@hanovernh.org
Phone: (603) 640-0701

I. Introduction
The Town of Hanover is seeking proposals from qualified parking and transportation planning consultants to assess its downtown parking system. This study will build upon prior assessments.

II. Project Goals and Objectives
The Town seeks to:
- Evaluate and recommend a progressive parking fee structure that incentivizes short-term use and disincentivizes long-term occupancy in high-demand areas.
- Increase usage and revenue from the public parking garage, including occupancy monitoring and user incentives.
- Develop a Dartmouth College event parking program, identifying locations, operational strategies, and communications plans.
- Establish a parking voucher initiative for prospective Dartmouth students and their families, to be funded by Dartmouth College.
- Benchmark rates and policies with similar communities and institutions.
- Explore technologies for real-time availability and public communication.

III. Scope of Services
1. Assess Current Conditions: Inventory public parking supply and demand, including occupancy rates and turnover. Evaluate current pricing structures, enforcement, and duration limits.
2. Develop a Progressive Parking Rate Strategy: Recommend a tiered or escalating rate system by time parked or location. Assess implementation feasibility and technology needs.
3. Enhance Parking Garage Utilization: Identify pricing or policy changes to redirect users to the garage. Propose wayfinding and signage improvements.

4. Create a Dartmouth College Event Parking Plan: Identify available inventory for event use. Coordinate with Dartmouth staff on communications, logistics, and traffic management. Recommend operational procedures for implementation.
5. Design a Parking Voucher Program for Prospective Students: Structure a system where Dartmouth funds visitor parking for student tours. Develop digital or printed voucher methods, redemption logistics, and tracking/reporting tools.
6. Benchmarking and Policy Comparison: Compare Hanover's rates, policies, and fines with peer municipalities and Dartmouth College. Recommend alignment opportunities to reduce confusion and increase fairness.
7. Technology and Communications: Evaluate real-time parking technology options for availability reporting and user navigation. Recommend system specifications and cost estimates.
8. Stakeholder Engagement: Facilitate meetings with Town staff, Selectboard, downtown businesses, and Dartmouth College. Conduct public outreach or listening sessions if requested.
9. Evaluate online payment options, focusing on ease of use and cost effectiveness, including fees charged to the community.

IV. Proposal Submission Requirements
- Cover letter and project understanding
- Detailed scope of work and timeline
- Summary of firm qualifications and relevant experience
- Key personnel resumes and roles
- Itemized fee proposal (including hourly rates and any reimbursable costs)
- At least three references for comparable projects

V. Evaluation Criteria
- Demonstrated experience with parking studies and fee modeling
- Innovative and practical solutions
- Knowledge of college town dynamics
- Cost-effectiveness
- Qualifications and availability of proposed personnel

VI. Submission Instructions
Submit proposals electronically (PDF format) to:

Robert Houseman, Town Manager
Email: Robert.Houseman@hanovernh.org
Phone: 1-603-643-0701

Submissions must be received no later than 2:00 PM on June 20, 2025.

VI. Questions
All questions regarding this RFP must be submitted in writing to the Town Manager in the email above no later than 2:00 PM on June 6, 2025.

VII. Reservation of Rights
The Town of Hanover reserves the right to reject any or all proposals, waive minor irregularities, and negotiate scope or cost modifications with any qualified consultant.