

ATTACHMENT A WALKER PARKING CONSULTANTS SCOPE OF SERVICES

MEETINGS AND STAKEHOLDER PROCESS

Total project run time from kick-off meeting to final report is assumed to be 120 days. This scope of work includes three trips to the Beloit area. The first trip includes a project kick-off meeting and field data collection. Trip two includes the four stakeholder meetings and two public input meetings. The third trip includes the final presentation.

1. Attend a kick-off meeting with SLATS representatives to review project scope and schedule and plan stakeholder/public participation process and dates
2. Participate in up to four (4) stakeholder meetings with downtown business owners, employers, residents and staff.
3. Participate in up to two (2) public input meetings.
4. As part of this engagement, Walker envisions using an Internet-based survey service such as SurveyMonkey. Walker has an annual subscription to SurveyMonkey. Using our subscription, we intend to draft a questionnaire for SLATS review and comment. Walker will incorporate comments received, finalize the questionnaire and post for use. Based on our experience, it would work best if SLATS issue a letter requesting participation in the survey. The questionnaire would elicit responses to questions pertaining to mode of transportation, work location, perceived adequacy of campus parking, suggested parking-related improvements, etc. The benefit of this survey to SLATS is that it helps SLATS widen its base of campus involvement in the study process. Some people are unable or unwilling to participate in the charrettes or open houses and this instrument helps target those groups not participating in these "live" opportunities.
5. Attend one (1) final presentation of the final Parking Analysis and plan to the SLATS committee members.
6. Participate in teleconferences, as needed, to supplement face-to-face meetings.

SUPPLY/DEMAND ANALYSIS

1. Obtain and review land use data within the study area, provided in terms of square footage by land-use type (i.e. retail, restaurant, hotel, office, etc.).
2. Conduct parking inventories of all on and off-street parking within the study areas (City Center and Rockton). Walker will include public and private parking located within the study area as mutually defined by Walker and SLATS. Inventory will include location and names of parking facilities, capacity, user restrictions, public vs. private availability, time limits and parking rates or lack thereof.
3. Conduct parking occupancy counts on a typical weekday and Saturday at 9 a.m., 11 a.m., 3 p.m., and 7 p.m. for all public and private parking spaces within the study areas (City Center and Rockton). Parking turnover studies will be performed for selected parking spaces to identify parking space turnover and length of stay.
4. Develop a shared parking analysis utilizing current and projected land use data to determine future parking surplus and/or deficit by block within the study area. To project future parking conditions Walker will rely on SLATS to provide information regarding proposed development projects, type of land uses(s), quantities, timing of project completion and number of parking spaces displaced and/or added.
5. Analyze existing parking demand on a block-by-block basis based on the parking occupancy data collection.
6. Analyze the existing and future parking demand and depict in tabular form and graphic form the projected surplus or shortfall on a block-by-block basis.

ALTERNATIVES ANALYSIS

1. Review inventory, utilization and turnover data collected for the Supply/Demand Analysis.
2. If data suggests imbalances of usage, recommend management and policy changes that could reduce congestion in affected areas.
3. Review existing vehicular and pedestrian access and circulation patterns for their relationship to existing and proposed parking facilities.
4. Examine opportunities for shared public/private parking.
5. Identify and evaluate potential locations for new parking facilities (surface and/or structured). External variables that will be considered are desirable density, walking distance level of service (illustrated graphically), phasing of construction and incorporation of mixed-use space.
6. Provide a preliminary opinion of probable construction cost for each proposed alternative.
7. Evaluate the various alternatives on the basis of qualitative criteria to be mutually agreed upon with SLATS. A weighted matrix will be developed and utilized to rank the alternatives. Develop an implementation matrix that outlines recommended actions, estimated time frames, costs and responsible parties. Specifically identify those actions considered "quick fixes." Identify upfront capital costs, ongoing operation expenses, and continuing maintenance and repair requirements associated with recommended actions.
8. Create a map of the downtown business districts identifying proposed parking infrastructure improvements or redevelopment s and parking time limits.
9. Develop a recommended plan for improvements, including phasing of components corresponding to projected future needs.

PARKING POLICY AND PRACTICE REVIEW

1. Obtain and evaluate policies, practices and ordinances relating to parking. Included within the evaluation is a review of existing parking geometrics, parking space requirements, provisions for shared parking, time limits, rates, fines, enforcement days and time and permit programs.
2. Review organizational structures and staffing associated with the parking assets and recommend modifications as appropriate.
3. Identify program and policy alternatives to increase customer satisfaction and use of downtown parking.
4. Recommend a potential fee structure (including fees and fines) for on and off-street parking that encourages the optimal parking utilization and discourages parking abuse by employees and all-day parkers. Provide comparisons to similar localities.
5. Examine and recommend zoning requirements for private off-street parking.
6. Identify and comment on potential new revenue sources.
7. Provide SLATS with a policy, criteria or guidelines to manage future requests from special interests to modify parking regulations. Included within this deliverable is a process for adding and managing residential permit parking programs.
8. Review current and historical use of marketing strategies to promote the availability of parking including smartphone apps, website advertising, parking maps, press releases, news articles, outreach programs, parking websites, etc.

9. Draft a policy statement regarding the relationship between on and off-street parking.

FINANCIAL PLAN

1. Using Walker's database of operating expenses, (collected periodically from more than 200 parking facilities), project annual operating expenses for a five year period, including but not limited to the following:

Direct labor (cashiering, supervision, accounting, maintenance and security) and fringe benefits;
Utilities;
Supplies;
Daily maintenance;
Structural maintenance;

2. Using Walker's past experience, project construction cost, contingency cost, consulting fees and financing cost for proposed parking improvements including surface and structured parking, surface lot expansion, signage and striping. SLATS will be asked to assist in providing interest rate and term of loan input.
3. Calculate the average annual debt service for the facility(s) and parking systems.
4. Research comparable market parking rates and recommend a rate structure for municipal owned parking.
5. Prepare a draft pro-forma statement of net operating income, debt service coverage and projected cash follow for a ten-year period for the recommended plan for improvements and overall parking system.

GENERAL

1. Prepare and e-mail draft report for review by SLATS.
2. Based on comments received relative to the draft report, prepare and provide a final report in PDF format.
3. Deliverables include digital copies of all data, files and deliverables (original non-PDF formats) in addition to 10 complete hardcopies of the final study and 1 unbound reproducible original.