DEPARTMENT OF EMPLOYEE SERVICES

Jacksonville
Where Florida Begins.

MEMORANDUM

DATE: October 05, 2017

TO: Gregory Pease, Chairman
Professional Services Evaluation Committee

FROM: Aundra Wallace, Chief Executive Officer
Downtown Investment Authority (DIA)

SUBJECT: P-47-17 Downtown Jacksonville Public Parking Strategy and Implementation Plan Scope of Services

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The Downtown Investment Authority has negotiated the attached Scope of Services, Exhibit A and Contract Fee Schedule, Exhibit B, with the highest ranked respondent.

Accordingly, this is to recommend that the Downtown Investment Authority/City of Jacksonville enter into a contract with Tim Haahs that incorporates the attached Scope of Services, Exhibit A and Fee Schedule, Exhibit B. The contract period will be for fiscal year 2017-2018, from date of execution of contract to September 30, 2018, with a six-month renewal at the option of the DIA's Chief Executive Officer. The total maximum indebtedness is a not-to-exceed amount of $195,765.00. All other terms and conditions of the Contract are per the City's standard contract language and as provided in the Request for Proposal (RFP).

Attachments: Exhibit A Scope of Services
Exhibit B Fee Summary

CC: Alex Baker, PSEC Specialist

EXHIBIT A

SCOPE OF SERVICES

Phase I. Downtown Jacksonville Public Parking Strategy and Implementation Plan Scope of Services

Consultant may analyze Downtown in terms of subareas based on geography, development patterns, Zoning Overlay Districts, etc If subareas are proposed, the following tasks will by and reflect those subareas.

Tasks

1. Inventory and record hourly, daily, and monthly parking facilities by subarea (if applicable), which is to include on-street parking, publicly and privately owned or managed surface and structured parking. Inventory is to include capacity (i.e. number of spaces), utilization rates, occupancy/turnover, pricing, ownership/management, and time restrictions.

2. Catalog buildings with known or reported parking deficiencies based, in part, on building square footage, occupancy rates, and dedicated on- or off-site parking supply. Identify if and how those deficiencies are being met.

3. Obtain and review existing public parking incentive agreements, which is to include, at a minimum, duration, value, number of spaces, etc.

4. Perform parking counts for weekday, weekend and at least one special or sporting event. Consultant will propose frequency of the parking counts in their response; however, for non-special or non-sporting event days, at a minimum counts shall include work week daily and evening counts, daily and evening weekend counts.

5. Identify future, proposed or ongoing development plans by land use, location, size (square footage, residential units, etc.), and completion horizon (e.g. 1-2 years, 3-5 years, etc.); inventory and analyze current building vacancies and how their absorption affects parking demand.

6. Obtain and review existing reports, studies, statistical data, Zoning requirements, etc. relating to transportation, transit, public parking, current and proposed land uses, and off-street parking requirements, and other information as may be deemed necessary by the DIA and Office of Public Parking during contract negotiations.

7. Compare hourly, daily and monthly pricing for both publicly and privately-managed on-street and off-street parking other Downtowns of similar character.

8. Conduct a sample survey of the on-street and off-street (i.e. surface lot, parking garage) utilization by trip type (e.g., business, residential, etc.)

EXHIBIT A

SCOPE OF SERVICES

9. Stakeholder and subject matter expert interviews: Consultants should include an outline of their proposed stakeholder and subject matter expert outreach within their response. At a minimum, the outline should identify potential stakeholders, subject matter experts, and any meetings, public or otherwise, to be included as part of this task.

10. Based, in part, on Phase I Tasks 1 through 9, calculate and compare current parking demand with the current parking supply, identifying surpluses and deficiencies. Include recommendations on addressing deficiencies and maximizing parking inventory Recommendations should include, at a minimum:

    - Include short-term and long-term recommendations;
    - Coordination with current and future transit facilities;
    - Funding strategies and opportunities;
    - Alternatives parking solutions and technologies; and
    - Revenue maximization and a cost benefit analysis.

11. Based, in part, on Phase I Tasks 1 through 9, calculate and compare future parking demand with the current parking supply, identifying surpluses and deficiencies by completion horizon (e.g. 1-2 years, 3-5 years, etc.). Include recommendations on addressing deficiencies and maximizing parking inventory Recommendations should include, at a minimum:

    - Include short-term and long-term recommendations;
    - Recommendations on effective or improved parking signage;
    - Coordination with current and future transit facilities;
    - Funding strategies and opportunities;
    - Alternative parking solutions and technologies (e.g. valet services); and
    - Revenue maximization and a cost benefit analysis.

12. Conduct a review of the existing ordinances governing parking and regulations, recommend changes, to meet the City's objectives for future downtown redevelopment development and economic development.

13. Coordinate the development of a parking signage plan with other wayfinding signage efforts undertaken as part of the Riverfront Design Guidelines and Riverfront Investment Strategy.

EXHIBIT A

SCOPE OF SERVICES

Phase II. Residential On-Street Parking Program

Consultant will recommend where and how Residential On- Street Parking Program(s) may be applied in the Springfield, Riverside, Avondale, San Marco, and Downtown neighborhoods.

1. In conjunction with the Office of Public Parking, DIA and City, recommend where and how Residential On-Street Parking Program(s) may be applied within the Springfield, Riverside, Avondale, San Marco, and Downtown.

2. Hold meeting(s) with relevant neighborhood groups within the Springfield, Riverside, Avondale, San Marco, and Downtown neighborhoods.

3. For those neighborhoods determined by the Consultant as benefiting from a Residential On-Street Parking Program, in conjunction with the Office of Public Parking, DIA, the City's Public Works Department, and the City's Planning and Development Department, develop a Residential On-Street Parking Program(s). Initial and annual cost of program implementation should be included as part of this Phase II Task 3.

Reporting

A. Periodic Reporting: It is anticipated that a working committee comprised of one member from the Downtown Investment Authority ("DIA"), one member of the Downtown Development Review Board ("DDRB"), a private parking facility owner/management representative, Jacksonville Transportation Authority, Office of Public Parking, DIA and City staff will be developed. Periodic reporting and submittal of draft documents, maps, data, etc. will be required, the specifics of which will be determined during contract negotiations.

B. Draft Reports: The based on review and comment by the working committee, the Consultant will present a draft report at a special meeting of the DIA.

C. Final Report: Based on review and comment by the DIA, the Consultant will present a final report at a special meeting of the DIA.

EXHIBIT A

SCOPE OF SERVICES

Deliverables

All draft reports, final reports and interim memorandums will be provided in electronic pdf format. Printed copies of reports or interim memorandums will be provided upon request by the purchasing agency (Downtown Investment Authority) in accordance with the below rates. Printed materials will be mailed via the USPS, Fed Ex, UPS, or similar parcel service at cost.

Color Prints	$1.25 per page (page size up to and including 11" x 17")
Black/White Prints	$0.25 per page (page size up to and including 11" x 17")
Bound reports:	Additional $5.00

Raw data will be provided digitally in an industry standard format (e.g., jpg, shp, CADD, MOV, mp4). Processed data such as tables, text, etc. will be provided in Microsoft compatible formats (e.g. Excel, Word).

P-47-17 Jacksonville Downtown Public Parking Strategy Implementation Plan
Fee Schedule

	Project Hours						Labor Fee					Expenses				Labor + Expenses				
	THA - PM ($190)	THA - Principal ($290)	SP+	NewTown Advisors	Klas Global	Total	TimHaahs	SP+	NewTown Advisors	Klas Global	Total	TimHaahs	NewTown Advisors	Klas Global	Total	TimHaahs	SP+	NewTown Advisors	Klas Global	Total
Phase I - Public Parking Strategy and Implementation Plan	320	32	832	0	56	1,240	$70,080	$16,640	$0	$14,400	$100,720	$11,225	$0	$800	$12,025	$81,305	$16,640	$0	$14,800	$112,745
Task 1 - Parking Inventory	40	16	0	0	0	56	$12,240	$0	$0	$0	$12,240	$3,150	$0	$0	$3,150	$15,390	$0	$0	$0	$15,390
Task 2 - Catalog Buildings	24	0	0	0	0	24	$4,560	$0	$0	$0	$4,560	$0	$0	$0	$0	$4,560	$0	$0	$0	$4,560
Task 3 - Obtain/Review Agreements	8	0	0	0	0	8	$1,520	$0	$0	$0	$1,520	$0	$0	$0	$0	$1,520	$0	$0	$0	$1,520
Task 4 - Parking Occupancy Counts	100	0	760	0	0	860	$19,000	$15,200	$0	$0	$34,200	$5,750	$0	$0	$5,750	$24,750	$15,200	$0	$0	$39,950
Task 5 - Identify Future Development & Vacancy Growth	24	0	0	0	0	24	$4,560	$0	$0	$0	$4,560	$0	$0	$0	$0	$4,560	$0	$0	$0	$4,560
Task 6 - Obtain/Review Reports, Data, Zoning Requirements	16	0	0	0	0	16	$3,040	$0	$0	$0	$3,040	$0	$0	$0	$0	$3,040	$0	$0	$0	$3,040
Task 7 - Benchmark Parking Rate Analysis	16	0	0	0	0	16	$3,040	$0	$0	$0	$3,040	$0	$0	$0	$0	$3,040	$0	$0	$0	$3,040
Task 8 - Survey of Utilization by Trip Type	12	0	72	0	16	100	$2,280	$1,440	$0	$4,000	$7,720	$0	$0	$300	$300	$2,280	$1,440	$0	$4,300	$8,020
Task 9 - Stakeholder Interviews/Meetings	16	8	0	0	40	64	$5,360	$0	$0	$10,000	$15,360	$1,075	$0	$500	$1,575	$6,435	$0	$0	$10,500	$16,935
Task 10 - Quantify Current Adequacy/Recommendations	16	0	0	0	0	16	$3,040	$0	$0	$0	$3,040	$0	$0	$0	$0	$3,040	$0	$0	$0	$3,040
Task 11 - Quantify Future Adequacy/Recommendations	16	0	0	0	0	16	$3,040	$0	$0	$0	$3,040	$0	$0	$0	$0	$3,040	$0	$0	$0	$3,040
Task 12 - Review Ordinances vs. City Objectives	16	0	0	0	0	16	$3,040	$0	$0	$0	$3,040	$0	$0	$0	$0	$3,040	$0	$0	$0	$3,040
Task 13 - Coordinate Parking Signage/Wayfinding	16	8	0	0	0	24	$5,360	$0	$0	$0	$5,360	$1,250	$0	$0	$1,250	$6,610	$0	$0	$0	$6,610
Phase II - Residential On-Street Parking Program			0	28	20	86	$7,220	$0	$7,000	$5,000	$19,220	$1,750	$1,750	$500	$4,000	$8,970	$0	$8,750	$5,500	$23,220
Task 1 - Recommend RPP Locations	2	0	0	4	0	6	$380	$0	$1,000	$0	$1,380	$0	$0	$0	$0	$380	$0	$1,000	$0	$1,380
Task 2 - Neighborhood Meetings (2 consecutive days)	16	0	0	16	20	52	$3,040	$0	$4,000	$5,000	$12,040	$1,750	$1,750	$500	$4,000	$4,790	$0	$5,750	$5,500	$16,040
Task 3 - Develop an RPP Program & Costs	20	0	0	8	0	28	$3,800	$0	$2,000	$0	$5,800	$0	$0	$0	$0	$3,800	$0	$2,000	$0	$5,800
Reporting/Meetings			0	13	18	251	$44,600	$0	$3,250	$4,500	$52,350	$5,700	$1,450	$300	$7,450	$50,300	$0	$4,700	$4,800	$59,800
Kick-Off Meeting	24	8	0	4	8	44	$6,880	$0	$1,000	$2,000	$9,880	$1,200	$700	$100	$2,000	$8,080	$0	$1,700	$2,100	$11,880
Working Committee Coordination/Monthly Updates	40	0	0	0	0	40	$7,600	$0	$0	$0	$7,600	$0	$0	$0	$0	$7,600	$0	$0	$0	$7,600
Draft Report	40	2	0	0	1	43	$8,180	$0	$0	$250	$8,430	$0	$0	$0	$0	$8,180	$0	$0	$250	$8,430
Draft Report Presentation	24	8	0	0	4	36	$6,880	$0	$0	$1,000	$7,880	$2,250	$0	$100	$2,350	$9,130	$0	$0	$1,100	$10,230
Final Report	40	2	0	1	1	44	$8,180	$0	$250	$250	$8,680	$0	$0	$0	$0	$8,180	$0	$250	$250	$8,680
Final Report Presentation	24	8	0	8	4	44	$6,880	$0	$2,000	$1,000	$9,880	$2,250	$750	$100	$3,100	$9,130	$0	$2,750	$1,100	$12,980
PROJECT TOTAL	870	92	832	41	94	1,577	$121,900	$16,640	$10,250	$23,500	$172,290	$18,675	$3,200	$1,600	$23,475	$140,575	$16,640	$13,450	$25,100	$195,765

Exhibit 'B'