

CITY OF CONCORD



Downtown Parking Management Study

Request for Qualifications #2703

Planning & Neighborhood Development

2/6/2026

The City of Concord requests statements of qualifications from experienced and qualified consulting firms to conduct a comprehensive Parking Management Study for Downtown Concord, North Carolina. (RFQ #2703)



**RE: Request for Qualifications
City of Concord
Downtown Parking Management Study**

To Prospective Firms:

The City of Concord is inviting experienced consulting firms to submit qualifications for a comprehensive Parking Management Study for the Downtown Municipal Service District (MSD). It is the intent of the City to hire a qualified parking consultant to complete a study that will guide public and private parking decisions downtown for the next five years.

As an overview, this study will:

1. Evaluate the adequacy of the existing parking supply within the defined study area.
2. Conduct an analysis of future parking needs considering likely future development projects.
3. Analyze future parking strategies and solutions that could satisfy any projected parking deficit.

Please review this Request for Qualifications (RFQ) document and the supporting materials enclosed. The submittal deadline is **Friday, March 6, 2026, at 5 p.m. EST**. Once responses have been submitted and evaluated, the City may schedule interviews with selected firms that possess the strongest qualifications. A final selection will be made once the interviews are complete.

We invite your serious consideration.

Kaylee Caton
Design Manager
City of Concord
Planning & Neighborhood Development
35 Cabarrus Avenue West
Concord, NC 28025
Email: catonk@concordnc.gov

SECTION I GENERAL INFORMATION

I. Purpose & Intent

The City of Concord is issuing a Request for Qualifications (RFQ) for a comprehensive Parking Management Study for the Downtown Municipal Service District (MSD). The city's goal is to hire a qualified parking consultant to complete a study that will guide public and private parking decisions downtown for the next five years.

II. Introduction

Founded in 1796 and incorporated in 1806, the City of Concord is located approximately 20 miles from downtown Charlotte and has convenient access to the region's cultural, recreational, educational, and business opportunities. Concord is one of the fastest growing cities in the region with a population of 115,000 and encompasses approximately 64 square miles of land area. Concord serves as the County seat of Cabarrus County and has a City Council/Manager form of government.

Concord is home to Charlotte Motor Speedway, Concord Mills Mall, Great Wolf Lodge, Sysco Foods, Eli Lilly, top NASCAR race teams, and will soon be home to a new Red Bull/Ball Corporation/Rauch beverage manufacturing campus.

Since 2020, Downtown Concord has seen a large increase in private and public investment including the Cabarrus Center & Suites at 57 South (\$9 million), Cabarrus County Courthouse Expansion (\$120 million), Union Streetscape (\$13 million), Novi Apartments (\$90 million), P.M. Morris Building (\$6 million), and District Exchange.

III. Planning Background

The City of Concord's most recent [Downtown Master Plan](#) update was adopted in 2021. Included in the Master Plan update was an amendment to the previous parking study ([2021 Parking Study](#)). Due to the Covid-19 pandemic and ongoing construction projects many assumptions were made while updating both the plan and study. Now that the dust has settled, literally and figuratively, the city is looking to revisit the current usage and future parking needs in Downtown Concord.

An update to the Downtown Master Plan will not be included as part of fiscal year 2025-26. The selected consultant will be asked to reference the most recent plan. The City of Concord's Planning department includes the Downtown Development Staff and the Concord Downtown Development Corporation (CDDC) who can provide updated leasable and potential leasable square footage and employment data for each

space. This information will be made available to the selected consultant to be used as part of the overall evaluation.

IV. Study Area

A map that depicts the Study Area is attached and labeled (**Exhibit A**). This study area represents the Downtown Municipal Service District (MSD), Downtown Concord's business improvement district, excluding Barber-Scotia College.

V. Scope of Work

It is the desire of the City to have the Parking Management Study completed by December 2026, approximately seven (7) months after the contract is awarded. The study should address and include the following elements in the analysis:

a. Existing Conditions

- i. Collect existing parking data
- ii. Analyze existing issues and opportunities
- iii. Review parking access and area connectivity and walkability
- iv. Inventory of existing GIS information
- v. Review of all applicable city documents and plans

b. Project Management

- i. Coordinate with city staff
- ii. Attend up to four (4) City Council Listening Sessions or up to two (2) regular Council Meetings
- iii. Final City Council Presentation for adoption

c. Public Engagement & Outreach

- i. Establish a communication plan with city staff
- ii. Facilitate Four (4) Stakeholder Group Meetings
 1. Project kickoff meeting
 2. Discuss initial data collection and public survey results
 3. Discuss trends/themes and options for mobility and parking improvements
 4. Provide overview of concept/costs of final recommended changes
- iii. Facilitate up to two (2) public engagement meetings

d. Parking Study

- i. Establish total parking supply available
- ii. Establish public versus private parking ownership
- iii. Define parking types
- iv. Provide parking utilization
- v. Examination of proposed parking changes in downtown (current and future)

vi. Conclusion/recommendations for improvement

e. Implementation Strategy and Action Plan

- i. Suggested policy changes
- ii. Potential need for parking restrictions/enforcement and parking meters
- iii. Infrastructure changes and cost estimates

This list is not intended to be a comprehensive itemization of study components or areas to be studied. The City is relying on the consultant's professional expertise in analyzing these factors and any others that are necessary to evaluate parking in a community that is experiencing significant development and an increase in pedestrian and vehicular traffic. To conduct a more meaningful analysis, other relevant factors may be added, combined or modified in consultation with City staff.

Questions concerning the scope of this project should be directed in email to Kaylee Caton, Design Manager, at the address below no later than close of business **February 23, 2026**. Any amendments to the RFQ shall be distributed as an addendum issued no later than February 27, 2026. Addendums will be published on the [City of Concord website](#).

Kaylee Caton, Design Manager
City of Concord
Planning & Neighborhood Development
35 Cabarrus Avenue West
Concord, NC 28025
Email: catonk@concordnc.gov

Firms should have no contact related to this project with elected officials or City of Concord Employees other than as directed herein, during the RFQ process. Any such contact will subject the firm to immediate disqualification for consideration for this project. At the option of the selection committee interviews may or may not be held with three or more of the applicants if it is determined to enhance the selection process.

VI. Submission Requirements

By the submission deadline, respondents shall submit, by e-mail PDF attachment:

- a. A cover letter expressing the consultant/firm's interest in the project, and identification of the specific individual(s) who will perform the work, including identifying the Project Manager. Inclusion of summary of current projects for individuals listed is appreciated. Any sub-consultants expected should also be listed.
- b. The expected approach to be taken toward completion of the project and specific deliverables, including projected timeline.

- c. A description of the capabilities and experience of the personnel assigned to this project and summary of why the consultant is well-qualified to conduct this work. At least two specific project/study examples of similar size and scope shall be provided. The examples shall include the following details: project name, organization receiving Services, location, Services provided, and length of time Services were provided (length of Contract). Contact information for each organization should be included.
- d. Copy of, or web link to, prior parking studies done by the consultant, examples of graphics and GIS maps produced and any other information illustrating the respondent's qualifications for performing the work outlined in this RFQ.
- e. Confirmation that the consultant can perform the work and their projected schedule for completing the work.
- f. A list of at least three references with email and telephone contact information.
- g. Submissions (items a-f above) should be no more than twelve (12) pages in length.

VII. Evaluation Criteria/Selection Process

A Selection Committee of City Staff and/or other designated participants will review the qualifications. The Selection Committee may invite the top firms for an interview during the week on or around March 23-27, 2026. The Selection Committee will be looking for the most qualified firms based on the rating system below.

- a. 45% Experience/Technical Competence: This includes the personnel directly involved with the preparation of the study, experience with communities that have similar characteristics and parking needs, past performance, and references.
- b. 30% Responsiveness: The adequacy with which the consultant demonstrates competence in the areas set forth in the RFQ.
- c. 15% Schedule: The consultant's ability to start within 30 days from the date of contract award and complete the parking study by December 2026.
- d. 10% Innovativeness: The use of unique analytical tools, community decision making processes, and/or cutting-edge approaches to creative problem solving.

VIII. Anticipated Schedule for Selection

RFQ Selection Process	Date
Deadline to submit questions or clarifications via email	February 23, 2026
RFQ Response Deadline	March 6, 2026
RFQ Review & Evaluation	March 9-20, 2026
Interview(s) of Finalists	March 23-27, 2026
Anticipated Consultant Selection	March 30-April 3, 2026
Scope of Work/Contract Negotiations	April 6-30, 2026
City Council Contract Award	May 14, 2026

Note: The above schedule is subject to change at the City of Concord's discretion. The City will negotiate the final contract with the selected firm; however, negotiations are intended to agree upon cost, fees, scope of work, and schedule.

IX. Qualification Statement Deadline

The statement of qualifications should be sent to the following e-mail address as a PDF: catonk@concordnc.gov. Paper copies are not required. The subject line should contain the firm's name and "RFQ 2703 Downtown Parking Management Study".

Electronic submission of the statement of qualifications is due no later than 5 p.m. on Friday, March 6, 2026, to Kaylee Caton, catonk@concordnc.gov. No statement of qualifications will be accepted after this time.

The City reserves the right to reject all statements of interest. It is anticipated that a firm will be selected and notified by May 2026.

X. Declarations

This RFQ is being issued by the City of Concord to solicit proposals from qualified parking consulting firms for a Downtown Parking Management Study. This RFQ contains the required information needed by qualified parking consulting firms for submission of qualifications. The RFQ will be issued and administered in accordance with the Purchasing Rules and Regulations of the City of Concord. The selected consultant will be required to furnish the City of Concord evidence of insurance coverage. **(Exhibit B)**

XI. Contracting

Any contract developed for this work shall be construed and enforced in accordance with the laws of the State of North Carolina. Any controversy or claim arising because of contracting shall be settled by an action initiated in the appropriate division of the General Court of Justice in Cabarrus County, North Carolina.

XII. Equal Employment Opportunity

The local government of the City of Concord does not discriminate administering any of its programs and activities. The Consultant(s) awarded the contract for work will be required to assure that no person shall be denied employment or fair treatment, or in any way discriminated against on the basis of race, sex, religion, age, national origin, or disability.

XIII. Rights and Privileges

The City of Concord reserves the right to request additional information from all qualified parking consultant firms, to waive any informality in the proposals and to reject all proposals, in the best interest of the City of Concord.

The City will not be responsible for any cost incurred in the preparation of this RFQ or for additional information that the City may request from all qualified parking consulting/organization firms.

All qualified parking consulting/organization firms will submit their qualifications to the City of Concord by **Friday, March 6, 2026, at 5 p.m. EST.**

EXHIBIT A – STUDY AREA MAP

City of Concord Downtown Parking Management Study Area

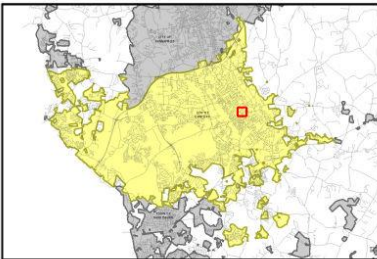
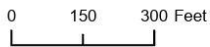
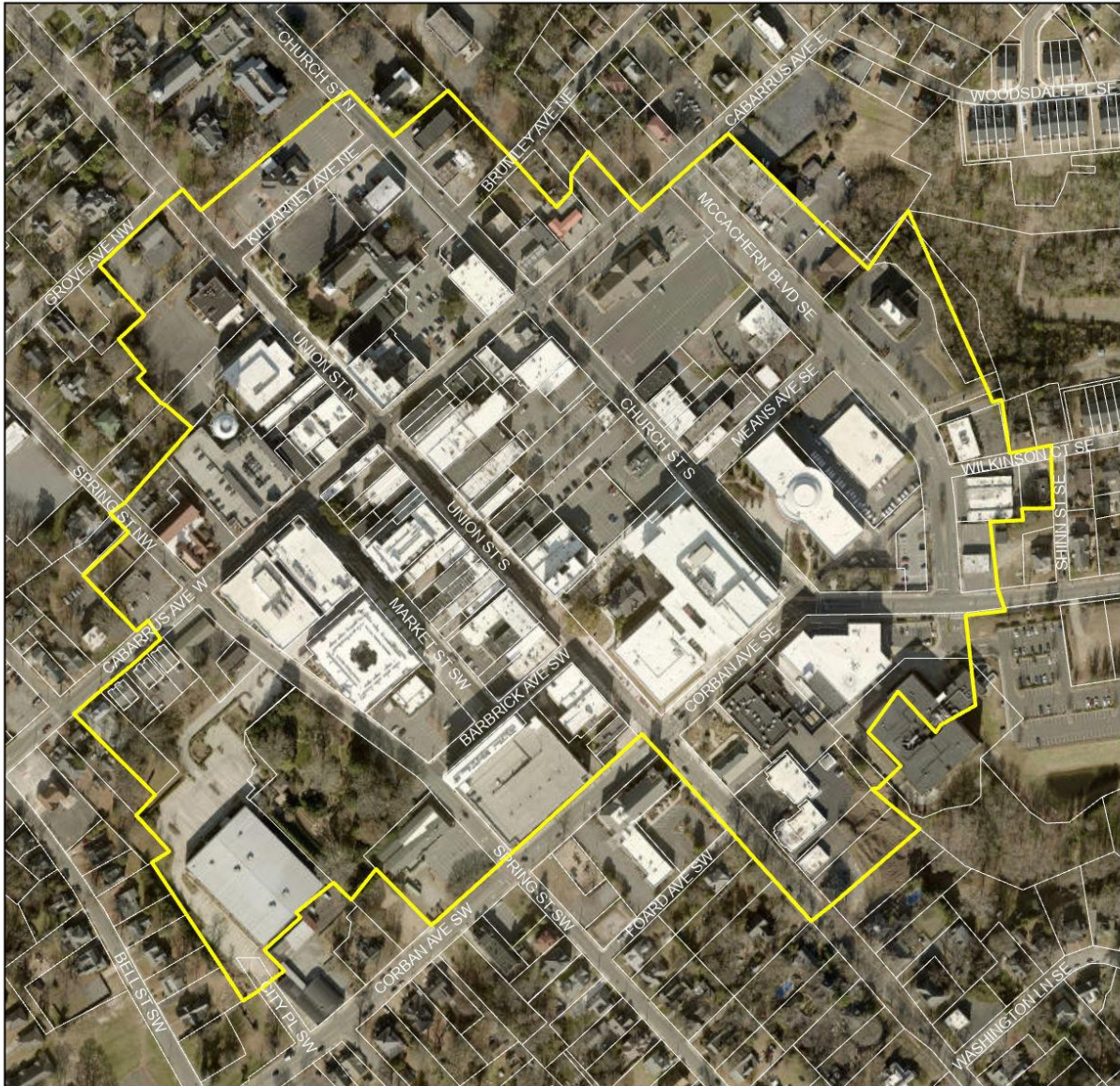


EXHIBIT B – INSURANCE REQUIREMENTS

Contract Instructions:

Certificates of insurance must be submitted on an Acord Form (revised 2010/05), and the City (not a specific individual or department) must be named as additional insured on all lines of coverage (General Liability, Auto, Umbrella, etc.), except Professional Liability and Workers' Compensation.

Aviation Contracts - The City will accept a certificate of insurance on an Acord 25 Form (revised 2010-05), or from a carrier specific certificate of insurance issued for aviation coverage.

ADDL INSR Column:

On the certificate of insurance, the ADDL INSR column should be marked with an "X" to indicate the City is additional insured for specific lines of coverage.

Description of Operations Section:

The City of Concord is named as a 11 additional insured as required by written contract. Waiver of Subrogation is granted in favor of the City of Concord on the GL and WC policies.

The following address should be used for certificates:

City of Concord
Attn: Risk Management
Post Office Box 308
Concord, NC 28026-0308

Contract Insurance Requirements

Standard Contract - Up to \$2,000

Coverage	Minimum Limits
Workers' Compensation	\$100,000 each accident \$100,000 bodily injury by disease each employee \$500,000 bodily injury by disease policy limit
General Liability	\$1,000,000 per occurrence regardless of the contract size.
Automobile Liability	\$1,000,000 per occurrence regardless of the contract size.

Professional Services Contract - \$2,000 to \$300,000

Coverage	Minimum Limits
Workers' Compensation	\$500,000 each accident \$500,000 bodily injury by disease each employee \$500,000 bodily injury by disease policy limit
General Liability	\$1,000,000 per occurrence regardless of the contract size.
Automobile Liability	\$1,000,000 per occurrence regardless of the contract size.
Umbrella	\$1,000,000 per occurrence if contract does not exceed 180 days; otherwise, \$2,000,000 per occurrence

Professional Liability insurance policy limit requirements shall be based on the total amount of compensation to be paid to Contractor under this Agreement and as set forth in Exhibit "A," and on a determination by City of whether the services provided under this Agreement are for hazardous or non-hazardous activities. The required limits are:

For Non-Hazardous Activities: \$1,000,000 per claim/\$1,000,000 annual aggregate.

For Hazardous Activities: For contracts less than \$100,000:
\$2,000,000 per claim/\$2,000,000 annual aggregate
For contracts over \$100,000:
\$5,000,000 per claim/\$5,000,000 annual aggregate

Note: Occasionally, contractors will state that their professional liability coverage is included under their umbrella coverage. Typically, umbrella coverage doesn't sit over professional liability coverage. If this is truly the case, the contractor is required to submit their schedule of underlying policies listed on their umbrella policy. In addition, the professional liability coverage limits should be listed separately on the Certificate of Insurance.

Construction and Service Contracts - \$2,000 or greater

Coverage	Minimum Limits
Workers' Compensation	\$500,000 each accident

	\$500,000 bodily injury by disease each employee \$500,000 bodily injury by disease policy limit
General Liability	\$1,000,000 per occurrence regardless of the contract size.
Automobile Liability	\$1,000,000 per occurrence regardless of the contract size.
Umbrella	\$1,000,000 per occurrence if contract does not exceed 180 days; otherwise, \$2,000,000 per occurrence

NC Workers' Compensation insurance mandatory statutory limits must be met for employers with three or more employees.

EXAMPLE

CITYCON6



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

5/4/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER ABC Insurance Services National, Inc. 801 Your Place, Suite 1 XXXX, NC 00000	CONTACT NAME: _____ PHONE (A/C, No, Ext): _____ FAA (A/C, No): _____ E-MAIL ADDRESS: _____ <table style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 80%;">INSURER(S) AFFORDING COVERAGE</th> <th style="width: 20%;">NAIC #</th> </tr> <tr> <td>INSURER A : Red Oak Fire Insurance Co. Safety</td> <td style="text-align: center;"> </td> </tr> <tr> <td>INSURER B : National Casualty Corporation</td> <td style="text-align: center;"> </td> </tr> <tr> <td>INSURER C :</td> <td></td> </tr> <tr> <td>INSURER D :</td> <td></td> </tr> <tr> <td>INSURER E :</td> <td></td> </tr> <tr> <td>INSURER F :</td> <td></td> </tr> </table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : Red Oak Fire Insurance Co. Safety		INSURER B : National Casualty Corporation		INSURER C :		INSURER D :		INSURER E :		INSURER F :	
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INSURED SAMPLE COI STANDARD CONTRACT > \$2000 up to \$300,000 PO Box 30 When, Where 00000															

COVERAGES **CERTIFICATE NUMBER:** 13000955 **REVISION NUMBER:** See below

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

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B	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? <input type="checkbox"/> Y / <input checked="" type="checkbox"/> N (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below		N/A	AGC4443150	7/1/2018	7/1/2019	<table style="width: 100%;"> <tr> <td style="width: 5%;"></td> <td style="width: 10%;">PER STATUTE</td> <td style="width: 5%;"></td> <td style="width: 10%;">OTH-ER</td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> </tr> <tr> <td></td> <td><input checked="" type="checkbox"/></td> <td></td> <td><input checked="" type="checkbox"/></td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td colspan="6">E.L. EACH ACCIDENT</td> <td>\$ 500,000</td> </tr> <tr> <td></td> <td colspan="6">E.L. DISEASE - EA EMPLOYEE</td> <td>\$ 500,000</td> </tr> <tr> <td></td> <td colspan="6">E.L. DISEASE - POLICY LIMIT</td> <td>\$ 500,000</td> </tr> </table>		PER STATUTE		OTH-ER						<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>						E.L. EACH ACCIDENT						\$ 500,000		E.L. DISEASE - EA EMPLOYEE						\$ 500,000		E.L. DISEASE - POLICY LIMIT						\$ 500,000
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	PROFESSIONAL LIABILITY				7/01/2018	7/1/2019	\$ 1,000,000																																								

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The City of Concord is named additional insured a required by written contract. Waiver of subrogation is granted in favor of the City of Concord on GL and Workers Compensation policies.

EXAMPLE

CERTIFICATE HOLDER City of Concord Attention: Risk Management PO Box 308 Concord, NC 28026-0308	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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ACORD 25 (2016/03)