

DRAFT AS OF 1-2-08

SCOPE OF SERVICE REQUIREMENTS FOR THE PARKING STUDY OF THE GREATER DOWNTOWN AREA

The essence of the scope of needed consultant services includes data collection, public input, and creation of recommendations for those parking strategies that will have a positive *Economic Impact* on the Downtown and surrounding areas. The study is being conducted to evaluate the current public and private parking supply, assess needs and future demands, and determine how best to invest public dollars to achieve the most *Economic Impact*.

Task 1: Orientation and Start-up

1.1 Consultant will conduct project initiation meeting with the Contract Management Team (CMT) to review the overall work plan, project budget, public participation strategy and timetable

1.2 Based on the project initiation meeting with the CMT, Consultant will prepare a task summary of the scope and responsibilities. The summary will include:

- project goals and objectives;
- task details and team member(s) associated with each task;
- budget per task;
- estimated timetable; and
- public involvement strategy by task

1.3 DCD will conduct contract negotiations; Consultant will finalize scope/budget/schedule; DCD and Consultant will sign the contract with the scope/budget/schedule attached

Task 2: Analysis (Data)

2.1 Consultant will review past and current plans, studies, and data that relate to the Parking Study

2.2 Consultant will meet with key Aldermen, Department of Public Works (DPW), and various CMT members for input

2.3 Consultant will meet with the overall consultant for the Downtown Plan Update to exchange information and determine each respective role and how they can utilize each others data

2.4 Consultant will collect data through any other methods deemed practical

2.5 Consultant will study the Cathedral Square parking structure as a case study to determine its economic impacts on the surrounding area including but not limited to the freeing up surface parking lots and stabilizing the office vacancy rate

2.4 Consultant will synthesis data collected to develop a summary of the following for the near downtown area identified on the attached map:

- Location and number of parking stalls for existing public and private parking structures and surface lots that open for public use on either a daily or reserved basis;
- Identification of the daily and monthly parking rates of these facilities (by type and location);
- Identification of underutilized structures and/or surface parking lots;
- Description of the current marketing efforts underway to change the perception of parking; and

- Description of the Economic Impact of the Cathedral Place parking structure

Task 3: Analysis (Community Input)

- 3.1 Consultant will meet with CMT to determine the development type and location that is know to be planned for the Downtown and surrounding areas over the next 15 years
- 3.2 Consultant will create interview questions in consultation with the CMT, as well as the overall Downtown Plan and Retail Study consultants (separately hired firms by the City and BID)
- 3.2 Consultant will conduct up to 15 confidential interviews with key stakeholders to understand current and future supply and demands. Interviewees may include representatives from non-profits organizations, large corporations, educational institutions, commercial/business associations, elected office, private industry, developers, etc.
- 3.3 Consultant will gather input from a variety of stakeholders within 2 targeted focus groups. Consultant will develop questions for the focus groups in consultation with the CMT and consultants for the Overall Downtown Plan and Retail Study. Consultant will conduct the focus groups. Consultants will prepare and submit a summary of the focus group responses
- 3.4 Consultant will prepare and submit a summary of the interviews and focus groups that includes responses that have shed light on the following:
 - Identification of current perceptions of availability of downtown parking and the resulting impacts of this perception;
 - Identification of current rents for the different types of land uses and locations;
 - Identification of the cost differential of above and underground structured and surface parking;
 - Identification of current and proposed activities that may influence future parking; and demands and identification of clusters of lots/blocks that are ripe for development over the next 15 years
- 3.5 Consultant will meet with the CMT and consultants hired for the Retail Study and Overall Downtown Plan to discuss input and information gathered to date and prepare any needed slides for the upcoming workshop

Task 4: Visioning: Community Workshops

- 4.1 Based on the meeting above, Consultant will prepare any needed slides for the upcoming workshops
- 4.2 Consultant will attend and facilitate the 2 public workshops

Task 5: Synthesis: Alternatives and Draft Recommendations

- 5.1 Consultant will meet with the CMT and Overall Downtown Plan Consultant to review the results and common priorities expressed in the workshops
- 5.2 Consultant will begin to synthesize data collected and identify the following:
 - A comparison of the parking supply today vs. the actual need;
 - A comparison of the actual parking need today vs. the projected need in 15 years;
 - A comparison of the parking supply today vs. the projected parking need in 15 years;

- Identification of recommended rate changes for sub-areas within the downtown and the potential economic impact of that rate change;
- Identification of the rents per square foot that would need to be achieved to support construction of a new private parking facility;
- Identification of the economic impact that perceived or real parking shortages have on the office and retail vacancy rates as well as sub-areas within the downtown;
- Identification of the recommended rate that employees should pay for downtown parking;
- Identification of the recommended subsidy (if any) that the city should provide to cover the cost differential of surface vs. structured parking;
- Comparison of economic development impacts of public subsidy into each development vs. development of a central public parking structure/s, as well as a recommendation of the strategy to implement;
- Identification of recommended locations and specific sites for additional public parking facilities;
- Identification of recommended marketing strategies to improve the perception of availability of downtown parking

Task 6: Draft Plan

6.1 Consultant will draft a Parking Study document which includes recommendations from the above synthesized data.

6.2 Consultant will identify model examples from around the nation that include similar types of projects/strategies recommended in the study and will discuss how these Catalytic Project were funded and implemented

6.3 Consultant will submit the draft Parking Study to the CMT and consultant for the overall Downtown Plan for their edits and incorporation of various recommendations into the draft of the Downtown Plan Update

Task 7: Final Plan and Adoption

7.1 Consultant will prepare the Final Parking Study incorporating any changes needed based CMT revisions and send an electronic and one paper copy of the Final Parking Study to DCD

7.3 DCD will conduct final edits and send to the Consultant. Consultant will revise Final Parking Study as needed and send back an electronic copy as well as 5 color printed and bound copies of the Final Parking Study and 10 CD's.