

**Request for Qualifications -
Parking Feasibility Strategy for the
Martinelli Event Center**

Alameda County Surplus Property Authority



RFQ issued: Thursday, November 6, 2025

Site Tour: Thursday, November 13, 2025, 10:30 to 11:30 AM

Responses due by 5 PM: Monday, December 8, 2025

I. Introduction

The Surplus Property Authority of Alameda County is soliciting responses from qualified transportation planning, planning and/or civil engineering professionals, firms or individuals (“Consultant”), to provide an estimated cost and timeframe to deliver a parking enhancement strategy for the Martinelli Event Center.

The Martinelli Event Center (“Event Center”) property, owned by the Surplus Property Authority, is located in the East County wine region at 3585 Greenville Road in unincorporated Livermore. Built in 2004, it consists of two main buildings. The Event Center offers 6,500 square feet for local events, meetings, and weddings, along with 7,300 square feet of office space leased to two office tenants. The County’s 10,000 square foot Agriculture Field Building is also located on the property.

The Surplus Property Authority (“SPA”) is interested in exploring a parking strategy that would enhance the Event Center’s role as a high-quality venue for public and private meetings, events, weddings, and for promoting wine tourism in East County’s vibrant wine region.

Currently, the Event Center’s parking consists of 80 on-site parking spaces that serve the event space with a 300-person capacity for meetings, events and weddings, and two office tenants. (Shown in Attachment B – Maps, Exhibit 2).

The Event Center’s 8.56 acres include acreage underneath P.G.&E. transmission lines and a small, on-site vineyard. (Shown in Attachment B – Maps, Exhibit 1).

The Event Center’s neighbors include local wineries and other agricultural uses.

II. Consultant’s Estimated Approach, Timeline and Cost

This RFQ is seeking the Consultant’s estimated approach, timeline and cost to delivering the Scope of Work for the Strategy.

Describe your approach and estimated timeline and cost to developing a detailed Parking Feasibility Strategy (“Strategy”) to fully support the Event Center. The Strategy would provide a detailed evaluation of options to enhance parking to serve the Center’s current needs, as well as serving its potential future role as a visitor-serving center and/or wine center hub.

As you prepare your response, please note the Strategy will include the following Scope of Work:

- Evaluation of electric car charging stalls, ADA compliance and C.3 Requirements
- Options for providing permanent versus temporary spaces
- Alternatives to on-site parking, such as shared parking and shuttle services

- Enhancements to current Event Center parking lot, plus potential expansion opportunities
- Estimated soft and hard costs for each of the options outlined in the Strategy.
- Consultant will need to collaborate and coordinate with SPA and Alameda County staff and its consultants, as well as relevant local and state agencies as needed to prepare the Strategy.
- Consultant will present the final Strategy to various key stakeholders to be specified by SPA staff.

Consultant shall possess all permits, licenses, certificates, and professional credentials necessary to perform the services specified under this RFQ.

SPA may choose to extend a future scope to add a second phase of work. This second phase would entail developing construction-ready drawings, specifications, construction administration services, and all information required to meet current code requirements for the recommended strategies.

I. RFQ Schedule & Submittal Requirements

RFQ Schedule:

Martinelli Center Site Tour: Thursday, November 13, 10:30 to 11:30 AM (Please RSVP)

Responses Due: Monday, December 8 by 5 PM

Interviews with Selection Panel: Tentative, week of December 15-19

Submittal Requirements: Responses should provide the following:

1. Transmittal Letter
2. Description of Principal/Team Providing Services
3. Description of Relevant Experience
4. Consultant(s) Approach to Developing a Strategy
5. Consultant(s) Estimated Timeline for Performing Scope of Work
6. Consultant(s) Estimated Cost for Performing Scope of Work
7. Evidence of Compliance with Alameda County's Small, Local, Emerging Business Program (SLEB)
8. List of Three References

For a more detailed description of the required elements, please see [Attachment A](#).

Contact for Information:

Susan McCue
 Surplus Property Authority
 c/o of the Alameda County Community Development Agency
 Economic & Civic Development Department
susan.mccue@acgov.org

Electronic copies of the RFQ are available on the County's ECD website:
www.acgov.org/cda/ecd.

Submittal Instructions/Deadline

E-mail submittals are due no later than 5 PM on Monday, December 8, 2025 to:
susan.mccue@acgov.org

II. Selection Criteria

SPA will use the following criteria to evaluate responses:

- Prior experience providing high-quality work analyzing and recommending options and solutions for expanding and improving parking availability for offices, institutional, or similar public-serving facilities. Experience working with local governmental agencies and/or non-profit organizations is highly desirable.
- Response provides an approach and estimated timeline and cost for preparing a Strategy
- Response demonstrates an understanding of the Strategy's goals and desired outcomes
- Ability to provide innovative and cost-effective parking options and approaches that meet current planning and building code requirements
- Ability to effectively work with local stakeholders, community groups, and elected officials
- Proven track record in meeting deadlines for deliverables
- Currently meets or could comply with Alameda County's SLEB requirement

III. Selection Process:

SPA may select either one preferred Consultant or a "short list" of Consultants for additional consideration. Based upon either outcome, SPA expects to select a Consultant, finalize a Scope of Work, and prepare a professional services agreement for consideration and approval by the Alameda County Surplus Property Commission.

SPA will be the final decision-maker regarding selection of a Consultant and it reserves the absolute right to reject any or all proposals. SPA will bear no cost associated with responses.

SPA reserves the right to modify a final scope of work for any future professional services agreement with a selected Consultant(s) resulting from this RFQ.

Attachment A

Required Submittal Elements: 1-7

1. Transmittal Letter

Please include the following in the transmittal letter:

- Name, address, phone, etc. for the lead Consultant
- Contact information for the person designated as the primary contact (including phone number and e-mail address)
- Names and relationships of any additional consultants included in the response

2. Team Summary

- In 2 pages or less (excluding resumes) please describe the roles of key team members and attach resumes for staff that Consultant would assign to perform this Scope of Work. Please identify any sub-consultants or advisors that would assist the Consultant in performing the scope of work.

3. Consultant(s) Approach to Developing a Strategy

- Please describe the Consultant's approach to developing a Strategy

4. Description of Relevant Experience

Please describe relevant experience analyzing and recommending options for parking expansions and improvements within the prior 10 years, including the following:

- Descriptions and examples of five relevant projects, including name of clients, scope of services provided, and key staff/team members
- Photos, renderings or presentations of relevant projects to illustrate the services provided
- Key outcomes for relevant projects

5. Consultant(s) Estimated Timeline for Performing Scope of Work

- Provide Consultant's projected timeline for delivering the Scope of Work

6. Consultant(s) Estimated Cost to Perform Scope of Work

- Provide Consultant's estimated cost to deliver the Scope of Work

7. SLEB Requirement

- Please provide evidence that the consultant currently meets, or has the ability to comply with, the Alameda County's SLEB requirement. More detailed information about the SLEB requirement is available at: [Alameda County's Small Local Emerging Business Program https://www.acgov.org/sleb/index.htm](https://www.acgov.org/sleb/index.htm).

8. List of Three References

- Please provide three references from county, city, and/or other public agencies and/or non-profit organizations, or relevant clients; please include names, titles, telephone numbers, and e-mail addresses for individuals who have first-hand knowledge of the service(s) provided.

Attachment B - Maps

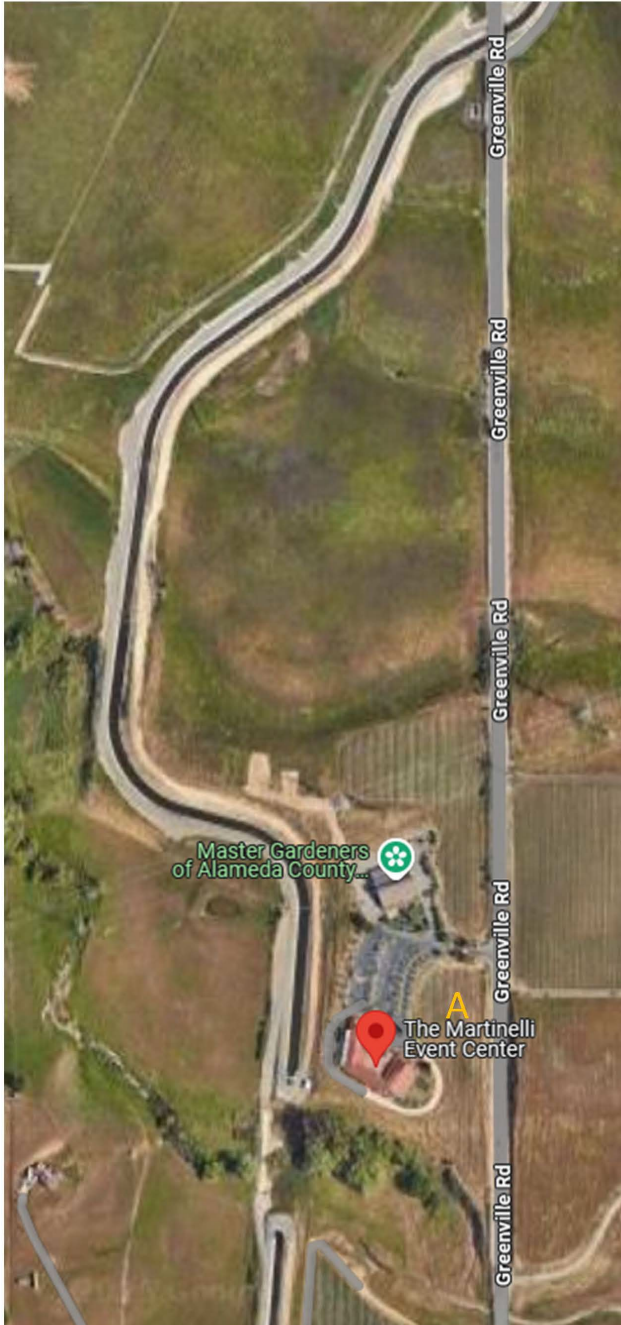


EXHIBIT 1

Martinelli Center Parcel A



Parcel A (APN 99A-1602-13-1) is 8.56 acres

EXHIBIT 2
Martinelli Center Parcel A

- Existing Parking
- Study Area for Parking Enhancement
- Parcel Dividing Line

