

TOWN OF KENSINGTON, MARYLAND

REQUEST FOR PROPOSAL

Traffic Engineering Consulting Services

RFP No.: TOK-2025-PARKING-01

BID SUBMISSION

RFP Issue Date: February 4, 2026

Pre-proposal Meeting – Optional – February 19, 2026, 10:00 a.m.

Questions due: February 19, 2026, 4:00 p.m.

Proposal Due Date: March 4, 2026, at 2:00 p.m.

Proposal Opening: March 4, 2026, at 2:30 p.m.

CONTACT: Matthew Hoffman, Town Manager

Telephone: 301-949-2424

Email: mjhoffman@tok.md.gov

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I. REQUEST FOR PROPOSALS

A. Request for Proposals ("RFP")

The Town of Kensington, Maryland ("Town") is soliciting proposals from qualified traffic engineers to conduct a comprehensive Parking Analysis and Management Study. This study should evaluate existing parking conditions, analyze current policies and enforcement practices, and provide actionable recommendations to improve parking management for both on-street and off-street spaces throughout the Town taking into account both existing conditions and future growth projections.

The Project Manager is Matt Hoffman, Town Manager, mjhoffman@tok.gov, 301-949-2424.

B. Informational Meeting

An optional informational meeting will be held at 10:00 a.m. on February 19, 2026, in the Map Room at the Kensington Town Hall, 3710 Mitchell Street, Kensington, MD 20895. The Project Manager will be present and available to answer questions regarding this RFP. Attendance is not required but is highly recommended. Meeting Minutes will be posted to the Town website following the meeting.

C. Requests for Information

- All questions about the meanings or intent, discrepancies, or omissions of the Request for Proposals must be submitted by email before 4:00 p.m. on February 19, 2026.
- Submit requests for information to Matthew Hoffman, Project Manager, at mjhoffman@tok.md.gov.
- Requests for information and their responses will be provided by addenda that are emailed to known Proposers and posted to the Town's website by February 23, 2026.

D. Addenda

- The Town reserves the right to change the Request for Proposal requirements in the best interests of the Town.
- Any addenda will be posted to the Town's website at the following link: [**tok.md.gov/procurement/**](http://tok.md.gov/procurement/)
- The Town may email addenda to known Proposers.
- It shall be the responsibility of the Proposer to ascertain whether any addenda have been issued by checking the Town's website.
- Proposer must acknowledge in their Bid Proposal the receipt of any addenda or indicate "None", as applicable.

E. Proposal Requirements

Proposals must include the following and shall be organized in the following order:

- 1) **Cover Letter**
- 2) **Executive Summary**

Provide a summary identifying your understanding of the Project scope and important aspects of this Project. Describe approach to balancing stakeholder needs.

3) **Firm Qualifications:**

- a) Describe specific project experience related to projects of similar size, scope, type, and project team.
- b) Professional engineering license in Maryland certification.
- c) Provide a brief summary of your firm's experience on similar projects, in particular within Montgomery County, within the last seven years.
- d) Provide three references for relevant projects including company name, address, contact name, telephone number, and description of project.

4. **Proposed Project Team:**

- a) Provide a staffing plan identifying all key principals and staff from your firm whom you intend to assign to this Project and include their profiles indicating relevant experience.
- b) Confirm availability of the project team to start immediately and identify major projects that your proposed project team is expected to be involved in through the duration of the project. Note that any future change in key personnel will require approval in advance by the Town.
- c) Provide a schedule of hourly rates for the proposed personnel, which will remain in effect for the duration of the Project.
- d) Identify Project Manager and key team members
- e) Include professional certifications (PE, PTOE, AICP, PTP)
- f) Describe roles and responsibilities
- g) Identify any subconsultants and their qualifications

5. **Project Approach:**

- a) Describe how your firm would approach completing the tasks and goals identified in this RFP based on your firm's expertise and experience with similar projects.
- b) Describe your approach to identification and management of risks influencing on-time/on-budget completion.
- c) Detail plan for each task in Scope of Work
- d) Describe data collection methods and analysis techniques
- e) Explain public engagement strategy
- f) Identify any proposed modifications to scope and suggest substitutions

6. **General Conditions and Fees:**

- a) Provide your fee proposal for the required services as a not to exceed fee.
- b) Provide hourly billing rates to be used for both base fee invoicing and additional services should they be approved.
- c) Include a list of reimbursable expenses and an estimate of the total amount anticipated.

7. **Project Schedule and Milestones:**

- a) Provide detailed project schedule in Gantt chart format. Identify major milestones and deliverable dates. Show task dependencies and critical path

8. **Required Forms and Certifications – Attached**

- Non-Collusion Affidavit
- Affidavit with Respect to Non-Conviction, Non-Suspension and False Pretenses
- Information Regarding the Proposer

F. Proposal Delivery

1. **All Proposals must be received no later than 2:00 p.m. on March 4, 2026. Proposals shall be delivered electronically with the subject line of “RFP Parking Management Consulting Services” to MJHoffman@tok.md.gov.** Proposals received after the deadline will not be considered. Proposers should submit their proposals with sufficient time to confirm they have been received electronically.
2. **The Proposals will be publicly opened and read aloud at 2:30 p.m. on March 4, 2026, at the Town Hall. Proposers may attend in person.**
3. A Proposer may submit only one bid proposal. More than one proposal from an individual, firm or partnership, corporation or association under the same or different names will not be considered on any given project and will be considered grounds for disqualification and/or rejection of the proposals involved, unless prior approval has been granted by the Town.
4. No Proposer may withdraw a bid within 120 days after the opening thereof. Negligence on the part of the Proposer in preparing the Bid confers no right to the withdrawal of the Bid after it has been opened. Any and all costs incurred in the development of Bids, i.e., preparing and submitting, on-site product/service demonstrations, on-site visits, oral presentations, travel and lodging, etc., shall be the sole responsibility of Proposer.
5. The Town reserves the right to amend or cancel the RFP at any time at its sole discretion before the execution of a contract with the selected consultant.

G. Modification of Proposal Documents

The right is reserved, as the interests of the Town may require, to revise or amend the Proposal Documents prior to the date set for opening bids and to postpone the date set for opening bids. Such revisions, amendments and/or postponements will be announced by addendum, a copy of which shall be available to all prospective bidders on the Town's website at: <https://tok.md.gov/procurement/>

H. Contract Award

1. The Mayor and Council of the Town of Kensington may award a Contract at a regular Town Council meeting, scheduled for the second Wednesday of each month.
2. The Town reserves the right to reject any and all proposals in the best interest of the Town. It may accept all or part of the Proposal for the contract.

I. Equal Opportunity Employer

The Town of Kensington is an Equal Opportunity Employer. Discrimination based on race, religion, sex, age, ethnicity, ancestry, or national origin, physical or mental disability, color, marital status, sexual orientation, gender identity, genetic information, political affiliation, or any other factors not related to the ability to perform the work is expressly prohibited.

II. PROJECT OVERVIEW

A. Purpose

The Town of Kensington, Maryland ("Town") is soliciting proposals from qualified traffic engineers to conduct a comprehensive Parking Analysis and Management Study. This study shall evaluate existing parking conditions, analyze current policies and enforcement practices, and provide actionable recommendations to improve parking management for both on-street and off-street spaces throughout the Town, taking into account both existing conditions and future growth projections.

B. Background

The Town of Kensington is a historic municipality in Montgomery County, Maryland, with a population of approximately 2,200 residents. The Town features a mixed-use environment with residential neighborhoods, a vibrant business district, and various civic institutions. The Town has established a Parking Task Force charged with studying, evaluating, and recommending parking-management solutions that seek to balance business vitality and preserve residential quality of life through respectful, innovative, and sustainable parking strategies. The Task Force is examining how to address parking conflicts and challenges, with particular focus on:

- Balancing the parking needs of the business district with those of residential neighborhoods
- Managing spillover parking from commercial areas into residential streets
- Improving enforcement effectiveness and compliance
- Optimizing the Residential Parking Permit (RPP) Program
- Preventing vehicles from blocking driveways, crosswalks, and other no-parking zones

The selected consultant will assist the Town in addressing these conflicts and challenges and will work with the Task Force.

The Task Force's work is guided by the following principles:

Balance and Equity. Develop fair-minded solutions that respond to the priorities of Town residents and residential neighborhoods while being mindful of the needs of Town businesses, their customers, and employees. Ensure that recommendations consider impacts on all stakeholders and promote equitable access to parking resources.

Data-Driven Analysis. Research and analyze parking capacity, usage patterns, and future needs, particularly in areas where residential and commercial zones interface. Draw upon this analysis to inform recommendations and ensure that solutions are based on documented needs and evidence-based practices.

Economic Vitality. Support Kensington's business district's continued growth by promoting adequate and well-managed parking for customers and employees while curtailing unwanted and negative impacts on townspeople living in nearby neighborhoods.

Community Integration. Engage all stakeholders — including residents, business owners, employees, and visitors — in the work and deliberations of the Task Force. Ensure that recommendations consider local traffic patterns, environmental impacts, pedestrian safety and enhanced mobility and walkability, as well as the preservation of neighborhood character.

Implementation Feasibility. Develop recommendations that are practical, cost-effective, and capable of being put into effect in short-, medium-, and long-term phases. Consider enforcement implications, technological solutions, and resource constraints in all proposed strategies.

The Town is committed to a data-driven, evidence-based approach to develop fair and implementable parking strategies that support economic vitality while protecting residential quality of life.

C. Budget Range

The proposed overall budget for this project has not been determined. Proposers should provide detailed cost breakdowns and may suggest phased approaches.

D. Project Timeline

A project schedule (preferably a Gantt chart) will be submitted by the Consultant as part of its Proposal. Proposers may suggest alternative timelines or phased approaches (e.g., 3–6-month increments) if such approaches would better serve the project objectives.

E. Project Schedule

The selected bidder should be prepared to begin work within 20 days of Notice to Proceed. The Project schedule will be determined between the Consultant and the Town. Any request for adjustments to the approved Project schedule shall be made through the Project Manager when the selected bidder becomes aware of anticipated delays. It is understood by the Consultant that time is of the essence in the completion of the services to be provided.

F. Interpretations/Questions

All questions about the meanings or intent, discrepancies or omissions of the Contract Documents shall be submitted in writing to the Project Manager by Thursday, February 19, 2026, at 4:00 p.m. The Project Manager will issue an addendum to the RFP with the questions and answers on or before February 23, 2026. Any addenda will be posted to the Town's website. It shall be the responsibility of the Proposer to ascertain whether any addenda have been issued by checking the City's

website. Proposer must acknowledge the receipt (or “None” if applicable) of any addenda on their Bid Proposal Form. No questions will be accepted after the February 23, 2026, deadline. Upon the awarding of the bid, all questions concerning progress of the work shall be directed to the Project Manager.

III. SCOPE OF SERVICES

The selected consultant shall perform the following tasks:

Task 1: Existing Conditions Assessment

A. Parking Inventory

- Conduct comprehensive inventory of all parking facilities in the study area, including Town's recent acquisition of current M&T parking lot located on Montgomery Avenue
- Map and tabulate on-street public parking spaces, including parking spots designated for persons with disabilities and parking spaces designated for EV charging
- Document off-street parking lots/garages (public and significant private facilities)
- Categorize spaces by type/designation (metered, time-limited, permit-only, ADA, privately-controlled, etc.)
- Document all restrictions and regulations in effect
- Document all designated loading zones, delivery areas, curbside pickup/drop-off locations, and other special use curb areas

B. Supply and Demand Analysis

- Evaluate current parking utilization patterns during peak and off-peak periods
- Meet with Town personnel and representatives of Parking Task Force to understand parking enforcement regime and effectiveness and limitations of current enforcement practices
- Evaluate the effects of anticipated commercial and residential development projects and associated parking demand and delivery activity (using information provided by the Town)
- Collect occupancy and turnover data for weekday midday, evening, and weekend periods
- Consider options for special events that draw in thousands of visitors to the Town commercial center (e.g., Labor Day Parade and Festival, Day of the Book, Car Show)
- Distinguish between short-term (customer/visitor) and long-term (resident/employee/commuter) parking needs
- Identify areas of parking surplus or shortage, using information from the Town about parking "hot spots"
- Identify optimal areas for EV charging infrastructure
- Analyze peak versus off-peak demand town-wide and by sub-area

Deliverable: Existing Conditions Report including inventory database, utilization maps/charts, and findings memorandum, and an analysis of projected parking impacts from both business and residential growth.

Task 2: Parking Policy and Regulation Review

A. Time Limits, Pricing, and Signage Analysis

- Evaluate current regulations in commercial and mixed-use areas
- Assess appropriateness of existing time limits for demand management
- Assess appropriateness of handicapped designated parking
- Consider demand-based pricing strategies where applicable
- Conduct signage audit for clarity, placement, and effectiveness, including wayfinding signage
- Identify missing, confusing, or obscured signage
- Recommend optimization of regulations and improved communication strategies

B. Enforcement and Compliance Best Practices

- Recommend enforcement and compliance best practices that will optimize parking turnover and utilization in Town, in keeping with goals outlined in Section 1.2
- Recommend approaches for encouraging compliance
- Use data to inform enforcement strategies

Deliverable: Policy and Regulation Assessment Report with specific recommendations

Task 3: Parking Management Solutions

A. Enhancing Turnover and Utilization

- Develop strategies to encourage healthy turnover in commercial areas
- Optimize time limits based on demand patterns
- Create parking zone designations that encourage optimal use and that encourage walkability and pedestrian and bicycling mobility in town, with designated parking spots for persons with disabilities
- Improve parking distribution through wayfinding and information
- Explore employee parking solutions to free customer spaces
- Design measures to balance utilization across available supply

B. Mobile Payment Systems

- Explore pay-by-phone and mobile payment platforms
- Evaluate leading vendors (Parkmobile, Passport, etc.)
- Assess integration with existing infrastructure
- Assess total cost of operation and revenue projections
- Recommend pilot program approaches for high-demand areas
- Recommend signage and communication strategies for mobile payments

C. Public-Private Partnerships for Off-Street Parking

- Inventory underutilized private parking facilities
- Identify shared parking opportunities with institutions/businesses

- Evaluate availability during complementary time periods
- Develop model agreements for shared parking arrangements
- Recommend priority partnerships with greatest potential
- Address insurance, signage, and enforcement considerations

Deliverable: Parking Management Solutions Report with implementation strategies

Task 4: Public Engagement and Stakeholder Input

A. Engagement Strategy Development

- Create comprehensive stakeholder involvement plan
- Identify key stakeholder groups (residents, businesses, visitors, officials)
- Develop outreach methods and timeline
- Coordinate with Town on communication channels
- Ensure inclusive and well-publicized engagement opportunities

B. Community Meetings and Surveys

- Conduct minimum of two (2) public meetings/workshops
 - Meeting 1: Project kickoff and issue identification
 - Meeting 2: Present preliminary recommendations
- Design and distribute community survey in conjunction with Task Force (online and paper options)
- Facilitate stakeholder focus groups as needed
- Document all feedback received
- Analyze input to identify key themes and priorities
- Demonstrate how community input influenced recommendations

Deliverable: Public Engagement Summary Report

Task 5: Recommendations and Implementation Plan

A. Actionable Policy Recommendations

- Formulate clear, actionable recommendations addressing identified issues
- Cover policy changes, operational improvements, and projected cost estimates
- Justify each recommendation with data analysis and community input
- Balance needs of all stakeholders equitably
- Ensure recommendations are feasible for Town's size and resources
- Detail implementation responsibilities and prerequisites

B. Phased Implementation Roadmap

- Organize recommendations into short-term (0-1 year), medium-term (1-3 years), and long-term (3 - 5 years) strategies

- Prioritize actions for maximum benefit and practicality
- Consider resource constraints and interdependencies
- Identify funding sources and approval requirements
- Provide cost estimates for each recommendation

C. Final Report and Presentation

- Prepare comprehensive final report with executive summary
- Include all analysis, findings, and recommendations
- Provide visual documentation (maps, charts, diagrams)
- Present findings to Parking Task Force and/or Town Council
- Deliver all data files, GIS maps, and supporting materials

Deliverable: Final Parking Analysis and Management Study Report with Implementation Plan

IV. EVALUATION OF PROPOSALS

Evaluation of proposals will be based on criteria at the Town's sole discretion, but will broadly be based on overall best value with respect to the following criteria (in no particular order).

- Experience completing similar projects with respect to both scope and size
- Project team credentials, availability, and ability to work with current team members
- Ability to meet both budget and schedule and provide high quality work
- Consultant Fee
- References

The Town reserves the right to reject any or all proposals, and to exercise its sole discretion to best serve the interests of the Town.

Except where the Town exercises the right reserved herein to reject any or all proposals, the Contract will be awarded on a per unit price or lump sum basis, as is in the best interest of the Town.

The Town reserves the right to cancel the award of the Contract at any time prior to execution of the Contract without liability on the part of the Town.

Interview Format: The Town may determine a short list of Traffic Engineering consultant firms for interviews, upon review of the Proposals submitted.

V. EXECUTION OF THE CONTRACT

The Proposer to whom the Contract has been awarded must execute a Contract substantially similar to the one attached within 15 business days after the award and submit such other documents as required by the Contract Documents, including a current insurance certificate listing the Town, and its officials, officers, employees, contractors and agents (the "Indemnified Parties") as additional insureds for the duration of this Project. Failure by the selected consultant to execute the Contract and submit such other documents as required by the Contract Documents shall be just cause for annulment of the Award.

If the consultant to whom the award is made shall fail to execute the Contract hereto attached, and as herein provided, the award may be annulled and the Contract awarded to the second lowest responsive and responsible bidder, and such bidder shall fulfill every stipulation embraced herein, as if the original party to whom the award was made, or the Town may reject all of the bids, as its interest may require.

VI. DISCLAIMER:

The RFP, including the documents incorporated and/or referenced in the RFP, have been prepared to solicit proposals, and are not contract offers. The only document that will be binding on the Town is the contract, if any, duly executed by the Town and the selected Traffic Engineering consultant. No proposal shall be construed as creating any contractual relationship between the Town and any party responding to this RFP.

Nothing contained in this RFP in writing or implied by the selection process shall create any obligation on the part of the Town to select any Traffic Engineering consultant for the services described herein. The Town reserves the right at their sole discretion to select any Traffic Engineering consultant, to decide not to select a Traffic Engineering consultant or proceed with the Project, or to otherwise modify their approach to the assignment.

VII. INSURANCE AND INDEMNIFICATION

The selected Contractor will purchase from insurance companies authorized to do business in Maryland, and maintain during the entire term of the contract, comprehensive general liability insurance, automobile liability insurance, errors and omissions and workers' compensation insurance with limits of not less than those set forth below. On each policy, Contractor will name the Town and the Indemnified Parties as additional insureds, with the exception of the workers compensation and errors and omissions insurance and will provide an additional insured endorsement ISO CG 20 10 and CG 20 37 or their equivalents.

a. Commercial General Liability ("CGL"): Coverage for general liability claims arising from operations of the Contractor, subcontractors and suppliers, with terms and conditions of the CGL coverage to be provided through the use of ISO Coverage Form CG-00-01-1001 or its equivalent, and shall include at minimum the following:

1. \$2,000,000 Per Occurrence /Aggregate
2. As Additional Insureds, the Town and the Indemnified Parties shall have coverage for liability arising out of the Consultant's ongoing and completed operations performed for the Town;
3. Waiver of Subrogation in favor of the Town;
4. Policy to be primary and noncontributory as respects the coverage afforded the Town;
5. No exclusion for third party action over claims;
6. No exclusion for punitive damages;
7. Blanket Written Contractual Liability covering all Indemnity;
8. CGL coverage written on an occurrence form;

b. Automobile Liability: Coverage for third party legal liability claims arising from bodily injury and/or damage to the property of others from the ownership, maintenance or use of any motor vehicle, both on-site and off-site. Coverage shall include all owned, hired and non-owned vehicles for claims arising out of their use or operation. The minimum limits of such coverage shall be:

1. \$1,000,000 Combined Single Limit;
2. Coverage shall provide a Waiver of Subrogation in favor of the Town;

c. Workers' Compensation: Coverage for claims arising from Workers' Compensation statutes or other Employers Liability or third-party legal liability claims arising from bodily injury, disease, or death of Contractor's employees. Contractor shall provide Workers' Compensation coverage for all employees and require their subcontractors to provide Workers' Compensation in accordance with statutory requirements of the jurisdiction in

which the work is being performed. Waiver of Subrogation in favor of the City and UMD is required for Part B: Employers Liability. The minimum limits of such coverage shall be:

1. Part A: Statutory
2. Part B: Employers Liability
 - \$1,000,000 Each Accident
 - \$1,000,000 Disease, Each Employee
 - \$1,000,000 Disease, Policy Limit

d. Professional Errors and Omissions Insurance. The Contractor shall maintain a policy with limits of not less than \$2,000,000 each occurrence/aggregate, to include cyber liability/data breach coverage.

These provisions apply to all delivery methods (e.g. General Contracting, Construction Management at Risk and Design-Build) except as noted herein.

A policy which allows the costs associated with investigating, management or defense of any claim, or any other cost incurred by the insured or the insurance carrier, to be deducted from the policy limits is not acceptable.

The selected Consultant shall be responsible for the maintenance of this insurance, whether the work is performed directly by the Consultant; by any subcontractor; by any person employed by the Consultant or any subcontractor; or by anyone for whose acts the Consultant may be liable.

The selected Consultant will covenant to maintain insurance, in these amounts, which will insure all activities undertaken by Consultant on behalf of the Town under this Contract. Copies of the certificates of insurance and additional insured endorsements for all required coverage shall be furnished to the Town within ten (10) days following the execution of this contract and prior to commencement of any work. Required insurance policies shall be endorsed to provide sixty (60) days prior written notice by certified mail of any material change, cancellation or non-renewal to the Town.

Updated certificates shall be furnished at least annually and upon renewal of policies. Certificates shall cite the contract number and Project title and location. The Town may, upon written request, demand full certified copies of the insurance policies required under this contract. The required coverage shall be maintained until final completion of the Project as evidenced by final payment to the Consultant.

Provision of any required insurance required does not relieve the selected Consultant of any of the responsibilities or obligations assumed by the Consultant in the contract awarded, or for which the Consultant may be liable by law or

otherwise. Provision of such insurance is not intended in any way to waive the Town's immunities or any damage limits applicable to municipal and/or State government as provided by law.

The Selected Consultant shall also furnish to the Town a Certificate of Insurance and additional insured endorsement in like amounts for any approved subcontractor prior to commencement of work in the City.

The required insurance may be in policy or policies of insurance, primary and excess, including the so-called umbrella or catastrophe form and must be placed with insurers rated "A-VII" or better by A.M. Best Company, Inc., provided any excess policy follows form for coverage. Coverage will be primary and noncontributory with any other insurance and self-insurance.

The Selected Consultant shall indemnify and save harmless the Town and the Indemnified Parties from all suits, actions, and damages or costs of every kind and description arising directly or indirectly out of the performance of the Contract, including attorneys' fees, whether caused by actions or omissions on the part of the Selected Consultant, its agents, servants and employees, or to other causes.

The Town's review, approval or both of any documents provided or service performed by the Selected Consultant, its subcontractors or anyone for whom they may be responsible will not relieve the Selected Consultant of its responsibilities under the Contract or under applicable law, and the selected Consultant specifically waives any right to assert a claim against the City because of the City's review, approval or both of any documents provided or services performed by the Selected Consultant, its subcontractors or anyone for whom they may be responsible.