Downtown Investment Authority

MEMORANDUM

TO: Greg Pease
Chief of Procurement Division

FROM: Aundra Wallace
Downtown Investment Authority, CEO

SUBJECT: Request for Proposal: Downtown Jacksonville Public Parking Strategy and Implementation Plan Scope of Services

DATE: March 15, 2017 P-47-17

Please take appropriate action to issue a Request for Proposal (RFP) for the referenced professional services.

The following information is furnished in accordance with section 126.302 of the City Ordinance Code.

The general purpose of the service or study:

Phase I Tasks:

1. Inventory and record hourly, daily, and monthly parking facilities by subarea (if applicable).
2. Catalog buildings with known or reported parking deficiencies.
3. Obtain and review existing public parking incentive agreements.
4. Perform parking counts for weekday, weekend and at least one special or sporting event.
5. Identify future, proposed or ongoing development plans by land use, location, completion horizon; and 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.
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.
9. Conduct stakeholder and subject matter expert interviews.
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.
11. Based, in part, on Phase I Tasks 1 through 9, calculate and compare future parking demand with the current parking supply.
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.

Phase II Tasks:

1. In conjunction with the Office of Public Parking, DIA and City, within the Springfield, Riverside, Avondale, San Marco and Downtown neighborhoods develop a pilot Residential On-Street Parking Program.
2. Hold a neighborhood meeting with relevant neighborhood groups in the identified pilot program area(s).
3. Based on community buy-in, development, in conjunction with the Office of Public Parking, DIA staff, the City's Public Works Department, and the City's Planning and Development Department, a Residential On-Street Parking Program. Initial and annual cost of program implementation should be included as part of this Phase II Task 3.

The Objective of the study or services:

Objective is to obtain the services of a consultant team experienced in public parking policies, operations, short-term and long-range planning as it relates to public parking, and other areas of expertise relating to the attached Scope of Services.

The estimated period of time needed for the service or study:

Twelve months.

The estimated cost of the service or study:

Up to three hundred and fifty thousand ($125,000).

Whether the proposed study or service would or would not duplicate a prior or existing study or service:

Not Applicable.

List of current contracts or prior services or studies which are related to the proposed study or service.

2007 Public Parking Study.

A statement as to why the service/study cannot be done by department or agency staff:

The City cannot perform this service due to lack of personnel and expertise.

Minimum Qualifications

Lead consultant on a minimum of three (3) studies / strategies of similar scope undertaken for an area of similar size or character to the City of Jacksonville's Downtown.

The **names** and **telephone numbers** of **two** representatives from the using agency designated to serve on the evaluation committee as subcommittee members

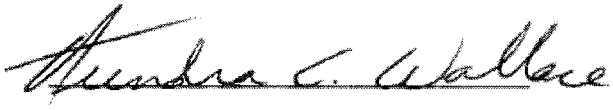
Aundra Wallace, Chief Executive Officer, DIA	**630-3487**
Bob Carle, Parking Official.	**630-4990**

A project funding account number
To Be Determined

The **names** and email **addresses** of **specific consultants** the using agency wishes to be included in the solicitation process.

1. A signed statement to the effect the individuals responsible for developing the scope and Certification letter and the two individuals named herein to serve as subcommittee Members, have read and understand the Procurement Manual and Procurement Committee Guidelines dated August, 2013

   (See: http://inside.coj.net/op/pr/default.aspx)



Aundra Wallace, Chief Executive Officer
Sub-committee Member Signature

Attachments: Scope of Services
Scoring and Evaluation Criteria