

**Request for Proposals**  
**Managed Parking**  
for the  
**Town of Green Mountain Falls, Colorado**



**Published: March 3, 2021**

**Proposal Deadline: March 22, 2021 at 5:00 pm**

## Purpose

Obtain competitive proposals from qualified individuals or firms interested in Managing Parking in the Town of Green Mountain Falls.

## Background

The Town of Green Mountain Falls has a long-standing reputation as one of the most delightful spots in the Rocky Mountains. Located eight miles west of Manitou Springs, the Town is known for its small-town mountain charm, scenic backdrop, and access to the world class outdoor recreational opportunities that abound throughout the region.

In 1887, W.J. Foster bought the Valley the Town sits in and built a summer resort in the area for Tourists. Soon thereafter, the Colorado Midland Railway came through the valley and began bringing a steady stream of tourists seeking to explore the scenic beauty of the American West to the Town. In those days, a ten-cent ride bought an opportunity to spend a holiday in the Town's Hotel and Cottages, enjoying the cool mountain breezes while taking in the verdant countryside.

While the Colorado Midland stopped bringing visitors to Town in 1923 the reputation of Green Mountain Falls as a destination for tourists to soak in the picturesque beauty of the Rocky Mountains has persisted. Thousands of annual visitors come to experience the Town's amenities- the restaurants and shops, burgeoning art community, beautiful Lake and historic gazebo, and access to an extensive and beautiful Trail System.

Over the past few years, visits to the Town have increased dramatically. In the High Tourism season, traffic congestion in Town has increased as it has become increasingly difficult to find a parking space in one of the Town's 250 public parking spaces. This has impacted the Community in Green Mountain Falls, as

During the high tourism season in the summer, the Town's approximately 250 public parking spaces have been increasingly filled to capacity with increasing regularity by users of the Town's trail system, and traffic congestion has increased as visitors circulate, looking for somewhere to park. Illegal parking in the Town Right of Way and on private property has become an increasing concern, and the Town has struggled with the increased burden on trash and public restroom facilities. This has also created a burden for Business Owners, as it has become increasingly difficult to find nearby parking on heavily congested days, causing would be customers to leave in search of other opportunities.

In the summer of 2020, these issues reached a flash point when the "Safer in the Great Outdoors" public health order went into effect. Under this order, individuals were encouraged to stay home as much as possible but were also encouraged to enjoy parks and open space while following social distancing guidelines. The previous issues that the Town had been experienced related to visitor traffic were instantly compounded with thousands of additional visitors looking to enjoy all the amenities that Green Mountain Falls has to offer.

In summer 2020, the pro bono services of Jon Cain, Consultant, were secured to conduct a Parking and Signage study resulting in the Town of Green Mountain Falls 2021 Parking and Signage Study. This request for proposal has been released to procure the services of a parking management company/firm to implement managed parking and install necessary parking related signage within the Town of Green Mountain Falls.

## **Project Budget and Timeline**

The project budget has not been established. Interested consultants should provide a scope of work and a practical budget for undertaking the project. The respondent should consider GMF's overall operating budget and limited staff to be as efficient as possible. Suggestions and solutions that minimize the expenses associated with tasks are welcome.

The Town intends to select a parking management company and have an executed contract by April 6, 2021. With the intention for installation and managed parking to begin in April 2021/May 2021.

## **Inquiries and Addenda**

The Town will not be holding formal pre-proposal meeting. Project related questions may be submitted up to Thursday, March 18, 2020 at 5:00 PM and should be submitted to Town Staff:

Angie Sprang, [manager@gmfco.us](mailto:manager@gmfco.us)

Virgil Hodges, [marshal@gmfco.us](mailto:marshal@gmfco.us)

Any addenda issued to this RFP will be distributed to all known RFP holders. No addenda to this RFP will be issued by the Town after Thursday, March 18, 2020 at 5:00 PM.

## **Project Overview & Scope of Services**

In the 2019 Comprehensive Update, Plan GMF, residents and stakeholder groups created a vision for the Town. Its implementation does support managed parking and parking is listed in the top ten (10) of priorities for the Town of GMF. Attached is a DRAFT Parking Services Agreement which outlines in sections 2-14 the general scope services the Town of GMF is interested in implementing. Another available resource is the attached DRAFT Ordinance No. 2021-XX an Ordinance of the Board of Trustees of Town of Green Mountain Falls adding a New Article XV to the Green Mountain Falls Municipal Code Authorizing Special Code Enforcement of Town Parking Rules, the Town of Green Mountain Falls 2021 Parking and Signage Study, and the Town of GMF 2019 Comprehensive Plan. The successful proposal will take into thoughtful consideration all these resources. It is of utmost importance that any recommended installations by the parking management company match the general authentic look and feel of the Town. Maintaining authenticity in our small town is a top priority!

## **Submittal Requirements**

Cover letter. Cover letter shall that succinctly explains the respondent's interest in the project.

**Statement of project understanding.** Narrative describing the respondent's understanding and approach to the project's objectives.

**Qualifications.** Provide names, titles, and responsibilities of key personnel responsible for the management and completion of this project. Include qualifications and experience, highlighting work in communities like GMF.

**Work Plan and Schedule.** Work plan for accomplishing the project, including tasks to be performed, summary of deliverables, with detailed schedule. Include expectations for GMF Staff and Intern time to be used to reduce the overall budget

**Fee Proposal.** Fee proposal that includes total project cost and a breakdown of costs. Tasks can be itemized as "optional" and bid independently to allow flexibility in fees.

**References.** Information about other work performed by the Consultant on similar projects and at least three (3) references from clients with whom the Consultant has performed similar services.

Each proposal should be submitted electronically, to the Town Manager and Town Marshal contacts listed below, in a portable document format no later than Monday, March 22, 2021 at 5:00 pm.

Angie Sprang  
Town Manager  
[manager@gmfco.us](mailto:manager@gmfco.us)  
719-684-9414 ext. 5

Virgil Hodges  
Town Marshal  
[marshal@gmfco.us](mailto:marshal@gmfco.us)  
719-684-9415

## Method of Evaluation and Award

Receipt, registration, and opening of proposals will be conducted by committee to include at a minimum the Town Manager and Town Marshal. Responses to the RFP and modifications to proposals received after the deadline will be considered late and will not be accepted.

Proposals will be evaluated on a combination of criteria:

- Experience, qualifications, and technical capability of consultant and proposed staff;
- Demonstrated understanding of the project and scope of work, project approach, and methodology;
- Demonstrated experience in similar towns and projects
- Schedule and plan for managing and delivering the desired project; and
- Cost of service and billing rates.

The Town is not required to take the lowest priced proposal. The Town reserves the right to evaluate the proposals in the manner deemed to be in the best interest of the Town. After evaluation of proposals, the Board of Trustees may award a contract or resolicit the RFP to obtain additional proposals. The Town of Green Mountain Falls reserves the right to reject any and all proposals.

## Resources Available

Town of Green Mountain Falls 2021 Parking and Signage Study

[2019 Comprehensive Plan](#)

## DRAFT Parking Services Agreement

DRAFT Ordinance No. 2021-XX an Ordinance of the Board of Trustees of Town of Green Mountain Falls adding a New Article XV to the Green Mountain Falls Municipal Code Authorizing Special Code Enforcement of Town Parking Rules

### **About the Town**

Green Mountain Falls was built on tourism and has appreciated great success since the late-nineteenth century when its famous landmark, Gazebo Lake, was excavated. At that time, the streets were laid out with two hotels and about 100 tent cabins. A small train depot beside the lake brought visitors from across the country to relax in the cool mountain valley. Today, many of the vacation homes in Green Mountain Falls have been converted to year-round homes, but several historic buildings and Victorian houses remain. These include the Church in the Wildwood, built in 1889, the Hotel Outlook, originally a manse for the church, and the Lakeview Terrace Hotel.

The entrance to downtown was recently memorialized by a Town Hall, municipal offices, and fire station, off Highway 24 at Green Mountain Falls Road. Gazebo Lake still represents the center of GMF, with a cluster of small, local businesses surrounding it. The community attracts world-renowned artists every year for the Green Box Arts installation and the trails system brings hikers all summer to enjoy the spectacular views and quaint small town.