

Proposal for Downtown Parking STRATEGIC PLAN

August 22, 2013

City of Tempe
20 E. Sixth Street, 2nd Floor
Tempe, Arizona 85281

■ 7740 N. 16th Street, Suite 300
Phoenix, Arizona 85020
(602) 944-5500 Tel
(602) 944-7423 Fax

Executive Summary

Proposal for Downtown Parking Strategic Plan, RFP No. 14-028

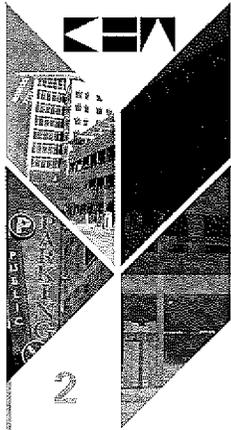
The parking industry has undergone tremendous transformations over the past 10 years. Most of that transformation has been triggered by the development and implementation of innovative technologies, policies, strategies, and planning efforts across multiple industries, including parking, transportation, planning, and demand management.

At Kimley-Horn and Associates, Inc. (Kimley-Horn), we pride ourselves on our passion and expertise in the fields of strategic parking planning, on-street asset management, and operations. Over the past five years we have helped our clients implement innovative solutions throughout the country, including:

- ▶ Implementing our Park+ parking demand software in more than a dozen municipalities and universities
- ▶ Creating industry-leading curb lane management solutions in Charlotte, NC and Minneapolis, MN
- ▶ Designing dynamic pricing systems and accompanying outreach materials in Seattle, WA
- ▶ Defining new approaches to public/private parking systems in Atlanta, GA and Washington, D.C.

It is our pleasure to submit this proposal to the City of Tempe to help you develop the Downtown Parking Strategic Plan. We have assembled a team that we believe brings together the best of local and national expertise, and provides you with the tools that will enable your own innovative parking concepts. The Kimley-Horn team is well suited for this particular project for the following reasons:

Local Knowledge and Local Resources. The Kimley-Horn team will be led by Project Manager Brett Wood, P.E., CAPP. Brett previously played a key role in the 2010 Tempe Downtown Strategic Parking Plan project involving the City of Tempe and the Downtown Tempe Community, Inc. (DTC). This project assessed the City of Tempe's overall parking operations and management through an evaluation of parking demand, shared use parking policies, on-street meter technologies, and employee parking policies.



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Brett and the Kimley-Horn team take great pride in our previous work in the City of Tempe. As a firm, we have been working for and within Tempe for over a decade, and Kimley-Horn's regional headquarters are conveniently located in Phoenix, within a short 20-minute drive from City of Tempe offices. We are right in your backyard. Our local familiarity and close proximity translates to improved communications, improved data collection, reduced expense budgeting, and simply a better understanding of your community.

National Parking Expertise. The Kimley-Horn team has experience working in cities including Seattle, Denver, Los Angeles, Houston, Dallas, Atlanta, Charlotte, and Washington, D.C., in addition to Tempe and Phoenix. We offer you the individual, personal service that you would expect from a local firm, with the staff power, resources, and expertise of a national parking consultant.

Proven Parking Demand Modeling Platform. Kimley-Horn brings the City of Tempe a *proven* parking demand modeling platform that allows you to take your current planning and management to the next level. Our Park+ modeling software has been implemented in more than a dozen communities and campuses throughout the country, including your neighbor, Arizona State University. This proven commodity gives you the economic benefit of not having to "re-invent the wheel," while providing the project benefit of a robust and dynamic evaluation tool.

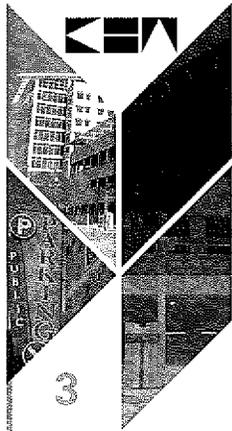
We are very excited about the opportunity to work alongside the City of Tempe providing our national expertise, local experience, and advanced solutions to complement your dynamic and innovative staff. As of the date of this submittal, no addenda have been issued. Please contact me at (602) 906-1144 or brett.wood@kimley-horn.com if you have any questions regarding our proposal.

Sincerely,
KIMLEY-HORN AND ASSOCIATES, INC.

J. Brett Wood, P.E., CAPP
Project Manager

Michael J. Hermann, P.E.
Senior Vice President

Firm Name: Kimley-Horn and Associates, Inc.
Address: 7740 N. 16th Street, Ste. 300
Phoenix, AZ 85020
Contact: Brett Wood, P.E., CAPP
(602) 906-1144
brett.wood@kimley-horn.com



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Firm Organization and Management Approach

▲ FIRM AND TEAM ORGANIZATION

The engineering, planning, and environmental consulting firm of Kimley-Horn and Associates, Inc. (Kimley-Horn) was founded in 1967 by transportation planners and traffic engineers. Kimley-Horn is a full-service consulting firm headquartered in Cary, NC with more than 1,900 employees in 60 offices nationwide.

This project will be managed from our Phoenix, Arizona regional headquarters, just 20 minutes from City of Tempe offices. We have nearly 170 staff members in Arizona, in addition to our nationwide resources.

Kimley-Horn is a privately held corporation, fully owned by individuals who are current employees of the firm. Kimley-Horn is divided into six geographic regions. Each region is managed by a team of representatives from production, marketing, administration, and practice building. Setting overall direction and policy is the firmwide management committee — also composed of representatives from production, marketing, administration, and practice building — which assists the regional teams, as needed.

The primary responsibility of the regional teams and management committee is to provide support to our project managers, who are responsible for every facet of a project from beginning to end—contracting, planning, scheduling, quality control, and client contact and service.

An **organization chart** is provided on page 4 showing individual staff roles and responsibilities for this project.

▲ MANAGEMENT APPROACH

Our project management approach consists of the following proven fundamentals:

- ▶ Develop a clear understanding of what the project is to accomplish (what products and services we will deliver)
- ▶ Develop a comprehensive work plan and schedule to accomplish the project goals (when we will deliver)
- ▶ Set weekly milestones (more manageable) that support the larger milestones
- ▶ Review milestones with the project team on a weekly basis
- ▶ Involve stakeholders as integral members of the team
- ▶ Coordinate with other consultants
- ▶ Create an atmosphere that encourages clear communications and teamwork to accomplish the project goals



Proposal for Downtown Parking STRATEGIC PLAN

Organization Chart



PROJECT MANAGER

Brett Wood, P.E., CAPP

ASSISTANT PROJECT MANAGER

Adria Koller, AICP

ASSET MANAGEMENT AND DEVELOPMENT PLAN

Dennis Burns, CAPP
Brett Wood, P.E., CAPP
Kevin Kimm, P.E.

PARK+ PARKING DEMAND MODEL

Brett Wood, P.E., CAPP

Adria Koller, AICP
Sandra Syntax, EIT
Stewart Allen
Joseph Joyce
Seth Searle

TRANSPORTATION PLANNING

Adria Koller, AICP
Michael Grandy, P.E.
Brent Crowther, P.E.
Brett Wood, P.E., CAPP
Sarah Mertins

CURB LANE MANAGEMENT

Brett Wood, P.E., CAPP
Adria Koller, AICP
Sarah Mertins

CURRENT TECHNOLOGY

James Maglothin, P.E., PMP
Brett Wood, P.E., CAPP

**Bold -
Task
Manager**

Additional Kimley-Horn Capabilities

Photo Imagery	Landscape Architecture	Air Quality	Visualization
Transit Operations	Data Collection	Financial Strategies	Renderings
Land Development	Modeling	Prioritization	Downtown Planning
Development Access	Accident Analysis	Streetscape Design	Bicycle and Pedestrian Planning
Access Management	Needs Assessment	GIS	Capacity Analysis



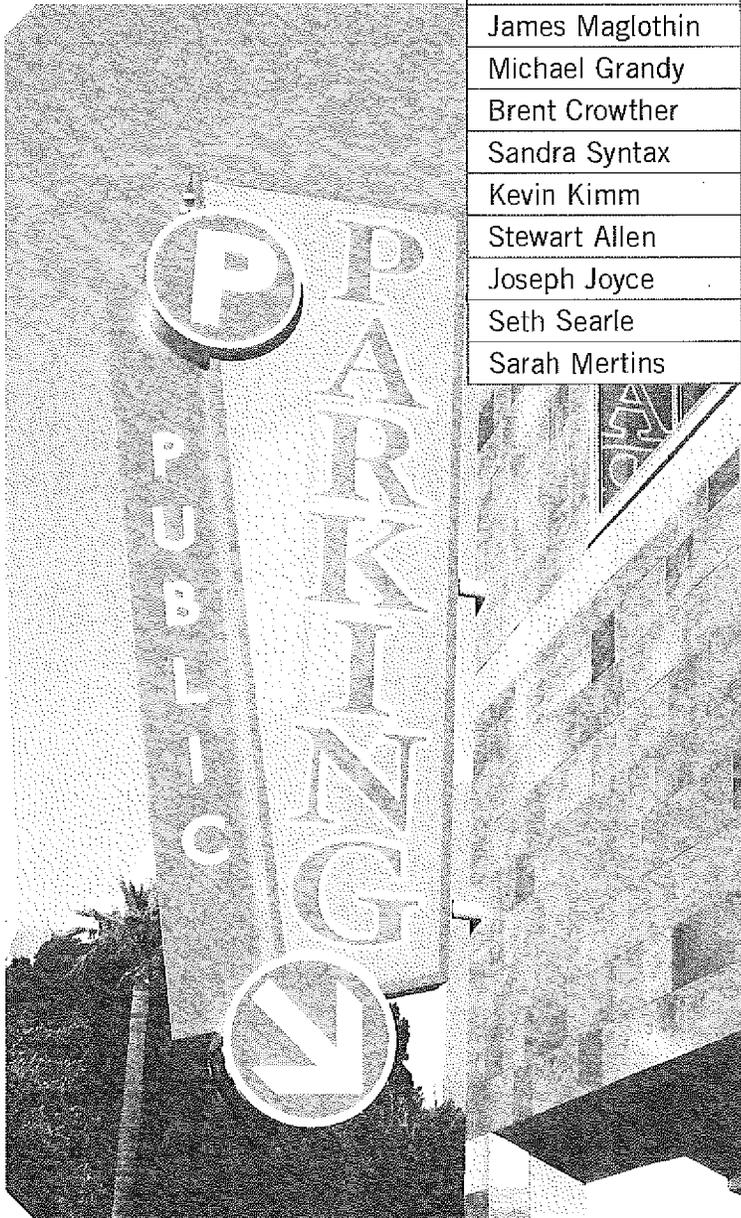
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PLAN

TEAM MEMBER RESUMES

Resumes for project participants begin on page 6. The table below provides individual staff members' levels of commitment and availability for this project. The Kimley-Horn team has ample availability and resources to complete this project on time and within budget.

Team Member	Hours	% Available
Brett Wood	260	30
Adria Koller	305	40
Dennis Burns	25	10
James Maglothin	45	15
Michael Grandy	15	10
Brent Crowther	45	10
Sandra Syntax	50	30
Kevin Kimm	20	10
Stewart Allen	20	10
Joseph Joyce	40	20
Seth Searle	25	20
Sarah Mertins	285	50





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Brett Wood, P.E., CAPP

PROFESSIONAL CREDENTIALS

- ▶ MSCE, BSCE, University of Alabama
- ▶ Professional Engineer in AZ and NC
- ▶ Certified Administrator of Public Parking
- ▶ Southwest Parking Association – Vice President/President-Elect
- ▶ International Parking Institute – Advisory Council

SPECIAL QUALIFICATIONS

Brett Wood provides nearly 10 years of experience in parking and transportation planning with a strategic focus in parking, including management, pricing, operations, and technology strategies to help improve the overall parking experience. With an extensive background in transportation and community planning, Brett understands the relationship between parking demands and the management of general transportation demands and the community at large. Brett has led the strategic planning process for communities and regional areas throughout the United States, with parking planning work for the municipalities of Phoenix, AZ; Charlotte, NC; Atlanta, GA; Seattle, WA; Minneapolis, MN; Houston, TX; Dallas, TX; Salt Lake City, UT; and many more.

Brett led the development of Kimley-Horn's Park+ model, including the design of the program's fundamental algorithms, and he ensured that the principles of smart growth, transportation planning, and parking management were accurately captured in the model.

RELEVANT EXPERIENCE

Tempe Downtown Strategic Parking Plan 2010, Tempe, AZ – Project Manager

Arizona State University Park+ Software Application, Tempe, AZ – Project Manager

Minneapolis Curb Lane Management Study, Minneapolis, MN – Project Manager

Beverly Hills Park+ Software Application, Beverly Hills, CA – Project Manager

Houston Museum District Park+ Software Application, Houston, TX – Project Manager

Downtown Atlanta Parking Assessment, Atlanta, GA – Project Manager

Charlotte Center City Curb Lane Management Study, Charlotte, NC – Project Manager

Seattle Performance-Based Parking Pricing Feasibility Study, Seattle, WA – Assistant Project Manager

Seattle On-Street Parking Program Communications Plan, Seattle, WA – Project Manager

City of Phoenix On-Street Parking Study, Phoenix, AZ – Project Manager

Minneapolis Curbside Strategic Framework, Minneapolis, MN – Project Manager

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Role:
**Project
Manager**



Proposal for Downtown Parking STRATEGIC PLAN

Adria Koller, AICP

PROFESSIONAL CREDENTIALS

- ▶ M.S., Urban Planning, University of Arizona
- ▶ B.S., Environmental Design, University of Buffalo
- ▶ American Institute of Certified Planners (AICP)
- ▶ American Planning Association
- ▶ International Parking Institute

SPECIAL QUALIFICATIONS

Adria Koller's background includes experience in parking, land use, and transportation planning, which provides her a unique understanding of the interplay and access-related issues between the travel realm and the built environment. Her background in transportation planning includes preparation of traffic studies, data collection, and analysis using Geographic Information Systems (GIS), corridor planning, preparation of small area plans, and environmental analysis. Adria also has experience in on-street planning and management applications, including curb lane management policy development, on-street data collection and analysis, and technology implementations for on-street revenue control.

RELEVANT EXPERIENCE

Seattle Variable Parking Pricing Feasibility Study Services, Seattle, WA – Project Planner
 City of Phoenix On-Street Parking Study, Phoenix, AZ – Project Planner
 Charlotte Center City Curb Lane Management Study, Charlotte, NC – Project Planner
 Colorado State University Park+ Software Application, Fort Collins, CO – Assistant Project Manager
 Downtown Atlanta Parking Assessment, Atlanta GA – Assistant Project Manager
 Seattle On-Street Parking Program Communications Plan – Project Planner
 Minneapolis Curbside Strategic Framework, Minneapolis, MN – Assistant Project Manager
 Del Ray Neighborhood Parking Study, Alexandria, VA – Project Planner
 Lower Pacific Avenue Parking Study, Santa Cruz, CA – Project Planner
 City of Lincoln Park+ Software Application, Lincoln, NE – Project Planner
 Fort Collins Parking Strategic Plan, Fort Collins, CO – Project Planner
 Multimodal Passenger Terminal – Parking Assessment, Atlanta, GA – Parking Planner
 National City Parking District Assessment, National City, CA – Parking Planner
 Borough of Glassboro Parking Strategic Plan, Glassboro, NJ – Project Planner

Role:
Assistant
Project
Manager



Proposal for Downtown Parking STRATEGIC PLAN

Dennis Burns, CAPP

PROFESSIONAL CREDENTIALS

- ▶ B.A. Humanities/Psychology, University of North Carolina – Charlotte
- ▶ Graduate Program, Counseling, University of North Carolina – Charlotte
- ▶ Certified Administrator of Public Parking – International Parking Institute (IPI)/ University of Virginia
- ▶ International Downtown Association – Board of Directors
- ▶ IPI – Council of Advisors
- ▶ National Parking Association
- ▶ Pacific and Intermountain Parking & Transportation Association
- ▶ Southwest Parking Association
- ▶ California Public Parking Association

SPECIAL QUALIFICATIONS

Dennis Burns is a nationally recognized parking expert with over 30 years of parking consulting and management experience. This direct parking management experience allows him to understand functional and operations issues from the customer's perspective. He has led national research and analysis efforts in the areas of parking system organizational development, parking as an economic development strategy, parking system strategic planning, parking and transportation program integration, and parking system branding/marketing. Dennis has extensive expertise in the development and operation of transportation systems to complement parking operations, as well as transportation demand management strategies designed to reduce overall parking demand. Dennis' specific expertise is in parking master planning and operations consulting including urban planning studies; feasibility studies; supply/demand analyses; shared parking analyses; parking revenue control and operational audits; and parking program organizational development, parking district development, and parking plans for transit oriented developments.

RELEVANT EXPERIENCE

Tempe Downtown Strategic Parking Plan 2010, Tempe, AZ – Project Director

City of Chandler Parking Plan, Chandler, AZ – Project Manager

City of Whitefish Parking Feasibility and Concept Design Study, Whitefish, MT – Project Manager

City of Beverly Hills Parking Plan, Beverly Hills, CA – Project Manager

Downtown Area Plan, City/County of Denver, CO – Project Manager

Greater Downtown Missoula Master Plan Parking Review, Missoula, MT – Project Manager

*Mr. Burns joined Kimley-Horn in October 2009; some of the projects listed above were completed prior to joining Kimley-Horn.

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**Role:
Asset
Management
and
Development**



Proposal for Downtown Parking STRATEGIC PLAN

James Maglothin, P.E.

PROFESSIONAL CREDENTIALS

- ▶ B.S., Civil Engineering, Texas A&M University, 2001
- ▶ Professional Engineer in WA, TX, and OR
- ▶ Project Management Professional® (PMP)
- ▶ National Council of Examiners for Engineers and Surveyors (NCEES)
- ▶ Institute of Transportation Engineers (ITE)
- ▶ Parking Consultants Council, Member
- ▶ Texas Society of Professional Engineers (TSPE)
- ▶ Texas Parking Association

SPECIAL QUALIFICATIONS

Jimmy Maglothin is a professional parking consultant with 11 years of experience serving airports, municipalities, universities, and private clients. Jimmy specializes in parking revenue control system (PARCS) technologies including parking meters, pay-on-foot, credit card in/credit card out, express credit card exiting, traditional cashing, automatic vehicle identification, toll road transponder payment, license plate recognition, license plate inventory, parking space count, parking guidance, single space monitoring, fiber optic networking, closed-circuit television, employee access, and intercom, among others. Since joining Kimley-Horn in 2002, Jimmy has specialized in PARCS and GTMS consulting services, including system evaluation and recommendation, cost estimating, financial feasibility, preparation of specifications, RFP development, contract negotiation and award services, construction administration, acceptance testing, and design of PARCS-related infrastructure construction plans. His additional experience includes site planning and design including parking demand analysis, parking lot design, underground utilities design, drainage analysis and design, site surveying, modeling, and street design.

RELEVANT EXPERIENCE

Phoenix Sky Harbor International Airport Parking Revenue Control System (PRCS) – Analyst

SeaTac International Airport PRCS Design and Implementation, Seattle, WA – Project Manager

Charleston County Aviation Authority, On-Call Parking Revenue Control Consulting, Charleston, SC – Project Manager

McCarran International Airport PRCS Feasibility Study, Design, and Implementation, Las Vegas, NV – Analyst

Berryessa Station Parking Structure, San Jose, CA – Project Engineer

City of Atlanta, Hartsfield-Jackson Atlanta International Airport PRCS Design and Implementation, Atlanta, GA – Task Manager

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Role:
Current
Technology



Proposal for Downtown Parking STRATEGIC PLAN

Michael Grandy, P.E.

PROFESSIONAL CREDENTIALS

- ▶ M.S., Civil Engineering, Brigham Young University
- ▶ B.S., Civil Engineering, Brigham Young University
- ▶ Registered Professional Engineer in AZ and CA
- ▶ Institute of Transportation Engineers (ITE)
- ▶ American Planning Association (APA)
- ▶ Technical Review Committee Member for the ITE Proposed Recommended Practice: Planning Urban Roadway Systems

SPECIAL QUALIFICATIONS

Michael Grandy's transportation experience includes roadway system planning, corridor studies, pedestrian/safety studies, roundabout studies, access management plans, crash analysis, and various other transportation-related projects. Michael has a wealth of local Tempe project experience, including serving as a Task Manager for Kimley-Horn's On-Call contract with the City of Tempe.

RELEVANT EXPERIENCE

City of Phoenix On-Street Parking Study, Phoenix, AZ – Project Engineer

Tempe Consultant On-Call, Tempe, AZ – Task Manager

Tempe ITS Strategic Plan, Tempe, AZ – Project Engineer

1st Street Alignment Feasibility Study, Tempe, AZ – Project Manager

Avondale City Center Specific Area Plan, Avondale, AZ – Project Engineer

ADOT Route Transfer Procedures Study, Statewide, AZ – Project Engineer

Dove Valley Parkway Feasibility Study, Phoenix, AZ – Project Engineer

MAG Gila Bend Small Area Transportation Study (SATS), Phoenix, AZ – Project Engineer

FMPO Regional Transportation Plan Update: Safety Component, Flagstaff, AZ – Deputy Project Manager

Kingman Area Transportation Study Update (PARA), Kingman, AZ – Project Engineer

Chandler/Gila River Transportation Study, Phoenix, AZ – Project Engineer

Casa Grande General Plan Update, Casa Grande, AZ – Project Engineer

Deer Valley Parkway Feasibility Study, Phoenix, AZ – Project Manager

Downtown Phoenix Urban Form Project, Phoenix, AZ – Project Manager

Northern Parkway/Tonopah Parkway Corridor Feasibility Study, Maricopa County, AZ — Project Engineer



Role:
Transportation
Planning



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Brent Crowther, P.E.

PROFESSIONAL CREDENTIALS

- ▶ M.S., Civil Engineering, Virginia Polytechnic Institute and State University
- ▶ B.S., Civil Engineering, Brigham Young University
- ▶ Registered Professional Engineer in AZ, UT, and CA
- ▶ Association of Pedestrian and Bicycle Professionals, Member
- ▶ Institute of Transportation Engineers (ITE), Member

SPECIAL QUALIFICATIONS

Brent Crowther is a professional engineer and project manager with experience managing multimodal mobility projects, including corridor improvement plans; campus, area, and regional transportation plans; transit, bicycle, and pedestrian plans; road diets; Travel Demand Management (TDM) plans; Safe Routes to School projects; Complete Streets projects; and Roadway Safety Assessments.

RELEVANT EXPERIENCE

- ADOT MPD - Complete Streets Workshops (06-10), Tucson, AZ – Project Manager
- 2010 Doney Park Multimodal Transportation Plan (PARA), Doney Park, AZ – Project Manager
- ADOT Bicycle and Pedestrian Safety Awareness Campaign, Verde Valley, AZ – Project Manager
- ADOT Bicycle Safety Action Plan, AZ – Project Manager
- ADOT Flagstaff Regional 5-Year and Long-Range Transit Plan, Flagstaff, AZ – Project Manager
- ADOT Sierra Vista Transportation Efficiency Study (PARA), Sierra Vista, AZ – Project Manager
- ADOT Statewide Pedestrian Safety Action Plan, Statewide, AZ – Project Manager
- ADOT Route Transfer Procedures Study, Statewide, AZ – Project Engineer
- ADOT Statewide Bicycle/Pedestrian Plan, Phoenix, AZ – Project Engineer
- Clarkdale Transportation Study (PARA), Clarkdale, AZ – Project Manager
- Coolidge-Florence Regional Transportation Plan, Coolidge/Florence, AZ – Project Engineer
- Dewey-Humboldt PARA Transportation Study, Dewey-Humboldt, AZ – QC/QA Reviewer
- Grant Road Improvement Plan, Tucson, AZ – Project Engineer
- Kachina Village Multimodal Transportation Study (PARA), Kachina Village, AZ – Project Manager

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Role:
Transportation
Planning



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Sandra Syntax, EIT

PROFESSIONAL CREDENTIALS

- ▶ B.S., Civil Engineering, Arizona State University
- ▶ Registered Engineer-in-Training in AZ

SPECIAL QUALIFICATIONS

Sandra Syntax is a transportation and parking analyst at Kimley-Horn in Phoenix. Sandra's experience includes the design of ITS applications and integrated parking solutions. In her career she has assisted with the development of community-wide ITS systems, as well as providing support for parking management studies and technology implementations. Her varied experience provides a complementary knowledge base that crosses both practices, allowing her to assist with the design and development of innovative solutions.

RELEVANT EXPERIENCE

- Arizona State University Park+ Software Application, Tempe, AZ – Analyst
- National City Parking District Assessment, National City, CA – Analyst
- Houston Museum District Park+ Software Application, Houston, TX – Analyst
- Houston Airport System Rate Analysis, Houston, TX – Analyst
- Great Falls High School Parking Study, Great Falls, MT – Analyst
- Western Technical College Parking and Transportation Plan, La Crosse, WI – Analyst
- City of Phoenix ITS Strategic Plan, Phoenix, AZ – Analyst
- Dove Valley Parkway Feasibility Study, Phoenix, AZ – Analyst
- Giss Parkway Project Assessment, Yuma, AZ – Analyst
- Las Vegas Boulevard Pedestrian Study, Las Vegas, NV – Analyst
- MAG Gila Bend Small Area Transportation Study (SATS), Phoenix, AZ – Analyst
- MAG ITS Architecture Update, Phoenix, AZ – Analyst
- MCDOT Southwest Valley Multi-Agency Operations Plan, AZ – Analyst
- MCDOT WA F - Bell Road Ops Plan, Phoenix, AZ – Analyst
- South Bay Bus Rapid Transit (BRT) East Palomar Street Segment Final Design, San Diego, CA – Analyst
- TMC Connected Vehicles, Charlottesville, VA – Analyst

Role:
Park+ Parking
Demand
Model





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Stewart Allen

PROFESSIONAL CREDENTIALS

- ▶ Masters Certificate, Systems Architecture, University of Southern California
- ▶ B.S., Systems Engineering, University of Arizona

SPECIAL QUALIFICATIONS

Stewart Allen is a Systems Analyst with expertise in software design and development for traffic and transportation management software. Stewart leads the software development component of each Park+ model. Stewart is one of Kimley-Horn's preeminent software engineers whose expertise is utilized on projects across the firm. A software engineer with 10 years of experience, his expertise includes software architecting, software design and development for traffic and transportation management software, integration and testing, distributed systems, modeling and simulation, and 2D/3D visualization. He is proficient in C++, Java, HTML, Visual Basic, SQL Server, Crystal Reports, Excel, Arc View, Map Objects, and Visio.

RELEVANT EXPERIENCE

Arizona State University Park+ Software Application, Tempe, AZ – Software Lead

Beverly Hills Park+ Software Application, Beverly Hills, CA – Software Lead

University of Washington Park+ Software Application, Seattle, WA – Software Lead

Houston Museum District Park+ Software Application – Software Lead

Texas A&M University Park+ Software Application, College Station, TX – Software Lead

Los Angeles County KITS, Los Angeles County, CA – Systems Analyst

San Mateo County KITS Smart Corridor ATMS, CA – Analyst

Austin Advanced Traffic Management System (ATMS) (KITS), Austin, TX – Task Manager

Washtenaw County KITS, Washtenaw County, MI – Systems Engineer

Surprise Signal System Software (KITS), Surprise, AZ – Systems Analyst

MCDOT Advanced Traffic Management System (ATMS), Phoenix, AZ – Analyst

FHWA Adaptive Control to Balance Safety and Efficiency: Phase II, Nationwide – Analyst

Miami-Dade Advanced Traffic Management System (ATMS) Project (Miami-Dade County KITS), Miami-Dade County, FL – Task Manager

FHWA EFLHD, Chincoteague National Wildlife Refuge Visitor Information Program (RVIP) Implementation, Phases 2 and 3, VA – Analyst

City of Phoenix Stormwater Management Technology Assessment, Phoenix, AZ – Systems Engineer

Role:
Park+ Parking
Demand
Model



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Proposal for Downtown Parking STRATEGIC PLAN

Kevin Kimm, P.E.

PROFESSIONAL CREDENTIALS

- ▶ B.S., Civil Engineering, Montana State University
- ▶ IPI, Member
- ▶ Registered Professional Engineer in AZ, NC, and CA

SPECIAL QUALIFICATIONS

Kevin Kimm specializes in parking planning, design, and structural engineering—bringing over 12 years of experience as an engineer and project manager in this field. His expertise in parking spans a wide range of projects, ranging from parking deck location studies to parking deck functional design and review to parking deck final structural design, including construction administration on multiple parking deck projects.

Kevin's experience also includes parking demand modeling and strategic parking planning. His design experience includes structures of reinforced concrete, precast/pre-stressed concrete, cast-in-place post-tensioned concrete, and structural steel. Kevin has worked with parking clients that include municipalities, healthcare facilities, universities, and private developers. Kevin also is experienced in parking deck rehabilitation and repair projects.

RELEVANT EXPERIENCE

Carl T Hayden VA Medical Center Parking Garage, Phoenix, AZ – Project Engineer

City of Whitefish Parking Garages Project, Whitefish, MT – Project Engineer

Hotel Del Coronado Master Plan Update, San Diego, CA – Project Engineer

Richmond Transit Village Parking Garage, Richmond, CA – Project Engineer

Rex Hospital Medical Office Building Parking Deck Expansion, Raleigh, NC – Project Engineer

UNC-Chapel Hill, Jackson Circle Parking Deck, NC – Project Engineer

Downtown Underground Parking Facility, Raleigh, NC – Project Engineer

NCSU, Coliseum Parking Deck Expansion, Raleigh, NC – Project Engineer

Port of San Diego Parking Structure Feasibility Study, San Diego, CA – Project Engineer

North Carolina State University West Lot Parking Deck, Raleigh, NC – Project Engineer

Saint John Street Parking Garage (Renaissance Park), Spartanburg, SC – Project Engineer

BlueLine Trolley Station Improvements, San Diego, CA – Project Engineer

Triangle Transit Authority Rail Station Design Services, Research Triangle region, NC – Project Engineer

Arizona Biltmore Parking Structure, Phoenix, AZ – Project Engineer

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**Role:
Asset
Management
and
Development
Plan**



Proposal for Downtown Parking STRATEGIC PLAN

Joseph Joyce

PROFESSIONAL CREDENTIALS

- ▶ B.S., Computer Science, University of Arizona

SPECIAL QUALIFICATIONS

Joe Joyce designs and develops traffic management and parking demand modeling software as a Software Analyst at Kimley-Horn in Phoenix. Joe is a software developer for Park+ and translates the theories and principles of parking management to software. His experience includes application and user interface design and development for traffic and transportation management software and GIS software.

RELEVANT EXPERIENCE

- Beverly Hills GIS Parking Demand Model, Beverly Hills, CA – Developer
- University Campus Demand Model (University of Washington), Seattle, WA – Developer
- Arizona State University Park+ Software Application, Tempe, AZ – Developer
- Houston Museum District Park+ Software Application, Houston, TX – Developer



Role:
Park+ Parking
Demand
Model

Seth Searle

PROFESSIONAL CREDENTIALS

- ▶ B.S., Electrical Engineering, University of Arizona

SPECIAL QUALIFICATIONS

Seth Searle is a software designer in Kimley-Horn's Phoenix office. Seth specializes in testing, build-out, installation, and management of software products, including Park+. Over the past two years, Seth has been a software lead on the completion and installation of Park+ projects, including ongoing client support and maintenance.

RELEVANT EXPERIENCE

- Arizona State University Park+ Software Application, Tempe, AZ – Analyst
- Texas A&M University Parking Assessments and Reconstructions – Analyst
- City of Asheville, Downtown Asheville Comprehensive Parking Study – Analyst
- Beverly Hills GIS Parking Demand Model, Beverly Hills, CA – Analyst
- Phoenix Sky Harbor International Airport PHX Sky Train, Phoenix, AZ – Analyst



Role:
Park+ Parking
Demand
Model



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Sarah Mertins

PROFESSIONAL CREDENTIALS

- ▶ B.A., Sustainability, Arizona State University
- ▶ B.S., Urban Planning, Arizona State University

SPECIAL QUALIFICATIONS

Sarah recently joined Kimley-Horn's Phoenix office as a Planning Analyst. Sarah previously served as an intern for the City of Tempe, Community Development Department Planning Division. Sarah's background in urban and transportation planning translate to a more comprehensive approach to parking solutions for our clients. In her time at Kimley-Horn, she has supported numerous parking management projects, helping to define innovative solutions.

RELEVANT EXPERIENCE

Atlanta Downtown Multi-Modal Passenger Terminal (MMPT) Master Plan, Atlanta, GA – Analyst

Colorado State University Parking and Transportation Study, Fort Collins, CO – Analyst

Minneapolis Curb Lane Management Study – Analyst

Lower Pacific Avenue Parking Study, Santa Cruz, CA – Analyst

City of Tempe, Community Development Department Planning Division – Intern*

Reinvent PHX, Arizona State University – Researcher*

City of Phoenix Parks and Recreation Natural Resources Division – Intern*

* Prior to joining Kimley-Horn

Role:

Transportation
Planning/
Curb Lane
Management



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Proposal for Downtown Parking

STRATEGIC PLAN

PROJECT TIMELINE

The schedule graphic below provides a timeline for expected completion of this project.

Project Schedule

	SEP	OCT	NOV	DEC	JAN	FEB	MAR
	2013	2013	2013	2013	2014	2014	2014
Meetings	▶	▶	▶		▶	▶	
Data Collection	■		■				
Task 1 - Asset Management and Development Plan		■					
Task 2 - Future Parking Structure					■		
Task 3 - Curb Lane Management		■					
Task 4 - Parking Supply				■			
Task 5 - Current Technology			■				
Task 6 - 5th Street			■				
Task 7 - Ash Avenue			■				
Task 8 - Rio Salado Parkway			■				
Task 9 - Parking Requirements				■			
Task 10 - Parking Standards					■		
Task 11 - Research Parking Standards				■			
Task 12 - Dynamic Pricing or Alternative Rate Structures				■			
Task 13 - Parking Demand Modeling Software	■			■			
Task 14 - Bicycle Parking					■		

Meeting #1	Kickoff meeting and project introductions, goal setting
Meeting #2	Discuss data collection findings and initial stakeholder outreach
Meeting #3	Present findings of asset management and development plan, curb lane management, and initial calibrated Park+ model
Meeting #4	Present findings of current technology review, complete streets analysis, and initial Park+ scenario results
Meeting #5	Present recommended parking standards, parking structure recommendations, bicycle parking strategies, and final Park+ results; Includes Park+ training and delivery.

Primary task effort
 Additional task effort (if necessary)
 Park+ calibration
 Park+ scenario evaluation
 Meetings



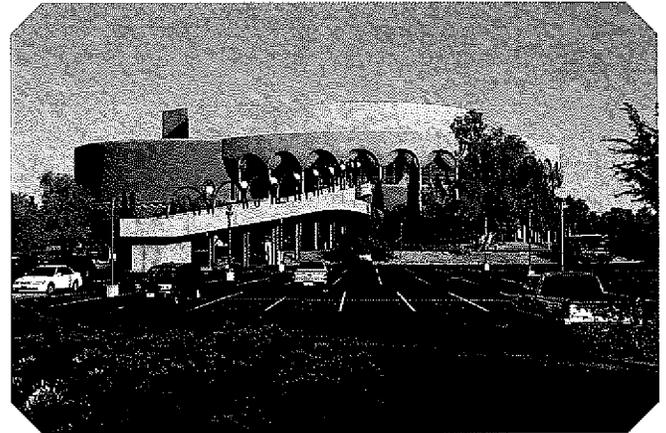
Proposal for Downtown Parking STRATEGIC PLAN

Recent Relevant Project Experience

The following projects represent Kimley-Horn's relevant experience on similar projects.

Arizona State University & Tempe Park+ Model, Tempe, AZ

Kimley-Horn is working with Arizona State University to develop a Park+ scenario planning tool for its downtown Tempe, AZ campus. The model development includes data collection, GIS database development, presentations to administration, and the development of the core Park+ model. The model evaluated future growth patterns on campus, including the Hub, Block 12, and the new convention center project, in addition to standard special events.



"The Park+ model is the type of tool that brings parking professionals to the table." — Melinda Alonzo-Helton, Arizona State University

Proposed Personnel Who Worked on Project: Brett Wood, Sandra Syntax, Seth Searle
Client Name: Arizona State University
Contact: Melinda Helton, (480) 965-5324

Tempe Downtown Strategic Parking Plan 2010, Tempe, AZ

Kimley-Horn worked with the City of Tempe and the Downtown Tempe Community, Inc. (DTC) to assess their overall parking operations and management through an evaluation of parking demand, shared-use parking policies, on-street meter technologies, and employee parking policies. Kimley-Horn led the analysis and development of a parking policy specific to downtown development, shared parking, and general economic development



potential for downtown—a policy that will help the City and DTC evaluate future development plans and how parking is allocated for those proposals. The project also included the development of a unique parking demand model for downtown Tempe that will help planners and parking professionals monitor and assess how changes to their development patterns affect the overall parking demand. Addi-



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tionally, Kimley-Horn evaluated and developed policies related to on-street technology upgrades, employee parking policies, and special event traffic and parking plans.

Proposed Personnel Who Worked on Project: Brett Wood, Dennis Burns

Client Name: Downtown Tempe Community, Inc.

Contact: Adam Jones, Vice President of Operations and Parking, (480) 355-6070

City of Beverly Hills Park+ Software Application, Beverly Hills, CA

Kimley-Horn is working with the City of Beverly Hills to develop a Park+ scenario planning model for the commercial components of its community, including the Triangle, Wilshire Boulevard, and Robertson Avenue areas. The model development included data collection, GIS database development, public outreach, presentations to planning and transportation commissions, and the development of the core Park+ model. New components of the Park+ model developed uniquely for Beverly Hills included a pricing module, enhanced user interface, and enhanced demand latency calculations.



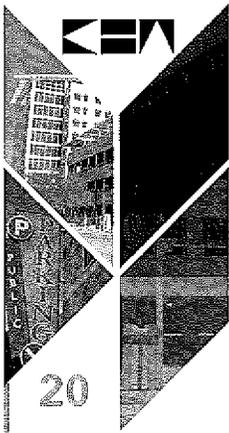
Proposed Personnel Who Worked on Project: Brett Wood, Joe Joyce, Seth Searle

Client Name: City of Beverly Hills

Contact: Chad Lynn, CAPP, (310) 288-2807

City of Charlotte, Curb Lane Management, Charlotte, NC

Kimley-Horn helped the City of Charlotte evaluate its existing Uptown street network in an effort to redefine curb lane uses and develop a new approach to regulations messaging that was more consistent and user friendly. The project evaluated curb lane uses, policies, and regulations to create an environment that is easier to understand, operate, manage, and enforce. The recommendations included curb lane typology definitions, standard block face templates, specific recommendations for the core street network, and schematics of sign changes and regulatory messages that better synthesize regulatory messages and curb use restrictions.



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The project process included a design charrette structured to provide testing opportunities for new messages and curb lane restrictions. The team tested various sign formats and curb restrictions with specific stakeholder groups to help the City understand which potential formats were most widely accepted among the Uptown user base.

The Charlotte Curb Lane Management project earned the International Parking Institute (IPI) Award of Excellence for Parking Program/Operation Excellence in 2013.

Proposed Personnel Who Worked on Project: Brett Wood, Adria Koller
 Client Name: City of Charlotte
 Contact: Doreen Szymanski, Public Service & Communications Division Manager,
 (704) 336-7527

Seattle Variable Parking Pricing Feasibility Study Services, Seattle, WA

Kimley-Horn recently completed a study, in conjunction with the Seattle Department of Transportation, which evaluated and developed performance-based parking pricing strategies for the greater Seattle area. The project included extensive data collection to establish baseline conditions for evaluating parking rate changes and strategies, research and analysis of parking pricing elasticity in Seattle's 23 distinct neighborhoods, an expert panel session intended to develop cutting-edge and cost-effective parking pricing strategies, and recommendations and pilot studies for implementing the various solutions developed as part of the study.



Unlike many of its counterparts, Seattle intends to implement some level of dynamic pricing without the aid of federal funding. This study was used as a mechanism to develop and evaluate alternative strategies that allowed the City to implement dynamic pricing without the infrastructure investment found in San Francisco, CA and Los Angeles, CA. Strategies included time-of-day pricing changes, progressive pricing structures, special event management overlays, seasonal pricing, and innovative and cost-effective data collection and management strategies.



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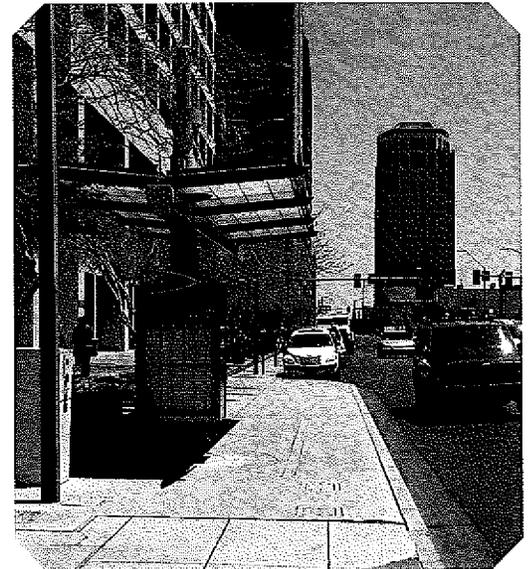
The International Parking Institute recently named the City of Seattle as the second most innovative parking program in a poll of its member base.

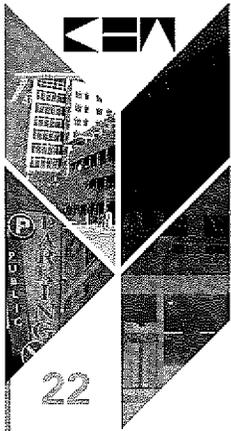
Proposed Personnel Who Worked on Project: Brett Wood, Dennis Burns, Adria Koller
 Client Name: Seattle Department of Transportation
 Contact: Mary Catherine Snyder, Parking Strategist, (206) 684-8110

City of Phoenix On-Street Parking Study, Phoenix, AZ

For this study Kimley-Horn helped the City of Phoenix evaluate new technologies and prepare for the implementation of new on-street meter equipment. The project process included a thorough research and evaluation of existing technologies, stakeholder outreach to understand the desired productivity of the new system, creation of analysis criteria to help select the new equipment, and development of a request for proposals to help the City select and implement the desired technology.

Proposed Personnel Who Worked on Project:
 Brett Wood, Dennis Burns, Adria Koller
 Client Name: City of Phoenix
 Contact: Thomas Godbee, P.E., Deputy Street Transportation Director, (602) 262-7436





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Project Technical Approach

The Kimley-Horn project approach includes a robust set of parking and transportation planning tools intended to help the City of Tempe (City) better understand its parking and transportation issues within the community, including a dynamic modeling platform that will enable the City's planners to better manage and evaluate existing and future parking needs. The centerpiece of our approach is the unique and innovative Park+ model, which is Kimley-Horn's proprietary parking demand modeling platform. The Park+ model is an evolution of the Microsoft Excel-based parking demand model, which was previously delivered to the City of Tempe and the DTC as part of the 2010 Parking Strategic Plan. The Park+ model represents a major upgrade over that model, including the utilization of an ArcGIS-based platform allowing the City to model major changes to development levels, parking pricing, special events, and transportation demand management solutions.

Where this model truly separates Kimley-Horn from its competitors is the ability to consolidate many of the separate tasks requested in the City's Request for Proposal (RFP) to a single modeling platform, allowing for a greater economy of scale and a more active evaluation platform. Where other firms may propose singular evaluations of pricing and parking demand, the Park+ model allows for more opportunities for iterative analysis and conclusions. Throughout the following project approach, we will identify areas for costs savings and innovative approaches using the Park+ modeling platform.

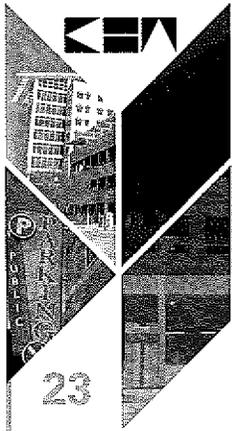


Wherever you see this logo, Kimley-Horn intends to use its Park+ model to complete the task requirements, providing you a more robust solution set and an ongoing modeling tool for the evaluation and management of parking.

Additionally, Kimley-Horn provides a comprehensive team of parking and transportation planners that will allow the City to better handle both the parking and transportation tasks identified in the RFP. We have dedicated parking professionals, transportation planners, and technology specialists to better provide you with solutions that fit your community. Our staff has helped parking programs reach their highest level of functionality. We also provide staff that has crafted industry-leading curb lane management programs throughout the country. And, finally, we provide staff that is recognized throughout the country as leaders in parking planning, complete streets, and the implementation and review of revenue collection technology.

▲ **STAKEHOLDER INVOLVEMENT AND COMMUNICATIONS**

We will maintain close communication with the City and project stakeholders throughout this process. While the following tasks do not specifically identify the coordination and meetings, we will conduct monthly project meetings, and stakeholder outreach where necessary, including presenting transportation planning concepts and future parking strategies. The schedule found on page 17 provides a more defined approach for the meetings and deliverables for this project.



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In terms of focused meetings and stakeholder outreach, Kimley-Horn proposes the following outreach during the project process:

Meeting #1	<p>Project Team Meeting: Kickoff meeting and project introductions, goal setting</p> <p>Stakeholder Outreach: Form stakeholder advisory panel (business owners and local stakeholders), conduct stakeholder meeting #1</p>
Meeting #2	<p>Project Team Meeting: Discuss data collection findings and initial stakeholder outreach</p> <p>Stakeholder Outreach: Disseminate stakeholder survey and project information sheet</p>
Meeting #3	<p>Project Team Meeting: Present findings of asset management and development plan, curb lane management, and initial calibrated Park+ model</p> <p>Stakeholder Outreach: Stakeholder outreach meeting #2, present initial findings and curb lane management plan</p>
Meeting #4	<p>Project Team Meeting: Present findings of current technology review, complete streets analysis, and initial Park+ scenario results</p> <p>Stakeholder Outreach: Public outreach to discuss complete streets recommendations</p>
Meeting #5	<p>Project Team Meeting: Present recommended parking standards, parking structure recommendations, bicycle parking strategies, and final Park+ results; Includes Park+ training and delivery</p> <p>Stakeholder Outreach: Present final project findings and recommendations of parking strategic plan.</p>

Throughout the following tasks we will identify where we provide industry-leading approaches, as well as the specific processes we will utilize to help the City of Tempe achieve the stated goals and objectives found in the request for proposal.

Task 1: Asset Management and Development Plan

As part of this task, Kimley-Horn will work with the City and the DTC agency to determine the feasibility of creating a new parking management entity that has the capacity to control and operate existing parking assets, as well as finance and build new parking facilities through enhanced bonding or financing capacity. We will review local legislation and organizational strategies to determine the most efficient organizational structure for the proposed approach. We will also evaluate parking management options, potential for public/private partnerships, and strategies for financing and implementing new parking assets within the community.

The actual location and sizing of parking assets will be determined in Task 2 – Future Parking Structure. That task, defined below, will utilize the Park+ modeling platform to define areas of need for the parking system.



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Task 2: Future Parking Structure

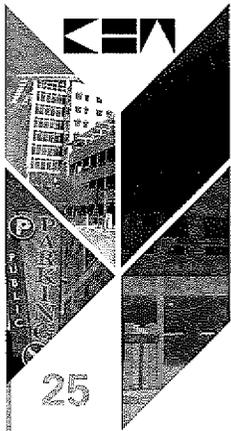
As part of this task, Kimley-Horn will define locations for new parking structure to support the expected growth and redevelopment in the downtown Tempe area. This task will utilize the Park+ model, defined further in Task 13. As part of the evaluation, Kimley-Horn will review existing conditions data in the model to determine if there are any specific existing deficiencies that will need to be addressed, including areas of high demand and areas of latent demand. Latent demand, as defined in the Park+ model, are areas that have unmet demand from developments that do not have enough on-site or adjacent parking to support their development needs. This latent demand is then either redistributed within the community or chooses not to come downtown at all because of parking difficulties.

Once we have established existing deficiencies, we will program parking losses related to new development, as well as project development levels for the future planning horizon. Development plans could include both committed and projected projects within the downtown area. Once the future parameters of the downtown area are entered in the model, Kimley-Horn will test suitable sites for the construction of a parking facility. This will include sizing, orientation, and access configuration. After a review of several sites at the conceptual level in the model, Kimley-Horn will develop conceptual-level schematics of the garage in AutoCAD to finalize the feasibility of garage construction. These plans will not represent design-level plans, but rather a feasibility-level schematic that is a precursor to final design. The schematic plans will also test the viability of developing a mixed-use component of the garage.



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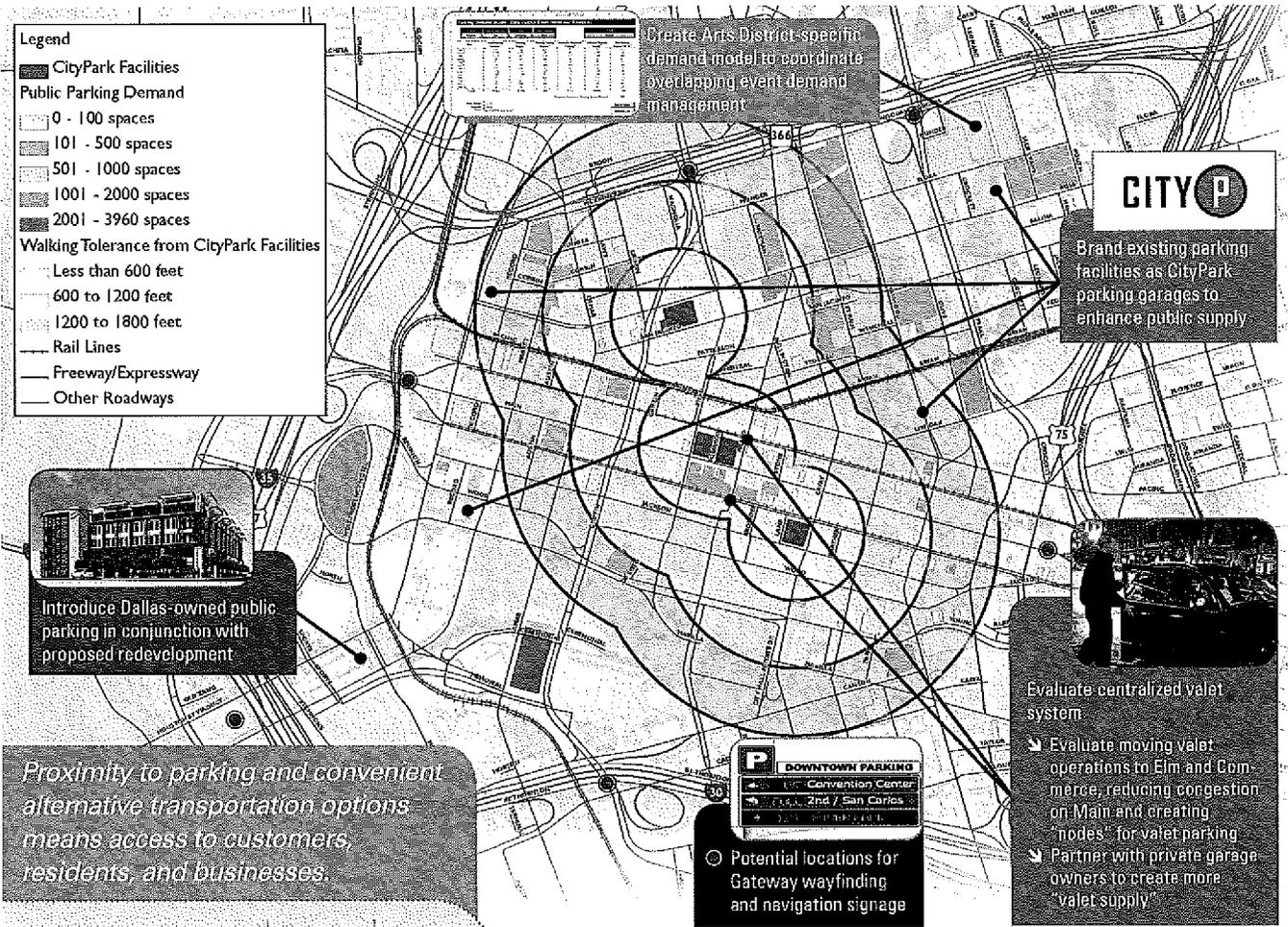
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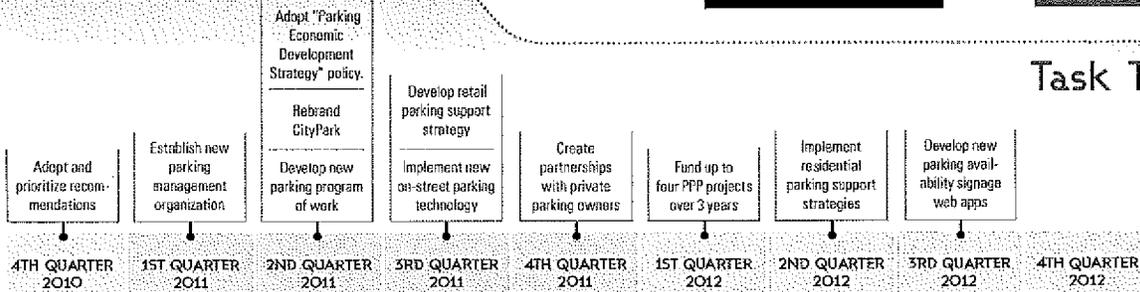
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Example Future Planning Documentation
Dallas, TX (2010)

Recommendations by Focus Area

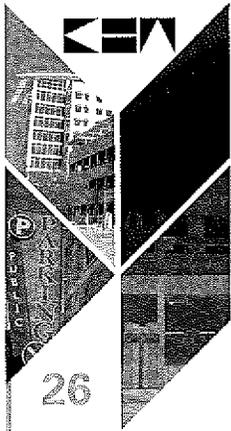


Task Timeline





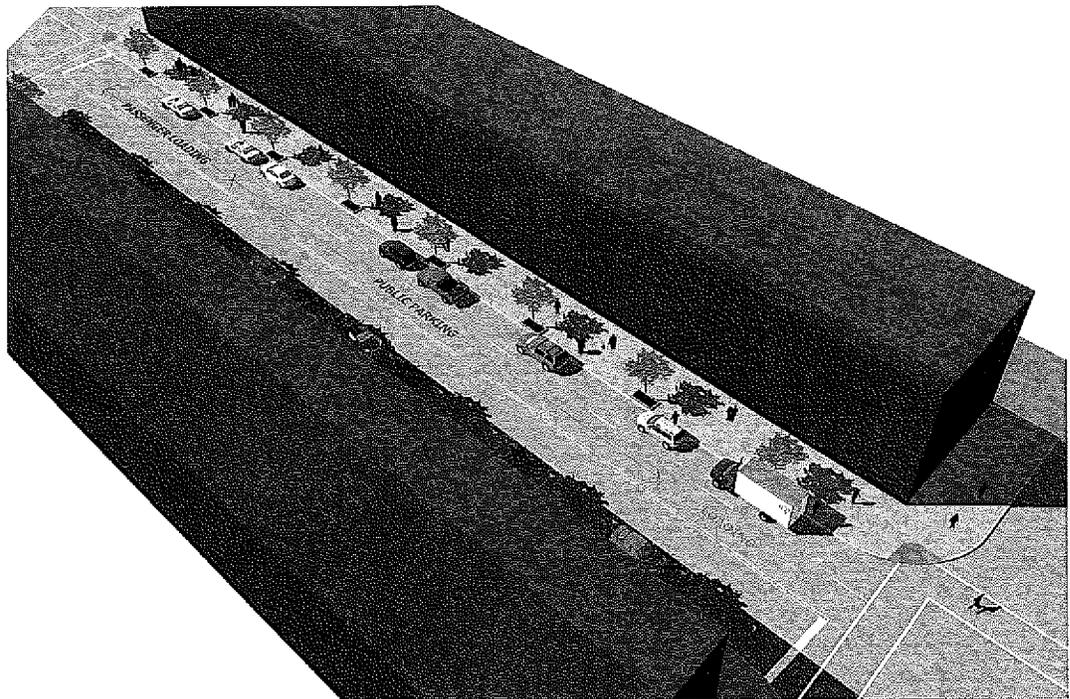
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Task 3: Curb Lane Management

Kimley-Horn will evaluate the City's existing curb lane structure, particularly loading zones, to establish appropriate curb lane management strategies related to parking and loading. The evaluation will consist of a mapping exercise to visually represent the existing curb lane uses, an analysis of citation and violation data, and a review of policies that affect curb lane use (e.g., loading zone policies, transit stop location policies). This review and analysis effort will culminate in identification of management strategies that, if implemented, promote a more efficient and effective curb lane experience for users.



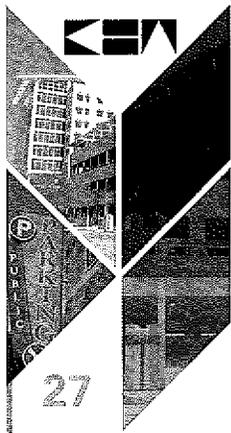
CURB LANE MANAGEMENT

A curb lane management program will enable the City to identify curb lane priorities and make consistent management decisions that support the priorities. Establishing priorities and management strategies for the curb lane will support community business and residential needs. A curb lane management program involves defining practices, policies, and tools to better utilize curb space in an urban setting. The strategies of a curb lane management program are intended to:

- ▶ Balance competing needs
- ▶ Move people and goods efficiently
- ▶ Support business district vitality
- ▶ Create livable neighborhoods
- ▶ Improve on-street parking operations
- ▶ Prioritize curb lane practices and structure to best fit the needs of the adjacent users
- ▶ Identify technologies to support policies and practices



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CURB LANE MANAGEMENT (CONTINUED)

A curb lane management program consolidates and efficiently manages curbside uses, so that curb lane uses are similar throughout the City, allowing for easier access to businesses or residences, and less confusion on where, when, and how to park. When implementing a curb lane management program, we must consider a number of components to optimize the use of curb space, such as:

- ▶ Curb use structure to optimize the location of curb lane uses
- ▶ Signage and messaging to communicate parking information to users
- ▶ Regulations and management policies to create consistent management decisions
- ▶ Access to destinations to ensure adjacent land uses are properly served and competing curb lane uses are balanced
- ▶ Implementation and enforcement strategies to ensure the management policies and strategies are consistently enforced and implemented
- ▶ Integration with transit systems and their policies for use in the curb lane, such as transit stops or stations
- ▶ Traffic flow to maintain mobility throughout the City

Our experience across the country has helped us better understand each of the components necessary to establish a curb lane program and implement effective strategies to improve operations and experiences. In Charlotte, NC, we helped define, design, implement, and monitor a curb lane program that improved roadside vibrancy and the curbside experience for all users, including motorists, commercial operators, taxi drivers, and transit users. Improvements from that pilot study included enhanced signage, reduced citations (approximately 50% less tickets written), and increased meter revenue from more balanced hours and improved compliance. In Minneapolis, MN, we are currently developing a framework for establishing a citywide curb lane management program.



Task 4: Parking Supply

As part of this task, Kimley-Horn will evaluate the existing parking supply, including public/private restrictions, shared parking configurations, and remote parking access, to determine suitable alternatives for managing existing assets. Kimley-Horn will utilize the Park+ model, described further in Task 13, to accomplish the evaluation. The Park+ model, which is calibrated to local conditions, can test the removal of private parking restrictions or reconfiguration of parking policies to understand how to better utilize untapped parking supply. The model uses pricing, walking distances, and facility restrictions to model how parking demand is allocated within the community. Once calibrated, Kimley-Horn and the City can test different allocation patterns and scenarios to determine effective strategies for managing parking prior to building new supply.

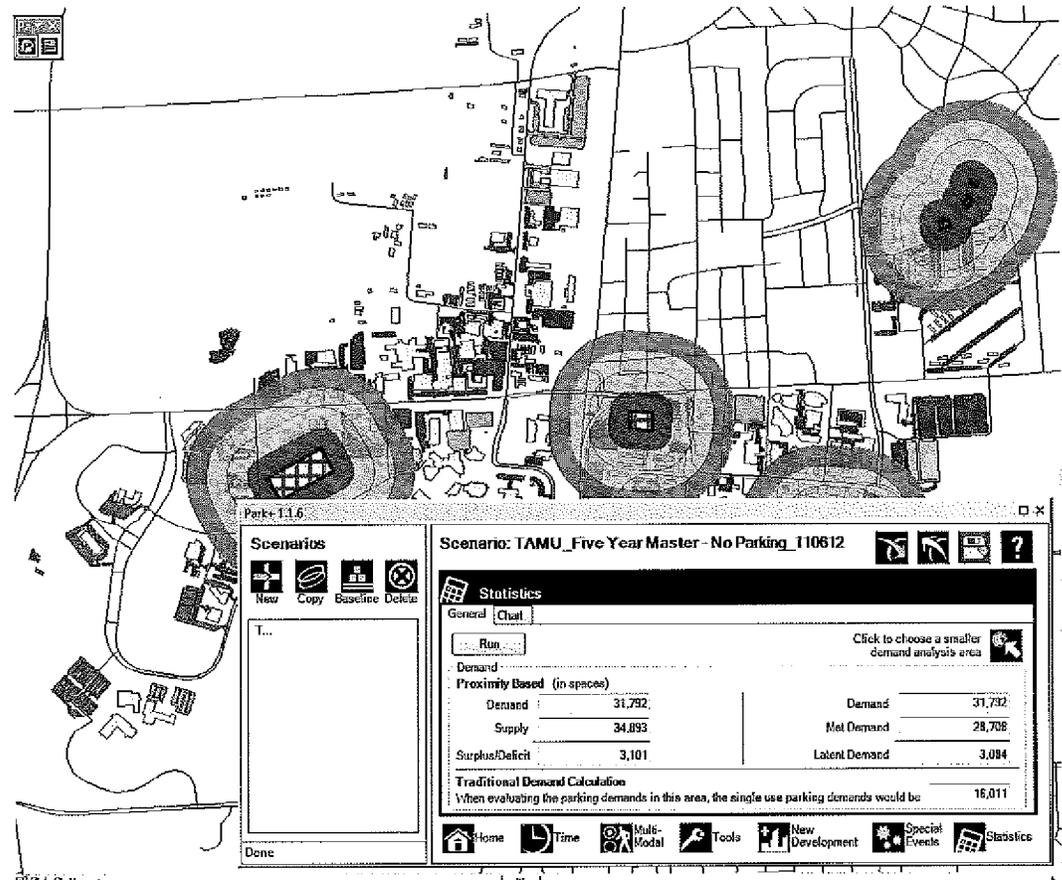


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Example Park+ Output Texas A&M University



Task 5: Current Technology

As part of this task, Kimley-Horn will review previous implementations of both on-street and off-street revenue control equipment, space detection sensors, and enforcement equipment to determine if the previous implementations by the City and DTC are accomplishing the desired results. The evaluation will include a review of specifications for implementation, transaction data, and equipment maintenance records. Kimley-Horn will also review operating and maintenance costs related to the equipment. The result will be a report and presentation that provides findings from the evaluation and recommendations for the next phases of technology implementation, including integration of existing and proposed technology platforms to improve the management and utilization of parking data.

Task 6: 5th Street

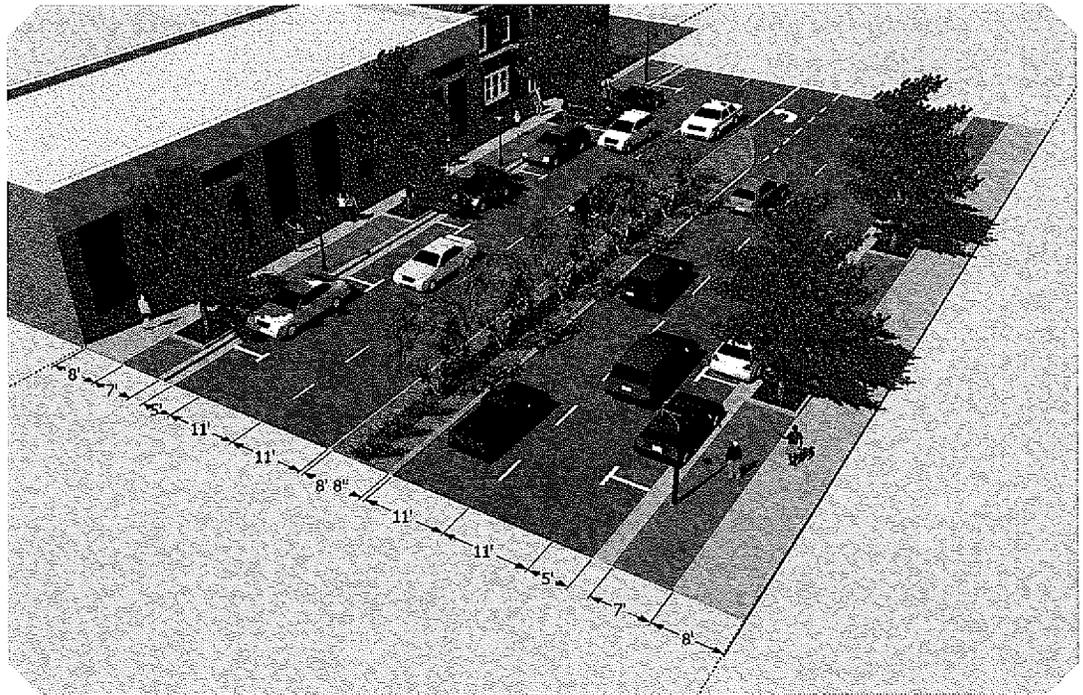
As part of this task, Kimley-Horn will evaluate current configurations along 5th Street to determine highest and best uses to create a more user-friendly street configuration. The evaluation will help us create strategies for accommodating multi-modal transportation along 5th Street. As part of this process, Kimley-Horn will evaluate land uses, traffic volumes, and patterns along the corridor; review future development plans; and review future transportation plans (including transit, bicycle, and pedestrian plans). In addition,

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Task 7: Ash Avenue

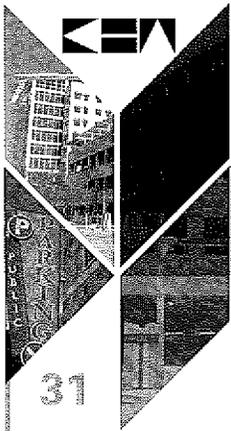
As part of this task, Kimley-Horn will evaluate current configurations along Ash Avenue to determine highest and best uses to create a more user-friendly street configuration. The evaluation will help us create strategies for accommodating multimodal forms of transportation along Ash Avenue. Kimley-Horn will evaluate land uses, traffic volumes, and patterns along the corridors; review future development plans; and review future transportation plans (including transit, bicycle, and pedestrian plans). In addition, we will also conduct an academic review to identify the latest Complete Street practices for accommodating multimodal transportation. Based on the review and analysis, Kimley-Horn will identify opportunities for each corridor. The proposed implementation strategies will be identified as conceptual-level improvements to the roadway cross section and specific uses along the street corridor. This will be presented on aerial photography to visualize proposed improvements.

Example Complete Streets Cross Section



Task 8: Rio Salado Parkway

As part of this task, Kimley-Horn will evaluate current configurations along Rio Salado Parkway to determine highest and best uses to create a more user-friendly street configuration. The evaluation will help us create strategies for accommodating multimodal transportation along Rio Salado Parkway. As part of this process, Kimley-Horn will evaluate land uses, traffic volumes, and patterns along the corridors; review future development plans; and review future transportation plans (including transit, bicycle, and pedestrian plans). In addition, we will conduct an academic review to identify the latest Complete



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Street practices for accommodating multimodal transportation. Based on the review and analysis, Kimley-Horn will identify opportunities for each corridor. The proposed implementation strategies will be identified as conceptual-level improvements to the roadway cross section and specific uses along the street corridor. This will be presented on aerial photography to visualize proposed improvements.

Task 9: Parking Requirements Pursuant to Land Uses

As part of this task, Kimley-Horn will review existing City of Tempe parking requirements and provide guidance for revisions to capture more community-specific parking demand characteristics. For this task, the Park+ model, described further in Task 13, will be utilized. As part of the calibration process in the Park+ model, specific parking requirements for land uses are tested and calibrated so that parking demands are based on actual parking data collected in the field. The results are land-use-specific parking requirements. Using these results, the City could review parking requirements for various configurations of the same land use category. For example, the City could determine the parking generation requirements for Café Boa and compare them to the parking generation requirements for Z'Tejas on 6th and Maple. The benefit of this level of granularity in the review of parking requirements is that the City can define specific categories and requirements to be used in the development review process, ensuring that future parking demand calculations are based on the context of the surrounding Tempe community.

Task 10: Parking Standards

As part of this task, Kimley-Horn will define and recommend community-specific parking standards aimed at designing a future parking system that meets the existing context of the Downtown Tempe community. These standards could include parking requirement revisions (minimum, maximum, and shared parking configurations) as well as multimodal vehicular demand standards to meet the existing and future transit and alternative transportation patterns. As with the previous task, Kimley-Horn will utilize the Park+ model to define and test these standards, using the unique development and TDM engines developed in that model to predict the potential for vehicular demand reductions related to the various recommended strategies.

Task 11: Research Parking Standards

In conjunction with the previous task, Kimley-Horn will conduct peer reviews of similar communities (urban context with a nearby college campus and high intensity of alternative transportation modes) to determine best management practices related to the implementation of parking standards within the community. Kimley-Horn will conduct phone-based peer reviews and present the findings to the City as a means of defining specific strategies for testing in Task 10. Kimley-Horn will also document the findings in the final report for this project.



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Task 13: Parking Demand Modeling Software

As defined in previous tasks, the Park+ modeling software is the centerpiece of the Kimley-Horn approach to the Tempe Downtown Parking Strategic Plan. Park+ is our answer to the ever-evolving parking supply and demand problem. As a community grows and evolves, the demand for parking changes. No singular study is able to capture the future of a community's parking demand because incremental changes to development levels or parking infrastructure tend to have exponential impacts to a system's demand allocation.

The Park+ tool utilizes community information specific to each location. With that in mind, the Tempe Park+ model will differ dramatically from those we have done previously. The highly demand-driven nature of the Mill Avenue corridor, adjacent demands of the ASU campus, and event demands from the many varied community experiences will all need to be accounted for and calibrated in this model. In the end, you will receive a model fine-tuned to your community that can be used to inform planning decisions in the study area and beyond. The specific benefits that the Park+ model bring to your community include:

Use Specific Parking Requirement Evaluation – Resources like Urban Land Institute (ULI) and Institute of Transportation Engineers (ITE) have helped define parking supplies throughout the country, but they often lack the information needed to “right-size” parking for a community. With Park+, you will use your own data and information about your uses and users to define land-use-specific parking generation rates. This will prove especially helpful as you redefine parking requirements for new developments in your downtown and surrounding study areas.

Make Better Use of Your Existing (and Untapped) Data – The Park+ model is built on two pieces of data—land use and parking characteristics, both of which the City has monitored and maintained over the years. This steady source of data will ease the development process for Park+ and ensure the City can maintain and grow the software product as the City evolves. Additionally, existing data sources such as on-street parking meters, off-street revenue control equipment, and enforcement equipment can be used to unlock an untapped data source.

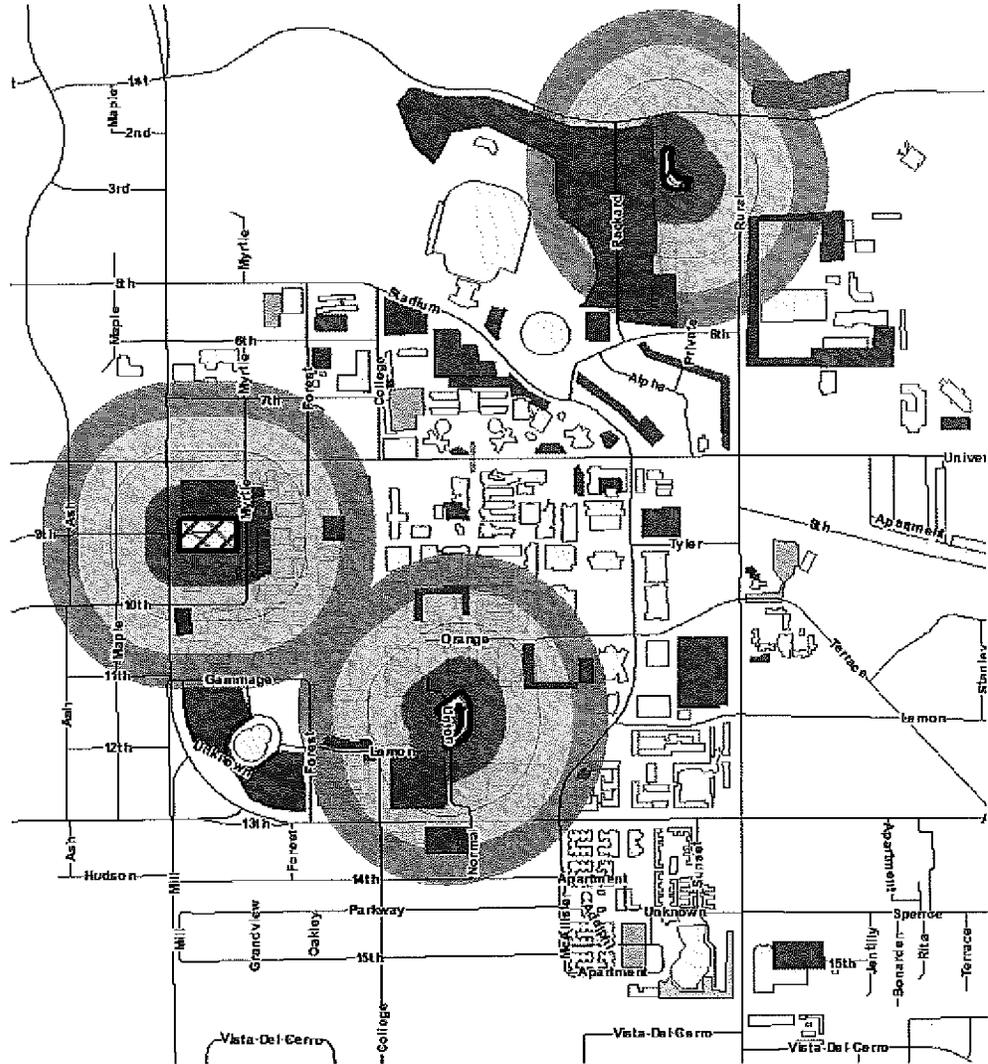
Flexibility in Analysis – The Park+ model provides you a much more dynamic and intuitive analysis tool when compared to a traditional supply and demand study. As you analyze new developments, you have the ability to quickly and efficiently evaluate multiple scenarios, user characteristics, and development patterns. This will better help you find the right fit of parking and development, without investing unnecessary time and money into detailed studies and revisions. These are a few of the numerous benefits that your City can experience with the use of our Park+ model.



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STRATEGIC PLAN

Example Park+ Output - Arizona State University



Park+ 1.1.6

Scenario: ASU_BuildOut_040113

Scenarios

New Copy Baseline Delete

ASU_Calibration_040113
ASU_Existing_040113
ASU_BuildOut_040113

Statistics

General Chart

Run

Click to choose a smaller demand analysis area

Demand	16,749	Demand	16,749
Supply	19,498	Met Demand	16,425
Surplus/Deficit	2,749	Latent Demand	324

Traditional Demand Calculation

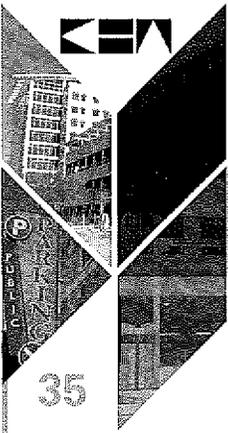
When evaluating the parking demands in this area, the single use parking demands would be 23,011

Home Time Multi-Modal Tools New Development Special Events Statistics

Done



Proposal for Downtown Parking STRATEGIC PLAN



EVOLUTION OF PARK+

The Park+ Parking Scenario Planning Model is an ArcGIS integrated module that allows the user to evaluate existing parking, identify new development and parking facilities, input multimodal parameters, and develop parking management scenarios to analyze the total impacts of parking demand for municipal, campus, or development settings. The Park+ model allows the user to manipulate various inputs, create alternative scenarios, and adjust analysis areas to create specific and localized evaluation sets to help predict the effects and impacts of land use-parking demand relationships. Scenarios can be evaluated from the aggregate level to the finite level.

The goal of the Park+ model is to provide our clients the tools to better manage and evaluate their parking management decisions using data that they already maintain. Kimley-Horn developed the Park+ model in response to many years of parking and supply/demand analysis completed throughout the country. Throughout this time period, we recognized the redundancy inherent in a traditional supply/demand study, with the results of the analysis largely varying on the latest change to master planning efforts or committed developments. It became apparent that supply/demand studies were like selling a new car—the minute a study is completed, it depreciates in value.

To counter this trend, we developed a robust and dynamic parking demand model, largely housed in Microsoft Excel, which allowed the user to maintain an inventory of parking capacity and land use characteristics. The results of the model predicted parking demand, almost always on a zonal basis, and allowed our clients to better understand and maintain control of their parking demand. Over time, the model grew in complexity and user features, ultimately including an output feature that allowed the user to link results of the parking demand model from the Excel database to ArcGIS.

Although the tabular parking demand model served as an effective planning tool, we recognized that developing the model in a geospatial environment would significantly enhance its efficiency, making the model dynamic, interactive, and revolutionizing the way the industry calculates parking demand for land uses. And so, Park+ was born. As this tool has been developed, with the help of our friends and colleagues in the parking industry, we have been able to validate that the endeavor to merge parking planning and geospatial analysis truly provides our clients the ability to do so much more than measure parking demand.

PARK+ SCENARIO PLANNING. Initially, it was intended that Park+ be developed with similar components of a traditional parking supply/demand study, but with greater flexibility and more dynamic in nature. As the model development team worked through its various components, it became apparent that there was an opportunity to incorporate much more and beyond what is currently provided by overall modeling efforts of the parking industry. Therefore, additional tools were developed to include multimodal components, parking management overlays, special event overlays, public/private parking allocation, pricing components, and sustainability metrics.



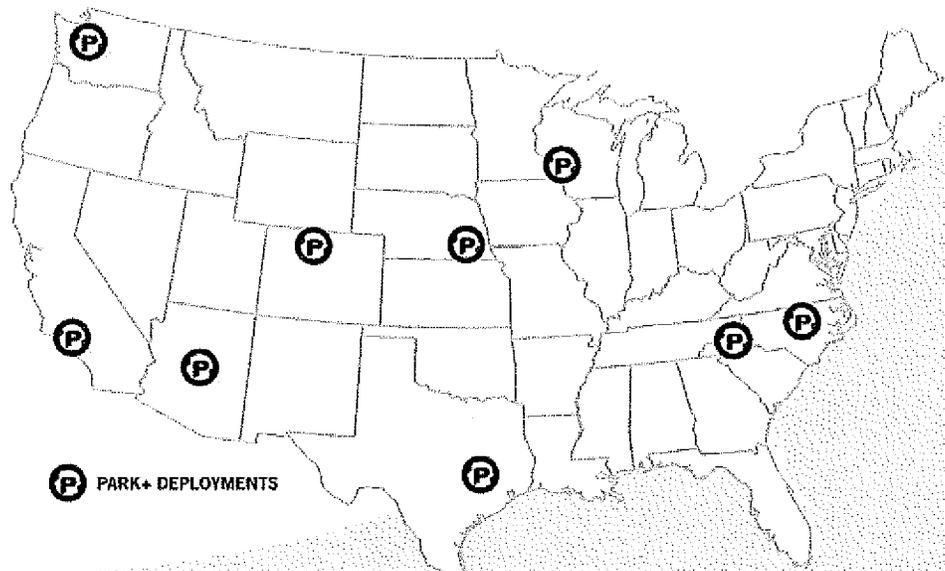
Proposal for Downtown Parking STRATEGIC PLAN

As each of these components was developed, we evolved the the Park+ model further away from supply/demand analysis and into the realm of scenario planning—asking and answering those tough “What If?” questions that drive parking and transportation management decisions in our clients’ communities. Model components have continued to be refined and expanded as we have responded to the needs of the growing Park+ user group. The benefits of the Park+ model include:

- ▶ **OPERATIONS AND MANAGEMENT:** The Park+ model allows the user to better operate and manage their parking system by combining various existing data sources (demand generation, parking capacity, and parking occupancy), which in turn allows users to make more informed decisions. The user can also perform more realistic development, comprehensive community, or campus planning analyses that better account for the impacts that land uses and parking have on demand allocation and management.
- ▶ **COMMUNICATIONS:** Lastly, Park+ allows the user to better communicate the parking conditions within their community or campus to appropriate stakeholders. Whether it is community leaders, business owners, faculty, students, or the population at large, the parking and planning staff that use Park+ will be able to demonstrate more realistic parking conditions for everyday uses, as well as special events, thus helping their stakeholders make more informed decisions. This could include informing city council about parking demand conditions related to a particular master planned scenario or development plan, allowing for better decision making related to parking investment. This could also include using Park+ to generate scenarios to be pushed to mobile web-sites or smartphone applications for better navigation and balancing of the parking system.

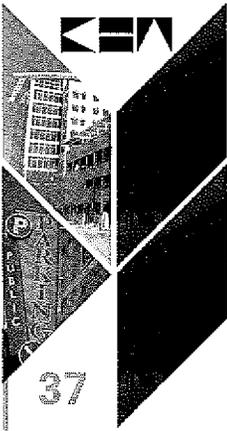
Park+ Implementation Map

ARIZONA STATE UNIVERSITY ◊ ASHEVILLE ◊ BEVERLY HILLS ◊ DURHAM ◊ FORT COLLINS
LINCOLN ◊ TEXAS A&M ◊ UNIVERSITY OF WASHINGTON ◊ WESTERN TECHNICAL





Proposal for Downtown Parking STRATEGIC PLAN



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Task 14: Bicycle Parking Standards and Locations

As part of this task, Kimley-Horn will evaluate the current bicycle parking conditions and identify recommendations to establish and maintain a citywide bicycle parking system. Kimley-Horn will perform an academic review of the latest bicycle parking facility research, practices, and trends to identify best management practices for bicycle parking standards. In addition, Kimley-Horn will utilize existing parking information from the City, Arizona State University, and the latest U.S. Census data to establish a profile of bicycling in the city. This information will be used to establish bicycle parking standards and management practices to meet the needs of the City's bicycling community.

These standards will outline approaches for determining when specific types of bicycle parking facilities are appropriate. Depending on the location and type of demand, different types of bicycle facilities may be appropriate. For instance, bicycle racks in a garage should be designed differently than those placed near a business entrance, or to accommodate student demands. As part of the academic review, Kimley-Horn will examine the appropriate use and placement of various bicycle parking facilities.

Standards for bicycle parking facilities will be developed in conjunction with curb lane management practices. In certain locations, it may be appropriate to place bicycle parking facilities in the curb lane. With a consolidated curb lane management program, space may be made available to accommodate bicycle parking facilities in place of a vehicular parking space. Appropriate placement of bicycle parking will be examined and standards for when to use each particular facility placement will be presented.

IMPORTANCE OF BIKE PARKING

As growing trends throughout the country shift toward multimodal forms of transportation, bicycling has grown in popularity. In the City of Tempe, this is reflected with efforts to incorporate bicycle programming into all levels of community planning to make it easier and more comfortable to ride a bicycle in the community. In 2013, the City of Tempe was re-designated as a Silver-Level Bicycle Friendly Community by the League of American Bicyclists. One of the criteria that the League evaluates communities on is the provision of bicycle

facilities, such as bicycle parking. With the presence of an established bicycle network and bicycle demand from students at the Arizona State University, the Downtown Parking Strategic Plan has an opportunity to meet the demands of the bicycle community in Tempe by addressing bicycle parking needs.

While many communities focus on providing bicycle facilities such as bicycle lanes, pavement markings, and signage, an often overlooked aspect of encouraging bicycling as a viable mode of transportation is to

(Continued on next page)

Proposal for
Downtown Parking STRATEGIC
PLAN

provide ample, safe bicycle parking facilities at destinations. Without provision of safe and accessible bicycle parking, people will be less inclined to ride their bicycles to the store or to work. Placing bicycle parking where it is visible, accessible, and well lit increases safety of the facilities and therefore encourages the use of those facilities. There are many options for providing

appropriate bicycle parking. In the past, bicycle parking has typically been placed in the rear or buildings or the side, where visibility is minimal, creating an unsafe and uninviting environment for those who wish to park their bicycles. Bicycle parking is starting to be placed near entrances to buildings or along the curb lane so that it is visible and accessible.





Proposal for Downtown Parking

**STRATEGIC
PLAN**

Cost Proposal

Task	Staff Hours	Cost
Task 1 - Asset Management and Development Plan	Brett Wood – 25 Dennis Burns – 20 Adria Koller – 30	\$13,000
Task 2 - Future Parking Structure	Brett Wood – 10 Adria Koller – 20 Sarah Mertins – 25 Kevin Kimm – 20	\$9,000
Task 3 - Curb Lane Management	Brett Wood – 10 Adria Koller – 25 Sarah Mertins – 40	\$11,000
Task 4 - Parking Supply	Brett Wood – 10 Adria Koller – 15 Sarah Mertins – 20	\$9,000
Task 5 - Current Technology	Brett Wood – 25 James Maglothin – 45 Sandra Syntax – 50	\$15,000
Task 6 - 5th Street	Brett Wood – 15 Adria Koller – 20 Brent Crowther – 15 Michael Grandy – 5	\$6,000
Task 7 - Ash Avenue	Brett Wood – 15 Adria Koller – 20 Brent Crowther – 15 Michael Grandy – 5	\$6,000
Task 8 - Rio Salado Parkway	Brett Wood – 15 Adria Koller – 20 Brent Crowther – 15 Michael Grandy – 5	\$6,000
Task 9 - Parking Requirements Pursuant to Land Uses	Brett Wood – 15 Adria Koller – 15 Sarah Mertins – 20	\$5,000
Task 10 - Parking Standards	Brett Wood – 15 Dennis Burns – 5 Adria Koller – 15 Sarah Mertins – 30	\$9,000

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Proposal for Downtown Parking

**STRATEGIC
PLAN**

Task	Staff Hours	Cost
Task 11 - Research Parking Standards	Brett Wood – 10 Adria Koller – 20 Sarah Mertins – 40	\$7,000
Task 12 - Dynamic Pricing or Alternative Rate Structures	Brett Wood – 30 Adria Koller – 20 Sarah Mertins – 10	\$7,000
Task 13 - Parking Demand Modeling Software	Brett Wood – 45 Adria Koller – 60 Sarah Mertins – 60 Stewart Allen – 20 Joseph Joyce – 40 Seth Searle – 25	\$31,000*
Task 14 - Bicycle Parking Standards and Locations	Brett Wood – 20 Adria Koller – 25 Sarah Mertins – 40	\$10,000

The cost estimates presented above are contingent upon the development of Park+ in Task 13. Tasks 2, 4, 9, 10, and 12 are intended to be completed using the calibrated Park+ model developed in Task 13. Without the Park+ model, the cost estimates for these tasks will likely rise.

* Park+ development cost includes \$10,000 license fee that covers transfer and implementation of the model from Kimley-Horn to the City and DTC.

Contract Exceptions

Kimley-Horn is confident that we can negotiate a mutually agreeable contract with the City of Tempe. After reviewing the Standard Terms and Conditions listed in the RFP, we respectfully request the following modifications (bold and italicized, or strikethrough) to the terms of the Agreement noted on the next page.



Proposal for Downtown Parking STRATEGIC PLAN

20. **Indemnification:** To the fullest extent permitted by law, the Contractor shall defend, indemnify and hold harmless the City, its agents, officer, officials, and employees from and against all claims, damages, losses and expenses (including but not limited to attorney's fees, court costs, and the costs of appellate proceedings), arising out of, or alleged to have resulted from the negligent acts, errors, mistakes, omissions, work, services, or professional services of the Contractor, its agents, employees, or any other person (not the City) for whose acts, errors, mistakes, omissions, work, services, or professional services the Contractor may be legally liable in the performance of this Contract. Contractor's duty to hold harmless and indemnify the City, its agents, officers, officials and employees shall arise in connection with any claim for damage, loss or expenses that is attributable to bodily injury, sickness disease, death, or injury to, impairment, or destruction of any person or property, including loss of use resulting from, caused by any negligent acts, errors, mistakes, omissions, work, services, or professional services in the performance of this Contract by Contractor or any employee of the Contractor or any other person (not the City) for whose acts, errors, mistakes, omissions, work, or services the Contractor may be legally liable. The amount and type of insurance coverage requirement set forth herein will in no way be construed as limiting the scope of indemnity in this paragraph. This provision shall survive the term of this Contract.

42. **Warranties:** Contractor expressly warrants that all materials and/or goods delivered under the Contract shall conform to the specifications of this Contract, and be merchantable and free from negligent defects in material and workmanship, and of the quality, size and dimensions specified herein. This express warranty shall not be waived by way of acceptance or payment by the City, or otherwise.

Contractor expressly warrants the following:

- A. All workmanship shall be consistent with the customary standard of care finest and first-class;
- B. All materials and goods utilized shall be new and of the highest suitable grade for its purpose; and,
- C. All services will be performed consistent with the standard of care exercised by contractors performing the same or similar services in the same locality at the time the services are provided in a good and workmanlike manner. Contractor's warranties shall survive inspection, acceptance and/or payment by the City, and shall run to the City, its successors, agents and assigns.

Vendor's Offer

Form 201-B (RFP)

"Return this Section with your Response"

It is required that Offeror complete, sign and submit the original of this form to the City Procurement Office with the proposal response. An unsigned "Vendor's Offer", late proposal response and/or a materially incomplete response will be considered nonresponsive and rejected.

Offeror is to type or legibly write in ink all information required below.

Company Name: Kimley-Horn and Associates, Inc.

Company Mailing Address: 7740 N. 16th Street, Suite 300

City: Phoenix State: Arizona Zip: 85020

Contact Person: Brett Wood, P.E., CAPP Title: Project Manager

Phone No.: (602) 906-1144 FAX: (602) 944-7423 E-mail: brett.wood@kimley-horn.com

Company Tax Information:

Arizona Transaction Privilege (Sales) Tax No.: 07469558 or

Arizona Use Tax No.: Phoenix 06008687; Tucson 1140987; Mesa 00226139; AZ State 07469558

Federal I.D. No.: 56-0885615

City & State Where Sales Tax is Paid: Phoenix, AZ; Tucson, AZ; Mesa, AZ

If a Tempe based firm, provide Tempe Transaction Privilege (Sales) Tax No.: N/A

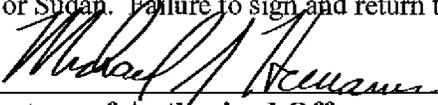
THIS PROPOSAL IS OFFERED BY

Name of Authorized Individual (TYPE OR PRINT IN INK) Michael J. Hermann, P.E.

Title of Authorized Individual (TYPE OR PRINT IN INK) Senior Vice President

REQUIRED SIGNATURE OF AUTHORIZED OFFEROR (MUST SIGN IN INK)

By signing this Vendor's Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other Offeror or potential Offeror. In accordance with A.R.S. 35-393, et seq., the Offeror hereby certifies that it does not have scrutinized business operations in Iran or Sudan. Failure to sign and return this form with proposal response will be considered nonresponsive and rejected.



Signature of Authorized Offeror

8/19/13

Date

(H:/RFP 3-2008)

Lisa Goodman
City of Tempe
20 E. Sixth Street, 2nd Floor
Tempe, Arizona 85281

RE: Best and Final Offer for RFP #14-028, Downtown Parking Strategic Plan

Dear Ms. Goodman,

Thank you for the opportunity to provide our best and final offer based on the revised scope of services outlined in the request you sent Kimley-Horn and Associates, Inc. (Kimley-Horn) on September 25, 2013. Below please find our response to this request, including a description of each task and any efforts and fee that may have changed because of the requested change in scope.

Scope of Services for Best and Final Offer

The following sections outline the approach for each of the requested tasks.

Task 1: Asset Management and Development Plan

As part of this task, Kimley-Horn will work with the City and Downtown Tempe Community, Inc. (DTC) to determine the feasibility of creating a new parking management entity that has the capacity to control and operate existing parking assets, as well as finance and build new parking facilities through enhanced bonding or financing capacity. We will review local legislation and organizational strategies to determine the most efficient organizational structure for the proposed approach. We will also evaluate parking management options, potential for public/private partnerships, and strategies for financing and implementing new parking assets within the community.

The actual location and sizing of parking assets will be determined in Task 2 – Future Parking Structure. That task, defined below, will utilize the Park+ modeling platform to define areas of need for the parking system.

Changes for Best and Final: NONE

Proposed Task Fee: \$13,000

Task 2: Future Parking Structure

As part of this task, Kimley-Horn will define locations for a new parking structure to support the expected growth and redevelopment in the downtown Tempe area. This task will utilize the Park+ model, defined further in Task 1.3. As part of the evaluation, Kimley-Horn will review existing conditions data in the model to determine if there are any specific existing deficiencies that will need to be addressed, including areas of high demand and areas of latent demand. Latent demand, as defined in the Park+ model, are areas that have unmet demand from developments that do not have enough on-site or adjacent parking to support their development needs. This latent demand is then either redistributed within the community or chooses not to come downtown at all because of parking difficulties.

Once we have established existing deficiencies, we will program parking losses related to new development, as well as project development levels for the future planning horizon. Development plans could include both committed and projected projects within the downtown area. Once the future parameters of the downtown area are entered in the model, Kimley-Horn will test suitable sites for the construction of a parking facility. This will include sizing, orientation, and access configuration. After a review of several sites at the conceptual level in the model, Kimley-Horn will develop conceptual-level schematics of the garage in AutoCAD to finalize the feasibility of garage construction. These plans will

not represent design-level plans, but rather a feasibility-level schematic that is a precursor to final design. The schematic plans will also test the viability of developing a mixed-use component of the garage.

Changes for Best and Final: NONE

Proposed Task Fee: \$9,000

Task 3: Curb Lane Management

Kimley-Horn will evaluate the City's existing curb lane structure, particularly loading zones, to establish appropriate curb lane management strategies related to parking and loading. The evaluation will consist of a mapping exercise to visually represent the existing curb lane uses, an analysis of citation and violation data, and a review of policies that affect curb lane use (e.g., loading zone policies, transit stop location policies). This review and analysis effort will culminate in identification of management strategies that, if implemented, promote a more efficient and effective curb lane experience for users.

Changes for Best and Final: NONE

Proposed Task Fee: \$11,000

Task 4: Parking Supply

CONSOLIDATED WITH TASK 13

Changes for Best and Final: Removed

Proposed Task Fee: \$0

Task 5: Current Technology

REMOVED FROM SCOPE

Changes for Best and Final: Removed

Proposed Task Fee: \$0

Task 6: 5th Street

As part of this task, Kimley-Horn will evaluate current configurations along 5th Street to determine highest and best uses to create a more user-friendly street configuration. The evaluation will help us create strategies for accommodating multimodal transportation along 5th Street. As part of this process, Kimley-Horn will evaluate land uses, traffic volumes, and patterns along the corridor; review future development plans; and review future transportation plans (including transit, bicycle, and pedestrian plans). In addition, an academic review will also be conducted to identify the latest Complete Street practices for accommodating multimodal transportation. Based on the review and analysis, Kimley-Horn will identify improvement opportunities and implementation strategies for 5th Street. The proposed implementation strategies will be identified as conceptual-level improvements to the roadway cross section and specific uses along the street corridor. This will be presented on aerial photography to visualize proposed improvements.

Changes for Best and Final: NONE

Proposed Task Fee: \$6,000

Task 7: Ash Avenue**REMOVED FROM SCOPE**

Changes for Best and Final: Removed

Proposed Task Fee: \$0

Task 8: Rio Salado Parkway**REMOVED FROM SCOPE**

Changes for Best and Final: Removed

Proposed Task Fee: \$0

Task 9: Parking Requirements

Kimley-Horn will identify parking requirements for the study that are more indicative of an urbanized area with an adjacent major university campus through two approaches. First, Kimley-Horn will utilize the Park+ modeling output to identify localized parking generation rates for the City. As part of the distinct calibration process, the Park+ model identifies land use specific parking generation characteristics, which are based on actual parking demand data used in conjunction with the modeling effort. These generation characteristics can be used to identify area specific parking demand behavior attributed to specific land uses.

Kimley-Horn will also review materials provided by the City relative to previous projects, entitled parking standards, and alternate standards related to developments. This review will be compared with the results of the modeling exercise above to understand how parking generation characteristics relate to the actual demand at a site. Finally, Kimley-Horn will conduct a peer review for up to three similar communities. The results of this analysis will include a best practices recommendation for the future requirement of parking for developments.

Kimley-Horn will provide up to three presentations to City Council and to City Boards during the adoption process.

Changes for Best and Final: Revised to match new scope from City, including peer review of three cities and up to three presentations to council or commission.

Proposed Task Fee: \$8,000

Task 10: Parking Standards**CONSOLIDATED WITH TASK 9**

Changes for Best and Final: Removed

Proposed Task Fee: \$0

Task 11: Research Parking Standards**CONSOLIDATED WITH TASK 9**

Changes for Best and Final: Removed

Proposed Task Fee: \$0

Task 12: Dynamic Pricing or Alternative Rate Structure

REMOVED FROM SCOPE

Changes for Best and Final: Removed

Proposed Task Fee: \$0

Task 13: Parking Demand Modeling Software

Kimley-Horn will develop a Park+ parking demand model for the City of Tempe, including an evaluation of existing parking conditions, and review of future parking locations (defined in Task 2). This model development will include calibration of parking demands and land uses, through the Park+ proximity parking calibration process. As part of the modeling effort, Kimley-Horn will evaluate up to four future development or management scenarios.

The Park+ model will include the development of parking and land use databases, built from City provided data and field collected data, including public and private parking characteristics, transit and transportation information, and land uses (verified by the City). After completion of the model development, the model will be made available to the City for use in development review processes, management evaluation, and general maintenance of the parking system.

At the completion of the project, Kimley-Horn will conduct a one-day training program for the City to transfer the model over for use after completion of the project. Maintenance and on-call support contracts are considered an additional service to this scope of services.

Changes for Best and Final: Consolidated existing parking supply task into the development of the modeling platform.

Proposed Task Fee: \$38,000

Task 14: Bicycle Parking Standards and Locations

REMOVED FROM SCOPE

Changes for Best and Final: Removed

Proposed Task Fee: \$0

Stakeholder Involvement and Communications

We will maintain close communication with the City and project stakeholders throughout this process. While the preceding tasks do not specifically identify the coordination and meetings, we will conduct monthly project meetings and stakeholder outreach where necessary, including presenting transportation planning concepts and future parking strategies. The schedule below provides a more defined approach for the meetings and deliverables for this project.

Meeting #1	<p>Project Team Meeting: Kickoff meeting and project introductions, goal setting</p> <p>Stakeholder Outreach: Form stakeholder advisory panel (business owners and local stakeholders), conduct stakeholder meeting #1</p>
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Meeting #2	<p>Project Team Meeting: Discuss data collection findings and initial stakeholder outreach</p> <p>Stakeholder Outreach: Disseminate stakeholder survey and project information sheet</p>
Meeting #3	<p>Project Team Meeting: Present findings of asset management and development plan, curb lane management, and initial calibrated Park+ model</p> <p>Stakeholder Outreach: Stakeholder outreach meeting #2, present initial findings and curb lane management plan</p>
Meeting #4	<p>Project Team Meeting: Present findings of current technology review, complete streets analysis, and initial Park+ scenario results</p> <p>Stakeholder Outreach: Public outreach to discuss Complete Streets recommendations</p>
Meeting #5	<p>Project Team Meeting: Present recommended parking standards, parking structure recommendations, bicycle parking strategies, and final Park+ results; Includes Park+ training and delivery.</p> <p>Stakeholder Outreach: Present final project findings and recommendations of parking strategic plan.</p>

FINAL TASK BY TASK BUDGET BREAKDOWN

The table below provides the final task-by-task breakdown for the Best and Final offer for RFP # 14-028. The tasks below include time allocated for meetings and coordination, as defined by the previous meeting approach.

Task	Cost
Task 1 - Asset Management and Development Plan	\$13,000
Task 2 - Future Parking Structure	\$9,000
Task 3 - Curb Lane Management	\$11,000
Task 6 - 5th Street	\$6,000
Task 9 - Parking Requirements	\$8,000
Task 13 - Parking Demand Modeling	\$38,000*
Total Cost	\$85,000

* Park+ development cost includes license fee associated with transfer of the model.

Thank you very much for the opportunity to provide a Best and Final pricing submittal. We look forward to working with you on this exciting project. Should you have any questions, please call me at (919) 412-0145 or email me at brett.wood@kimley-horn.com.

Sincerely,
KIMLEY-HORN AND ASSOCIATES, INC.



Brett Wood, P.E., CAPP
Project Manager