

**April 21, 2014**



**To: Mayor Bemrich and City Council**  
**From: David Fierke, City Manager**  
**Subject: Downtown Parking Study  
Agreement for Professional Services**

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**ACTION: For vote Monday, April 28, 2014**

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**Brief History**

On March 3, 2014 the City issued a Request for Qualifications and Proposals to conduct a Downtown Parking Study. Statements of qualifications and proposals were received on March 28 from three consultants. A team of four staff reviewed and scored the proposals. Two firms were selected for interviews, which were conducted on April 8 & 9. On April 15, the SSMID Board reviewed staff's recommendation to hire Rich & Associates and concurred.

**Analysis of Issue**

The City of Fort Dodge desires to retain a consultant to review and make recommendations regarding the current and future public parking system. The study is to include a comprehensive analysis of parking availability and its impact to downtown businesses as well as to quantify future demand based on land uses and utilization projections. Downtown stakeholders will also be involved in developing the plan.

Staff reviewed the three proposals. We recommend hiring Rich & Associates. Their scope matched what the City requested. Of all the consultants, they proposed the most time in Fort Dodge with adequate staffing during those times. They plan to visit Fort Dodge five times, with the first including two staff and being a week long. They will hold multiple stakeholder meetings, public meetings and discussions with the City and SSMID Board. Rich & Associates demonstrated a wide breath of experience. Their approach and attitude are positive and professional. Finally, they indicated the study should be split into short-term, mid-term, and long-term goals. That prioritization and gradual implementation of the recommendations is important as we look to efficiently use the parking funds provided by the system users.

After reviewing the consultant's proposal and qualifications, the SSMID Board asked if the firm had experience repurposing an existing building for a parking structure. Staff contacted Rich & Associates who indicated they do have experience in this area. The SSMID Board did recommend hiring Rich & Associates.

### **Budget Impact**

At staff's request, the consultant has proposed an agreement based on time and materials, not to exceed \$30,726. The parking study will be paid from the Parking Fund and SSMID, as follows:

Parking Fund FY14	\$14,000
SSMID FY15	\$15,000

Staff is hopeful that by providing administrative services and parking counts, that the project will be within the \$29,000 we have available. However, if the services reach the full amount it would be split evenly between Parking Fund FY15 and SSMID FY15.

Rich & Associates fees were comparable and slightly lower than Desman & Associates (the other firm that was interviewed).

### **Strategic Plan Impact**

- C.3.6 "Downtown Center" circulation systems shall balance the needs of pedestrians, private vehicles, public transit services, and train traffic.
- C.3.7 Efforts to direct new and expanding businesses to compatible locations in downtown areas shall be encouraged.
- C.3.14 New adjacent and off street parking facilities serving "Downtown Center" and "Board Walk" may be developed as needed in concert with additional investment opportunities. Such facilities shall be located and designed so as to complement and enhance the aesthetic and functional fabric of "Downtown Center".
- C.3.15 Appropriate infill development, particularly on sites where previous buildings once stood and now present a "missing tooth" in the streetscape, shall be encouraged.

### **Impact on Existing Plans**

The 2008 Downtown Plan recommends creating a comprehensive parking management plan. It further encourages that this be a plan that utilizes vacant parcels as short-term parking reservoirs.

### **Committee Review / Recommendation**

The SSMID Board reviewed Rich & Associates' proposal and recommends entering into an agreement to complete a downtown parking study.

### **Staff Conclusions / Recommendations**

It is our recommendation to enter into an agreement with Rich & Associates to complete a downtown parking study.

**Alternatives**

Review the responses and consider another consultant. Reject all responses and suspend completing a parking study at this time. Neither alternative is recommended at this time.

**Implementation and Accountability**

The Business Affairs, Community Growth & Engineering Department will work with the Police Department to oversees this project and meet all City obligations regarding the agreement.

Signed

Approved



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Stephanie Houk Sheetz, AICP  
Senior Planner

David R. Fierke  
City Manager

**RESOLUTION NO. \_\_\_\_\_**

**ACCEPTING AGREEMENT BETWEEN THE CITY OF FORT DODGE  
AND RICH & ASSOCIATES CONSULTING, INC.  
FOR SERVICES TO COMPLETE A DOWNTOWN PARKING STUDY**

**WHEREAS**, the City of Fort Dodge wishes to conduct a downtown parking study;  
and

**WHEREAS**, the City of Fort Dodge needs professional services to complete said  
study;

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of Fort Dodge,  
Iowa, as follows:

- 1) The City of Fort Dodge, by direction of its City Council, enters into an Agreement with Rich & Associates Consulting, Inc. for services to complete a Downtown Parking Study, on a time and materials basis with a not to exceed cost of \$30,726. No additional City Council action shall be required to approve the executed Agreement.

**PASSED AND APPROVED** this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

**AYE:** \_\_\_\_\_

**NAY:** \_\_\_\_\_

**OTHER:** \_\_\_\_\_

\_\_\_\_\_  
**Matt Bemrich, Mayor**

**ATTEST:**

\_\_\_\_\_  
**Jeff Nemmers, City Clerk**

# AGREEMENT

THIS AGREEMENT, made and entered into this \_\_\_th day of April, 2014 by and between

THE CITY OF FORT DODGE, IOWA  
hereinafter referred to as "City"

and

RICH & ASSOCIATES CONSULTING, INC., a Michigan Corporation,  
hereinafter referred to as "Consultant".

## **RECITALS**

- A.** The City desires to retain the Consultant for professional Consulting Services to conduct a Parking Study of the Downtown Fort Dodge.
- B.** Consultant submitted a Proposal to conduct the Parking Analysis on March 28, 2014 in response to the City's Request for Proposal Dated March 3, 2014. The Consultant's proposal, incorporated herein as Exhibit A, contains certain facts about the Consultant, the Consultant's Scope of Work and Cost of Services.

NOW, THEREFORE, the parties agree as follows:

1. **BASIC SERVICES OF CONSULTANT:** The basic services of the Consultant consists of the scope of work detailed on pages 38 through 54 in Section 4: Project Plan and Scope of the proposal provided by the Consultant attached hereto as Exhibit A.
2. **CHANGE AND ADDITIONAL WORK:** The City may, at any time, by written order direct the Consultant to revise portions of the project work previously completed, delete portions of the project, make other changes within the general scope of the services or work to be performed under this agreement, or request other additional work not reasonably implied by the project approach. If such changes cause an increase or decrease in the Consultant's cost of or time required for performance of any service under this agreement not already agreed upon and referred to in the proposal dated March 28, 2014, an equitable cost and/or completion time adjustment shall be made in accordance to the fee schedule included in the proposal submission, and this agreement shall be modified in writing accordingly. Additionally, the City may at its discretion, amend this contract to include any further planning, parking garage architectural or engineering design services as necessary that may arise as a result of the parking study work undertaken and identified in the contract.
3. **COMPENSATION:** Compensation for the services described in Section 4: Project Plan and Scope and referenced above, shall be paid to the Consultant by the City as follows:

The Consultant agrees to complete the Downtown Parking Study on a Time and Materials basis with a not to exceed cost of Thirty Thousand Seven Hundred and Twenty Six (\$30,726) Dollars. The Consultant's billing rates are as follows:

<u>Key Personnel</u>	<u>Billing Rate</u>
Richard W. Kinnell, AIA	\$150
David W. Burr	\$140
Annaka L. Norris	\$87
David N. Rich	\$100
Khalid Khan, AIA	\$135
Clerical	\$40

## AGREEMENT

**4. SERVICES TO BE PROVIDED BY THE CITY:**

The services or information to be provided by the City shall include, but not necessarily be limited to, the following:

- Any and all existing planning, traffic and parking studies conducted by other consultants for the City and those completed by the City itself.
- Land use square footage by block within the study area.
- Complete inventory of public and private parking supply within the study area.
- Any legal or financial information concerning financing, special assessment, TIF, etc.
- Current zoning information.
- Any and all development plans within the study area including square footage, proposed uses, schedule, etc., and
- A list of appropriate individuals to contact during the study.

**5. TIME OF COMPLETION:** The Consultant shall endeavor to submit a draft final report and final report in accordance with the time-line proposed on page 55 in Section 5: Time Schedule. The schedule is dependent upon the provision of information to the Consultant by the City, meeting date availability, timely production of documents and timely review by the City of information provided by the Consultant.

**6. TERMINATION OF AGREEMENT:**

- a) The City may terminate with or without cause this Agreement at any time. In the event of such termination, the Consultant shall be compensated for such services as are preformed up to the point of termination.
- b) This Agreement may be terminated by either the City or the Consultant upon failure by either party to satisfactorily perform the terms and conditions of this Agreement, if either does not satisfactorily perform within ten (10) days of receipt of written notice from the other specifying the manner of failure. In the event of such termination, the Consultant shall not be entitled to further compensation from the City for work preformed or costs sustained following the date of such termination.
- c) In the event that the City should determine to suspend or abandon all or any part of the work described herein, it shall give written notice to the Consultant who shall immediately terminate all work affected. Within thirty (30) days of the date of abandonment, the City shall pay the Consultant compensation for expenses incurred and work completed up to the receipt of notice of abandonment as final settlement for all of the Consultant's services performed prior to receipt of notice of abandonment. Upon making such payment, the City shall have no further obligation to compensate the Consultant.

**7. INDEPENDENT CONTRACTOR:** The parties intend that the Consultant shall be an independent contractor in performing the services provided by this Agreement. The Consultant is not to be considered an agent or employee of the City for any purpose, and the officers, employees, and agents of the Consultant are not entitled to any of the benefits the City provides for City employees including, but not limited to, Worker's Compensation Insurance and withholdings for taxes. The Consultant shall fill out required IRS forms as may be necessary as an independent contractor.

**8. NONWAIVER OF BREACH:** Any waiver by either party of a breach of a provision of this Agreement shall not operate or be construed as a waiver or any other breach of such provision or waiver of any breach of any provision of this Agreement.



# AGREEMENT

## **Exhibit A**

**Proposal  
DOWNTOWN PARKING STUDY  
March 28, 2014**



Fort Dodge  
Iowa



Proposal

# Downtown Parking Study



March 28, 2014



Rich & Associates, Inc.  
Architects - Engineers  
Parking Consultants  
[www.richassoc.com](http://www.richassoc.com)



**Rich & Associates, Inc.**  
 26877 Northwestern Hwy., Suite 208  
 Southfield, Michigan 48033  
 tel 248.353.5080  
 fax 248.353.3830  
 www.richassoc.com

Parking Consultants Architects Engineers Planners

March 27, 2014

Ms. Stephanie Houk Sheetz, AICP  
 Senior Planner  
 Business Affairs & Community Growth  
 City of Fort Dodge  
 819 1<sup>st</sup> Avenue S.  
 Fort Dodge, IA, IA 50501

**RE: Downtown Parking Study Qualifications and Proposal (RA# 5814p)**

Dear Ms. Sheetz and Selection Committee;

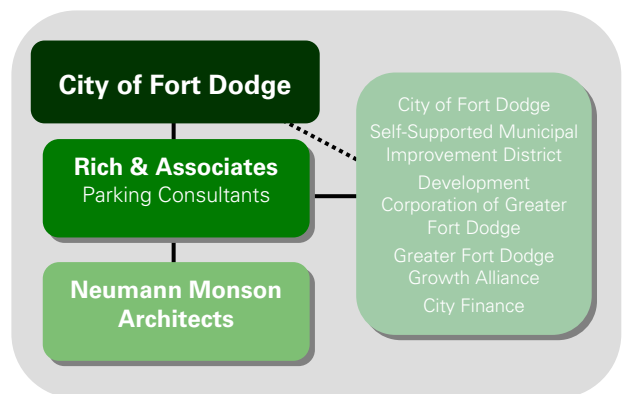
Rich & Associates is honored and excited to have the opportunity to submit our proposal to provide expert parking consulting services to complete the Downtown Parking Study. Our firm, and more importantly our key parking professionals, have completed hundreds of similar parking studies throughout the country and the State of Iowa including similar parking projects in; ***Iowa City, Dubuque, Waterloo, Davenport, Des Moines, Ames, Cedar Rapids, Ottumwa and Coralville***

Rich & Associates is one of the nation’s oldest and most experienced parking consulting firms. We bring to your project more than 50 years of experience in the study, planning, management and design of parking. The City will benefit from our experience in the completion of over 3,000 parking projects nationwide.

Rich & Associates will serve as the prime consultant providing parking consulting planning services. We will be responsible to the City for all aspects of the parking study. We are pleased to be associating with **Neumann Monson Architects**.

NMA is one of Iowa’s leading architecture firms. As a team, Rich & Associates and NMA have completed more than a dozen parking projects throughout the State of Iowa, including the following;

- City of Des Moines Downtown Parking Study*
- City of Dubuque Intermodal Transit Parking Garage*
- City of Coralville Iowa River Landing Parking Master Plan*
- City of Coralville IRL Parking Garage*
- City of Iowa City Chauncey Swan Parking Garage*



- City of Dubuque Intermodal Campus Master Plan*
- City of Ames Intermodal Transit Parking Garage*
- City of Coralville Intermodal Transit Parking Garage*
- City of Iowa City Tower Place Parking Garage*
- City of Coralville North Parking Garage*



Ms. Stephanie Houk Sheetz, AICP  
March 27, 2014  
Page 2

The City can be assured that the issues will be carefully and thoroughly investigated so that you can make informed decisions that are in the best interest of the Fort Dodge community. The key personnel that we have assigned to your project represent the best within our firm. These tenured parking professionals have experience in all aspects of downtown parking systems.

**Annaka L. Norris**, Parking Planner with Rich & Associates, Inc. will serve as the overall Project Manager. Annaka will be directly involved in all aspects of the study and will be your main point of contact throughout the process. Annaka is uniquely suited to serve in this role with more than 10 years of experience with the firm and her recent experience with the completion of similar studies.

The following is our comprehensive proposal that details our team's relevant qualifications and expertise, the key professionals within our firm that you will be working with on a daily basis, and a project approach that will result in accurate projections of the near term and long term parking needs of downtown Fort Dodge. Accuracy in the projection of the parking downtown is critical to developing a viable long term parking improvement plan.

We look forward to discussing our qualifications and approach with you in more detail. Thank you for your time and consideration. If you have any questions please call me at 248.353.5080.

Sincerely,

**RICH & ASSOCIATES, INC.**  
**PARKING CONSULTANTS**

A handwritten signature in blue ink that reads "D. N. Rich".

David N. Rich  
*Director Business Development*



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# City of Fort Dodge

*Fort Dodge, Iowa*

## Downtown Parking Study Proposal

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### **1 Statement of Understanding**



## Introduction

The following narrative summarizes our understanding of your parking studies issues and our philosophy regarding downtown parking. Our understanding of the issues and philosophy are the foundation to our approach and scope of work detailed in **Section 4 – Project Plan and Scope**.

## Statement of Understanding

Parking is an important component to the stability and relative growth of Fort Dodge. This is evidenced by the changes that have occurred and are occurring. As an important tool for economic development, parking must be properly planned and managed.

As the City and the community look to improve current conditions and evaluate economic development opportunities, it is critical to consider the parking challenges. It is important to be proactive in planning for the projected parking needs created by changes in land use, roadway improvements, increased residential occupancies downtown and potential economic development opportunities.

Because of the unique nature of the downtown a careful analysis of shared use opportunities is important to accurately project the long-term needs of the study area. Thus the parking and background data that is collected and analyzed will help determine by block and then by zone, the current and future needs of each district by land-use type. This data will also aid us in analyzing parking system policies and procedures and finally, potential changes to the zoning code for parking requirements.

There are competing parking interests in the downtown among them private business, residential, governmental, etc. The parking plan for Fort Dodge must take a systems approach to planning the future. This systems approach involves policies, zoning requirements, pricing strategies, new technologies and other best practices, etc. all working together to improve parking accessibility downtown. Public / private arrangements to maximize shared-use of downtown parking resources should be examined as a means to mitigate the need for new parking. New parking options should be explored that not only meet the public needs, but also promote investment, economic development and maximizes revenue.

The study Rich & Associates' team is proposing to undertake will seek answers vital questions about the parking system including, but not limited to the following:

- *What is the nature and magnitude of the present parking situation in the study area, districts and individual blocks?*
- *What factors are influencing current parking trends?*
- *What impacts will implementation of other studies, including the 2008 Downtown Plan, have on current and future parking conditions?*

## Section 1 – Statement of Understanding

- *In what areas and districts is there insufficient capacity to satisfy peak needs currently and in the future?*
- *Do the parking requirements in the zoning code need to be modified?*
- *What are the perceptions versus the actual problems with parking and how can the stakeholders be better informed?*
- *What role does private parking currently play and how can it play a role in the future especially as it may relate to shared use and the overall parking plan?*
- *What changes in parking policies, regulations and requirements can positively influence economic development/redevelopment opportunities?*
- *Is it possible to more effectively manage the supply of public and private parking so that the needs of the different user groups are better accommodated?*
- *What mitigation strategies can help better manage parking demand and how can alternative transportation play a key role?*
- *What role could alternative transportation modes play in parking demand currently and what role could it play in the future?*
- *Is additional parking needed and if so in what form and where?*
- *What impact would the addition of more parking have on the operations and what changes are needed to effectively manage an expanded system?*
- *How can improvements, both capital and operational, be financed?*
- *What are the potentials for public/private partnerships?*

The goal of this study is to provide the City and stakeholders with answers to these and other questions and, in so doing, prepare a viable parking plan. We recognize that models and strategies that we have developed successfully for other cities will only succeed in Fort Dodge if they are tailored to respond to the unique characteristics of the City and its future.

## Philosophy – Parking as a Community Development Tool

The vision of many communities entails several aspects of a high quality destination place that functions holistically as a retail, restaurant, business, residential and tourism locality. In order to achieve this vision it is necessary to consider parking delivery and how various scenarios will impact people's interaction with the City's built environment. In general, the goals of a traditional style downtown is to cultivate a walkable, integrated community with minimal conflict between vehicles and pedestrians where parking areas function optimally and efficiently through active management. Parking should promote the use of transportation alternatives by comprehensively locating and designing parking in light of a larger network of activity. Fundamentally, the way parking is delivered in the downtown area will have one of the greatest influences on development and transportation networks.



## Section 1 – Statement of Understanding

Functional downtowns have very few breaks between the buildings along the main commercial streets which is considered to be a key element in successful and high quality urban areas. Breaks in the form of surface parking lots have the effect of diminishing pedestrian activity. Additionally, many small surface parking lots create increased traffic flow and congestion within a community due to the combined effect of decreased pedestrian activity and the promotion of vehicular travel, even within the downtown area.

Shared parking opportunities need to be maximized through ownership of parking or joint arrangement with private parking. Too many individual private parking lots reduce the potential for shared use, decrease urban density and waste space in general by having a tendency to over building parking. Unplanned parking can also be faulted for increasing the entrances and exits points for vehicles, creating unnecessary conflict between pedestrian activity and vehicular turning movements. Modern planning promotes a reduction in the number of access points along street faces for vehicles by using combined driveways or off-alley parking locations. This safer approach makes pedestrians more comfortable with their surroundings, enhancing the overall experience of a downtown.

On-street parking represents one of the most valuable commodities a community can possess in terms of downtown economics. These parking spaces, when properly managed, serve a core group of customers and visitors to a downtown area that are generally engaged in commercial and/or tourism activity. The differentiation between long-term and short-term parking and the relative convenience of use through allocation, enforcement, signs, marketing and pricing allows a parking system to achieve optimal efficiency.

The way individuals travel into and around a downtown area is based on two fundamentals; 1) path of least resistance and 2) personal preference. While personal preference is an individual choice that can only be partially influenced by design and presentation, path of least resistance is within the realm of the City's control and design parameters when undertaken with a comprehensive and integrated planning approach, of which parking represents a very important node and facilitation component.

Parking can be summed up as being a both an infrastructure component and economic aspect of a community that should be adequate, but not under or over built. Parking needs to be thought of in terms for what it is, a link in transportation modality.

Even in its simplest form, parking presents a link between the use of an automobile and pedestrian movement. In a larger context, parking can promote the use of transportation alternatives by serving as an activity hub, melding various public and private transportation networks. Finally, a planned, efficient and optimal parking system can present a pleasant “first and last experience” for everyone visiting Fort Dodge.



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# City of Fort Dodge

*Fort Dodge, Iowa*

## Downtown Parking Study Proposal

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## 2 Background & Experience

## Rich & Associates, Inc.

**Rich & Associates, Inc.** specializes in the study, planning, design, financing and management of parking systems. Since 1963 we have been responsible for the completion of more than 3,000 parking projects across the Country and the State of Iowa including parking projects in; *Iowa City, Dubuque, Waterloo, Davenport, Des Moines, Ames, Cedar Rapids, Ottumwa* and *Coralville*.

Our experience includes studying the interrelationship between different modes of transportation and how people travel to and from downtowns. This information is used to “right-size” parking needed. We look for methods to operate and locate parking to maximize transportation mode options for individuals. This can expand the service area of parking, maximizing its use and revenue to the system.

We have extensive experience assessing current parking needs, projecting future demands, analyzing current and future development plans, revenue bond studies and developing programs for long-term parking improvements. Our studies result in a high level of accuracy in long-term projections for all user groups. The customized approach we developed bases required projections on parking and traffic characteristics unique to the study area, and not on national or industry averages. This comprehensive approach includes extensive field research and data collection to gather these unique characteristics. Our team has extensive experience:

- assessing current parking needs,
- analyzing current and future development plans,
- projecting future demands,
- financing strategies for new parking, including public / private partnerships,
- examining management and organizational aspects of the parking system to seek opportunities to maximize resources,
- studying shared-use strategies and zoning code modifications,
- planning, designing and engineering multi-use, mixed-use and multi-modal parking facilities, and
- developing programs for long-term parking improvements.

We know how important it is to develop an alliance with private parking owners as part of a strategic plan so that the system as a whole (including both public and private resources) can better serve the community and redevelopment opportunities. Providing an integrated parking plan for downtown Fort Dodge that addresses issues of government related activities, tourists, commercial and business customers, as well as local residential needs, will allow Fort Dodge to promote economic development, provide for customer satisfaction and solidify revenue generation.

## Descriptions of Similar Studies

### City of Des Moines, Iowa

in association with Neumann Monson Architects

The City of Des Moines hired Rich & Associates to complete a parking study to analyze the availability of existing parking, both private and public, and how that compares to the future demand projected for Downtown Des Moines. The study area encompassed approximately 120 blocks bounded by I-235 on the north, MLK Parkway on the south, 10<sup>th</sup> St. on the west, and the Des Moines River on the east. The study also includes examination of existing occupancy / vacancy data within the current parking system and the surrounding commercial/residential core. Rich & Associates' team worked closely with City Staff as well as the City's Parking Committee in considering the following issues:



- If vacant space in downtown returns to normal vacancy rates, will there be enough parking? Where is it needed?
- If the 5th and Walnut garage is demolished, would the rest of the parking system be able to support the displaced parkers?
- Would the 5th and Walnut Garage be able to be demolished if reconstruction of 7th and Grand is in progress?
- If the 7th and Grand garage is demolished or reconstructed, would the remaining parking system support the displaced parkers?
- Are there partnering strategies with private parking owners that the City can consider to increase amount of available public parking?
- What would the parking rate structure need to be for the garage to pay for itself? Would the City be required to subsidize a portion the new rates to keep rates at current levels?
- What funding or development options should be consider in the development of a new parking garage? Are their viable public-private partnerships that could include airrights development on the garage?
- What are the 7th and Center Park and Ride facility options for usage in the future? Our team analyzed agreement restrictions, how to best utilize this parking for existing and planned land uses and revenue estimates on evening event traffic with new skywalk connection.

**Rich & Associates is currently completing a similar parking study for the City of Des Moines' East Village District. The purpose of this study is to understand the current parking conditions and project the future parking needs of this growing historic district.**

## City of Coralville, Iowa

Rich & Associates has been the City of Coralville’s parking consultant on the planning efforts for the Iowa River Landing redevelopment project since 2004 when initial planning began on the overall project. The initial effort included an overall assessment of parking needs and applying shared use parking principles to establish parking generation rates.

Over the past nine years we have prepared parking demand and allocation models for various land-use scenarios and prepared guidelines for parking operations. The models are easily updated as different building/land use strategies evolve and as market conditions change. Specific Projects include the following;

### Parking Operations for the Iowa River Landing

Rich & Associates recently completed a visioning exercise with the project team for the Iowa River Landing that included City staff, leasing and retail consultants and other engineering consultants. The purpose of this visioning session was to formalize:

- how parking is to be operated including allocation and enforcement,
- how parking is to be phased as different developments come on-line,
- how operations would be paid for considering the goal to offer free parking,
- how construction workers would be parked, and
- how signage and way finding must be incorporated into the final plan.

### North Parking Structure (750 spaces) and South Parking Lot (450 spaces)

Rich & Associates provided parking planning and structural engineering for the parking structure and parking lot associated with the 286 room Marriott and 29,600 square foot Coralville Conference Center. These projects were the first to be completed in the Iowa River Landing in 2007.

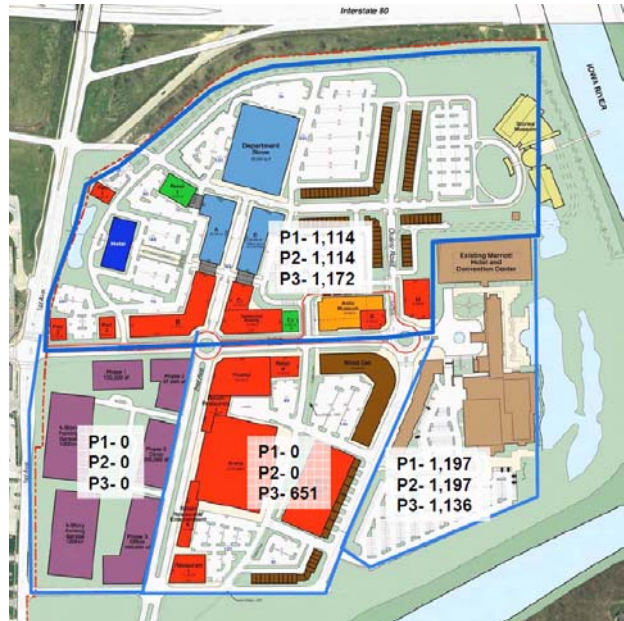
### University of Iowa Clinics Parking Structure (800 spaces)

Rich & Associates is providing the parking planning, functional design and structural engineering for this parking structure that will provide parking for a 150,000 square foot medical office building that is being built in the Iowa River Landing. The garage will also provide spaces for the retail/office use that will come with the first commercial building to be built. This project will be completed in 2011.

### Coralville Intermodal Parking Structure (750 spaces)

Rich & Associates is currently providing parking planning, functional design and engineering for this multi use intermodal parking facility. The parking structure will provide 750 transit related parking spaces, a new bus/transit area, transit offices and a daycare. The project is currently in the schematic design phase.

in association with Neumann Monson Architects



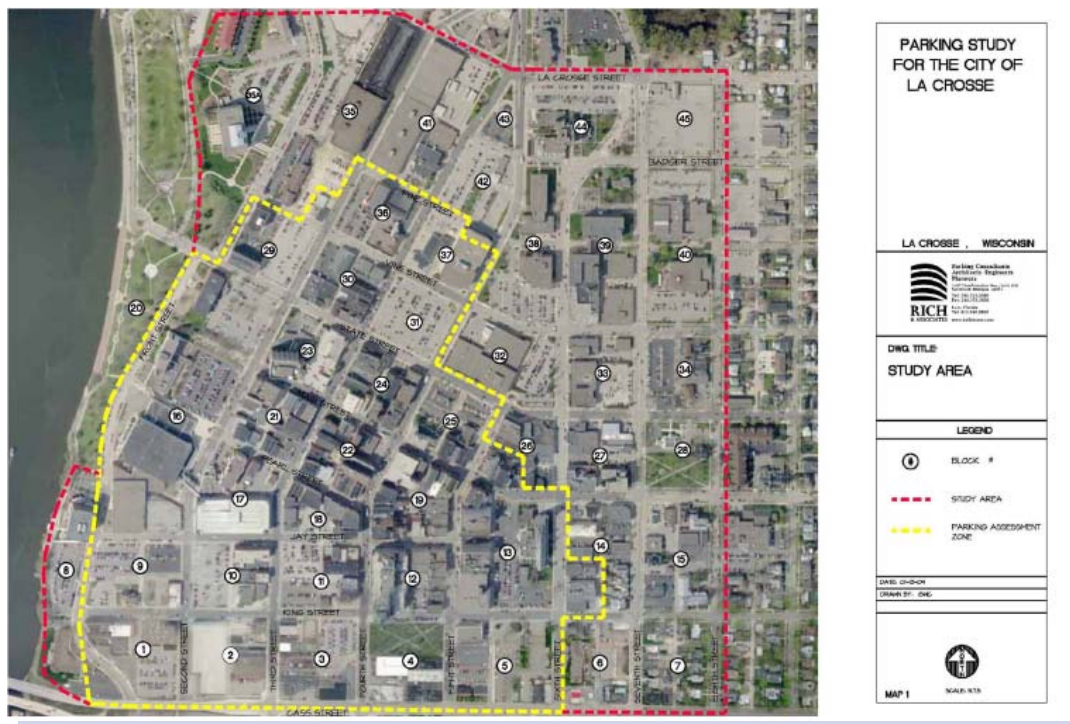
### City of La Crosse, Wisconsin

The City contracted Rich & Associates to complete a Downtown Parking Facilities Needs Study of the City. Announcements concerning major redevelopment projects in the CBD including the expansion of the City's Convention Center, prompted the City to study parking issues and improvements as a means to maintain current and future growth. The City contracted RICH to conduct a comprehensive study of the current and future parking needs of a 46 block area of the downtown.

The primary goal of the downtown parking analysis was to both quantify and qualify the parking needs and identify ways to improve the existing parking system. The analysis also considered the deterioration of an existing downtown parking structure and the likely replacement scenarios of the facility.

The scope of work included a complete land-use and parking inventory, an analysis of the utilization of all public and private parking spaces, data collection and surveys of downtown businesses and pedestrians, an assessment of parking management and operations and the development of a long term parking implementation plan including funding options. While the entire study area revealed a surplus, a zone analysis revealed the need of approximately 1,000 parking spaces over the mid term condition in the core area. This deficit in the core area has been the cause for the lack of re-development and occupancy of many vacant buildings and storefronts in this area.

In order to meet the mid term parking needs several avenues were explored and recommendations made combining parking mitigation strategies, new parking allocation plans and time restrictions, increased enforcement and the implementation of new supply. A detailed parking improvement program was developed from the study and an implementation plan outlined including costs, timing and process.





## City of Dubuque, Iowa

### Intermodal Transit Garage

In association with a Neumann Monson Architects, Rich & Associates is involved in the master planning, parking consulting functional and structural engineering design of a new multi-level intermodal parking structure that will serve the parking needs of downtown Dubuque. The City has been planning for the construction of an Intermodal Transportation Center for several years.

The center is envisioned to provide passenger train access from an elevated platform for passenger rail service running between Dubuque and Chicago. Other components of the project will include: construction of an elevated parking structure with a capacity for approximately 500-750 vehicles, a hub for local transit and long distance bus service, a space for private carriers, and a separate a 36 stall bus storage building. The Intermodal Transportation Center will incorporate aspects that are pedestrian friendly and accessible which includes access to the facility via bike lanes. The facility will also provide for ticketing, transit office space, and/or a childcare area.

The Intermodal Transportation Center must contain architectural aspects that enhance the overall aesthetics of the historic district site and further contribute to the overall vitality of the area. A key measurement for the success of the project will be the resulting smooth traffic flow in and out of the facility including convenient driveway connections to roadways that access other adjacent areas. Currently in the construction document design phase, the project is being funded by a combination of State funds and FTA TIGER grants.

in association with Neumann Monson Architects



### City of Davenport, Iowa

Rich & Associates has completed numerous projects for the City of Davenport since 1986. Most recently, Davenport contracted Rich & Associates to complete a Downtown Parking Study of the City. Two downtown parking structures were demolished and replaced with one facility to compensate for the lost supply and accommodate the demand from the Mid American Energy Building, Plaza Hotel and the new River Center addition. Since this time additional forces have been generating the need for further expansion of the parking system to meet current needs to retain current business downtown.

Rich & Associates conducted a comprehensive analysis of the downtown parking needs including a utilization of all public and private parking in the 56-block study area. In addition, surveys were conducted of downtown employees and pedestrians to gather statistical information on their parking characteristics. Downtown businesses were interviewed regarding their outlook on the downtown, issues concerning them and their business, and how parking can improve commerce. Public meetings were also held to discern the public’s overall feelings on the parking issues facing their community.

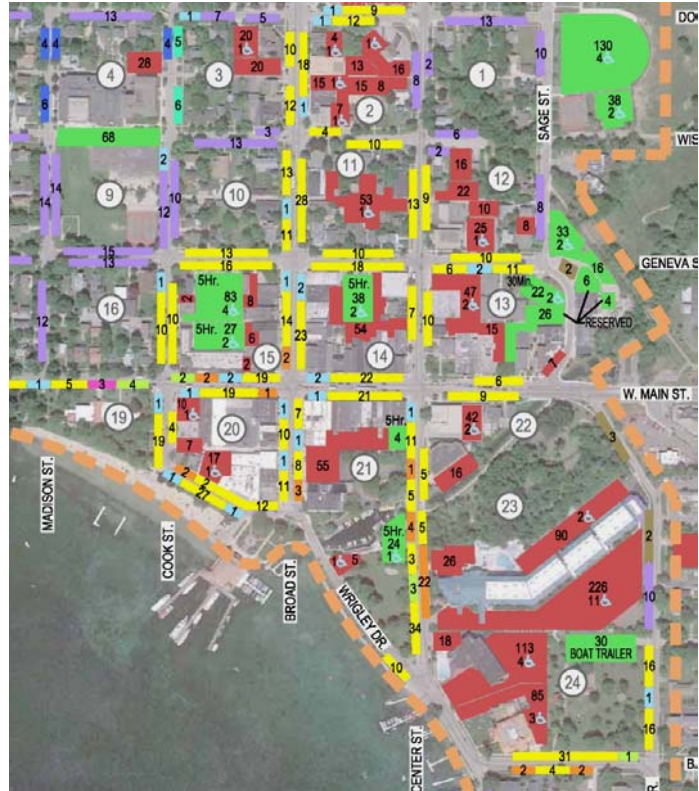
Rich & Associates analyzed several alternatives to meeting both the current and projected near-term future condition, including remote shuttle parking, surface and structured parking areas. The primary recommendation of the study was the construction of a 700 to 800 space parking structure in the core downtown. Rich & Associates studied several sites and prepared several conceptual designs on the various sites. This analysis included traffic impacts, architectural relationships, costs, mixed-use opportunities, funding, constructability, etc.



### City of Lake Geneva, Wisconsin

The downtown Lake Geneva Parking Assessment and Recommendations is a comprehensive examination of parking needs. The goal of the study was to evaluate the use of existing parking supply and determine if the parking supply is adequate to meet current and future parking demand. Lake Geneva is a resort community that has a population that more than doubles in the summer making it necessary to determine the demand of the parking in peak season and non peak season.

Rich & Associates was tasked to review the management of parking as well as looking to determine the best location for a future parking structure. The management review studied the location, allocation, and existing use of the current parking system. Additionally it was necessary to look into enforcement staff hours, collection routes, methods of enforcement and collection.



The recommendations provided represent a combination of best practices tailored to the parking situation in Lake Geneva and are intended to enhance the existing supply of parking through operational, management, configuration, parking pricing and allocation changes. While aimed primarily at increasing the efficiency of the parking system, the recommendations are comprehensive and provide a holistic approach to improving parking in the downtown today and provide a plan for future growth.

The study analyzed how many parking stalls are needed to serve land uses in Lake Geneva. The amount of parking needed was derived from several sources; surveys of businesses, building inventory provided by Lake Geneva, Rich & Associates' models from other communities and from resources such as the Institute of Transportation Engineers and the Urban Land Institute.

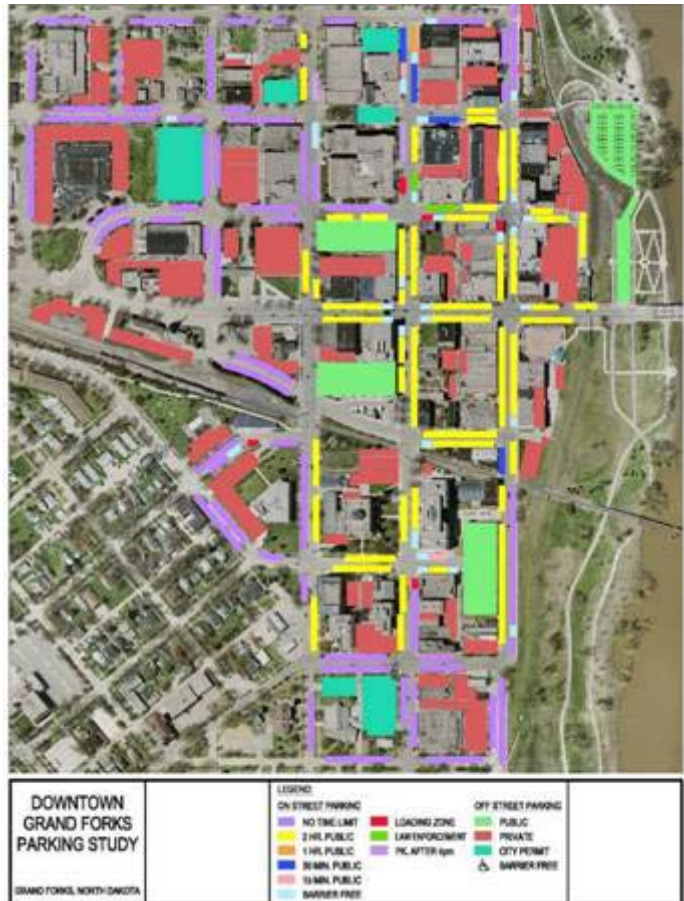
During peak season periods the parking system is reaching full capacity. This causes parking patrons to spill over into spaces in the residential areas. Even with the addition of spaces in the school parking lots that are available for use when school is not in session, the entire parking system is full and parking begins to spill into residential parking beyond the parking study boundaries. During peak season weekdays the parking system is operating near capacity and on the weekends the parking system is operating beyond capacity.



### City of Grand Forks, North Dakota

The Grand Forks–East Grand Forks Metropolitan Planning Origination (MPO) contracted with Rich & Associates to conduct a parking study in the Historic Grand Forks downtown area and the surrounding blocks. Rich & Associates prepared an inventory and review of the existing parking, how the parking is currently being used and collected information on the potential future changes to the downtown area. A number of issues were examined including bicycle parking, parking enforcement, current parking demand, development scenarios and future parking needs.

This study began with data collection, several stakeholder interviews and surveys. Data collected as background material was analyzed using methods that involve statistical analysis and survey feedback from user groups. The study drew on standards developed by the Institute of Transportation Engineers (ITE) and the Urban Land Institute (ULI), which were modified using the survey results from Grand Forks in order to suit the unique circumstances present in the study area. Additionally, Rich & Associates used information from our data base of similar communities throughout the country.



### Village of Downers Grove, Illinois

Village commissioned Rich & Associates to complete a comprehensive downtown parking study. Evaluation and assessment was made of the available parking supply compared to existing and projected demand for parking in the Village. Rich reviewed current parking management practices and offered recommendations for managing and allocating the parking for more effective use.

The data collection for this study included a parking space inventory, land use review, parking utilization analysis, pedestrian surveys, business and resident surveys, stakeholder interviews, review of current parking operations, signage, enforcement and marketing and a benchmark of best practices.



Proposed solutions included partnerships with private businesses to accommodate commuters in surplus spaces that they may control as well as converting some commuter parking to shopper parking. Rich felt that this change could free up some conveniently located commuter parking areas for shoppers or other downtown visitors while still meeting the parking needs of commuters. Other changes suggested addressed economic, handicap access, signage and marketing issues; in addition to, control of time limited parking to improve the parking in downtown Downers Grove for all concerned.

### **City of Traverse City, Michigan**

The City of Traverse City recently hired Rich & Associates to complete a site analysis, conceptual design study and cost modeling for a proposed 300 to 500 space parking structure. The City is investigating the potential development of the proposed parking structure to serve the parking needs of this section of the downtown as well as to support the needs of a proposed mixed-use development adjacent to the site.

As part of the study we prepared several design alternatives and reviewed them with the site. Once a solution was scored and ranked, we prepared architectural renderings for presentation purposes to the DDA Board and City Commission. The cost models developed took into consideration some cost sharing between the City and the adjacent developer due to the close proximity of the proposed structure to the mixed-use development.

To date the study has been completed and submitted to the City for review and comment. The study will be used to gain approvals from the DDA and the City Commission. This approval is necessary so that the City can then continue with negotiations with the developer.



## City of Salina, Kansas

Rich & Associates has recently completed a Parking Master Plan for the City of Salina, KS. This project involves taking a broad look at the entire parking system including but not limited to management, marketing, enforcement, maintenance, signage, pedestrian activity and allocation. There was a great deal of thought in planning the parking lots and walkways in downtown Salina and the community wants to be prepared for new growth as well as continuing “best practices” in parking planning.

Salina is fortunate with the parking designed in such a way that customers do not have to walk very far. Businesses along Santa Fe (Main Street) have free on-street angled parking as well as public lots behind the businesses. Additionally, several pedestrian walkways designed through buildings access the front door of businesses.

It was the firm’s job to look into customer and employee parking allocation to assess the shortfalls or surpluses, and to identify any safety issues walking from the parking lots to businesses.

Community participation has been a key factor in this parking study. Marketing of the study was done well with radio spots, newsletters, newspaper articles, and web postings. There were also surveys for the general public, managers/owners of businesses and employees who work downtown. These surveys were mailed and posted on both the City’s website and Salina Downtown, Inc. website. Public input and participation is essential to a successful parking study, the process is very helpful to gain insight and helps Rich & Associates create a more meaningful set of recommendations that really fit the needs of a community.



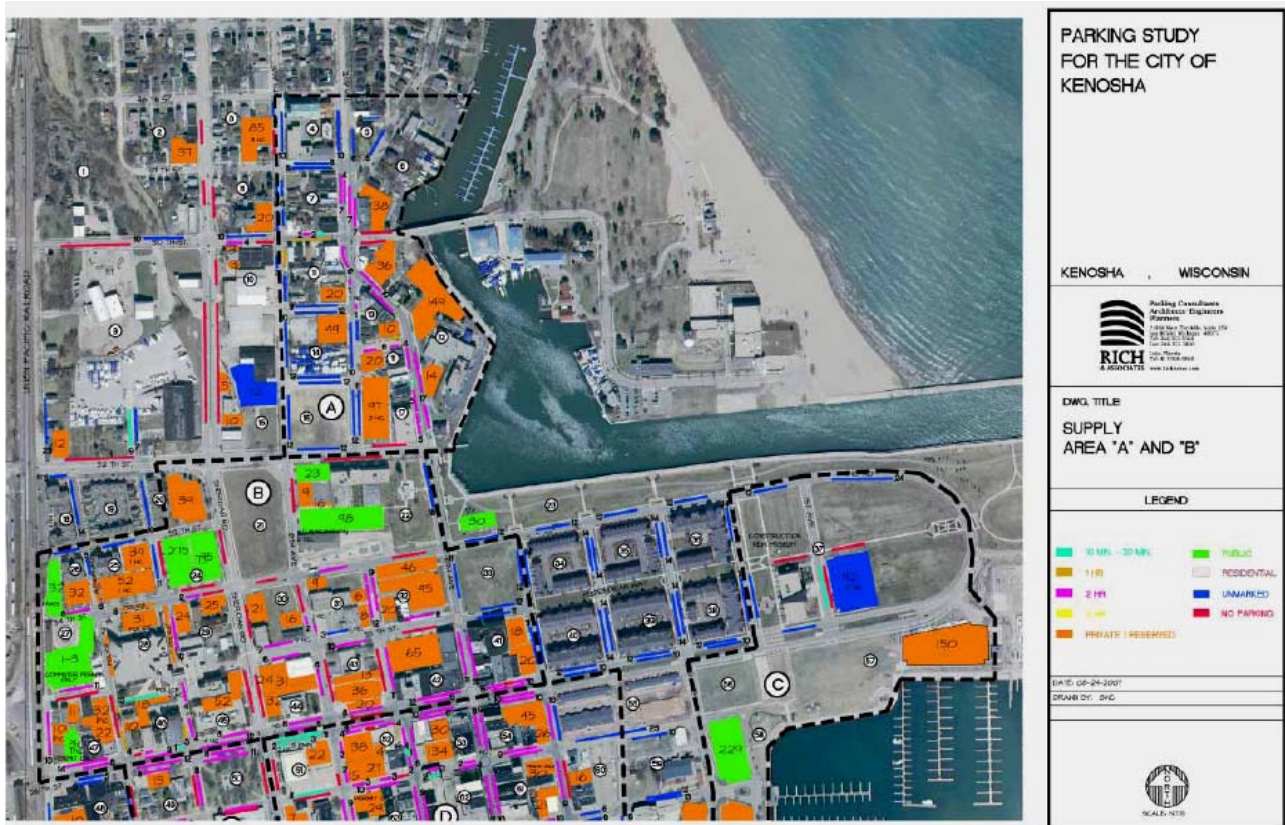


### City of Kenosha, Wisconsin

Kenosha, Wisconsin is a unique community located on the western shores of Lake Michigan. Recent initiatives in the community have greatly increased transportation options available to resident and visitors with the development of a streetcar system. As part of the on-going planning work, parking was the next issue for the community to address. The goal was to plan parking in the context of the transit options in the community and for recent development initiatives for entertainment and residential uses.

Rich & Associates was selected to undertake a comprehensive examination of the parking system. This started with community surveying, stakeholder interviews, committee meetings, building and parking inventories. The analysis also entailed parking turnover and occupancy surveys to aid in understanding existing usage. Future changes and the potential impacts to the parking system were considered as part of the overall analysis.

The study culminated into a series of recommendations that were presented as options for the community. Cost versus benefit needed to be considered carefully and the recommendations were grouped together to aid the parking committee and city council in their decision making process. The final report for Kenosha is currently being reviewed by the parking committee and final directives are being prepared.



## City of Evanston, Illinois

Rich & Associates, in association with a transportation consulting firm, worked jointly on The City of Evanston Multimodal Plan. Rich & Associates identified the function of existing parking in Evanston based on field observations, data collection, including surveying. The City identified five key areas for examination:

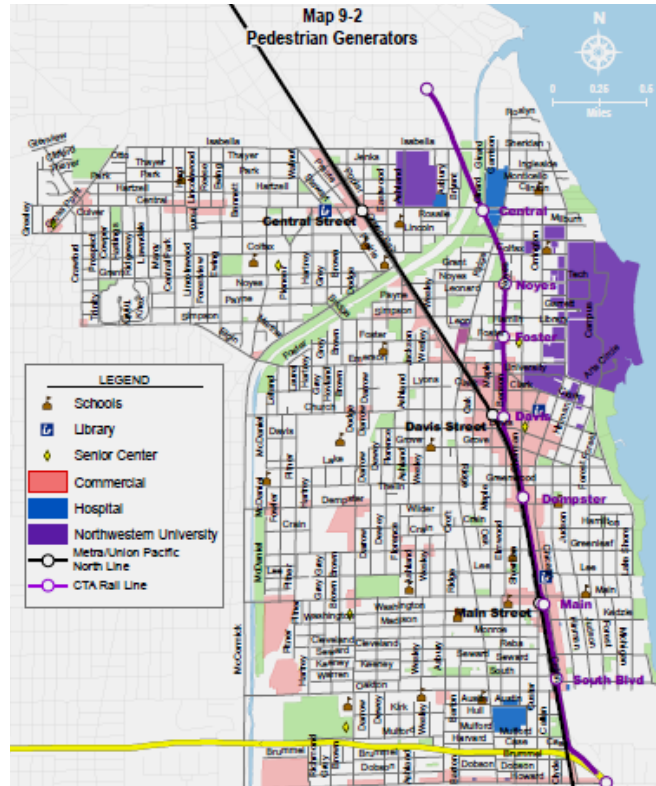
- Central Street Area
- Dempster/Chicago Streets Area
- Howard Street Area
- Chicago/Main Streets Area
- Downtown Area

The parking assessment examined how the parking is operating in terms of overall occupancy and defines whether and where there are surpluses and shortages. The analysis goes further by looking at occupancy trends over the course of a day and offers insight into the significance of how the pricing of parking impacts demand and usage patterns. The study also identified recommendations to guide the City with establishing its own parking policies and directives by offering insight into key areas in the parking system, decision points and associated pros and cons for consideration.

The parking field work and analysis revealed that Evanston has adequate parking for the most part. However, there are areas that have shortfall and in particular commuter parking. A number of initiatives were recommended to maximize use of existing parking. It was also recommended that the City consider adding new commuter parking in the Central and the Chicago/Main areas.

Recommendations included:

- Signage improvements
- Marketing initiatives
- Graduated parking fines
- Fee-in-lieu of parking program
- Parking meter technology upgrades
- Validation systems
- Land banking for future parking development



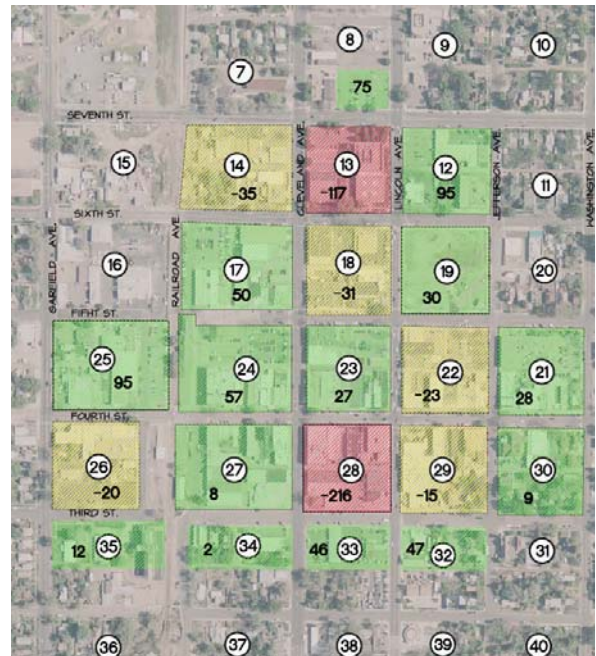
### City of Loveland, Colorado

The Downtown Loveland Parking Assessment and Recommendations is a comprehensive examination of parking needs in downtown Loveland. The goal of the study was to evaluate the use of the existing parking supply and to determine if the parking supply is adequate to meet current and future parking demand.

For the study, Rich & Associates developed a Downtown Core Parking Zone with the help of City staff that would present a realistic view of current parking conditions. A demand analysis was performed on the core zone showing an existing surplus of 126 parking spaces. However, there are block to block deficiencies due to lack of parking management and enforcement of parking regulations.

Looking at the potential re-occupancy of vacant space and potential for new development in the downtown, it was determined that there would likely be a parking deficit. The five year scenario projects a deficit of -480 spaces in the core downtown and in the 15 year scenario the deficit is projected at -1,761 spaces. Based upon this analysis, Rich & Associates determined that further analysis was required for possible parking supply expansions including the option for structured parking on existing city-owned property or other property if it can be obtained a reasonable price.

The recommendations contained in the final report include a combination of best practices tailored to Loveland. The recommendations address the management of current parking supply, as well as information on options for expanding parking supply for future needs.



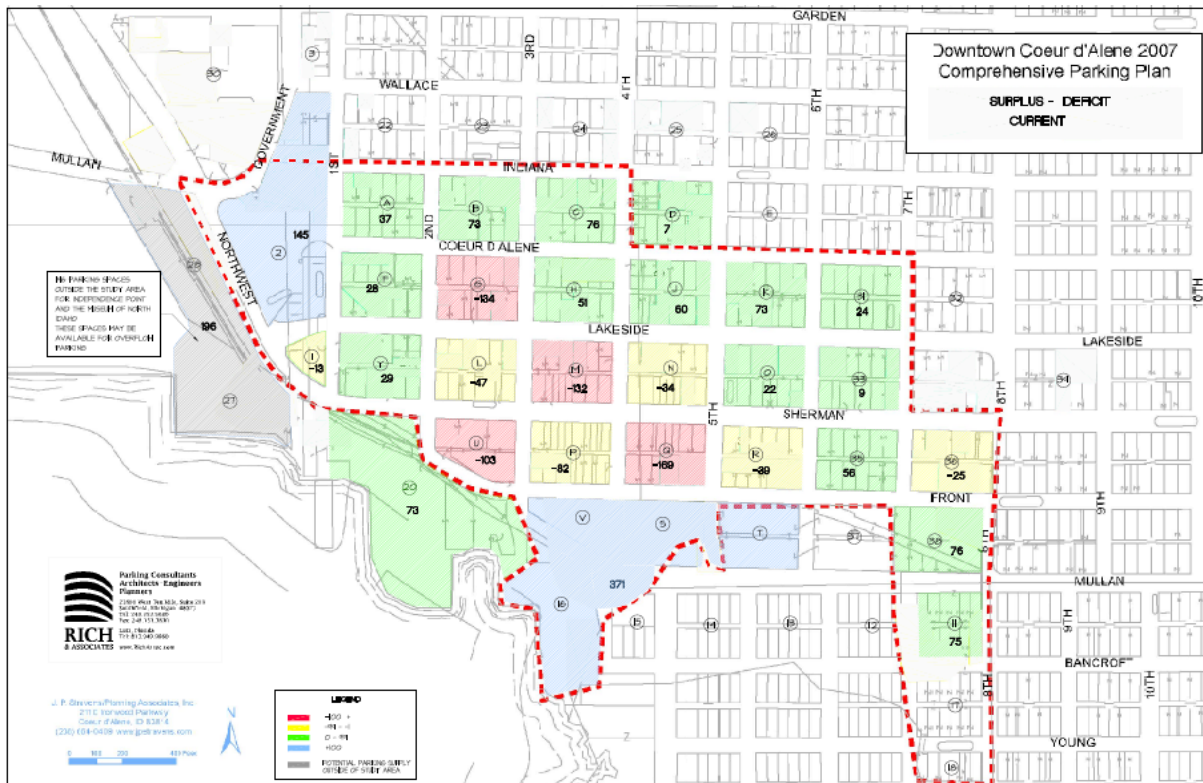


### City of Coeur d’Alene, Idaho

The City of Coeur d’Alene contracted with Rich & Associates to undertake a parking study of the core downtown. The city was specifically looking at parking demand as it relates to the existing and proposed new development and if the downtown needs additional parking. The study area consisted of 28 blocks in the core downtown that is made up of a diverse mix of specialty retail, restaurants, offices, banks, and residential units.

The study analyzed how many parking stalls are needed to serve land uses in Coeur d’Alene. The amount of parking needed was derived from several sources; surveys of different land use types in Coeur d’Alene, Rich & Associates models from other communities that have had similar studies undertaken and from resources such as the Institute of Transportation Engineers and the Urban Land Institute.

Currently downtown Coeur d’Alene has a surplus of approximately 507 parking spaces. There are some pocket areas in the downtown that show shortages of parking, however there are parking surpluses with in a block or two of these pockets. The individual block surpluses or deficits correlate with Rich & Associates’ observations during the turnover and occupancy. The recommendations presented are intended to enhance the existing supply of parking through operational, management, configuration, parking pricing and allocation changes aimed at increasing the efficiency of the parking system.





## City of Mandan, North Dakota

This report prepared for Mandan serves as a budget decision making tool for the Parking Authority. The Mandan parking study presents a comprehensive examination of parking needs, capital assets and operation. The recommendations outlined in the report will aid Mandan in its continued efforts to achieve a compact and active downtown that promotes pedestrian activity and shared use. The overall design and density envisioned by this document and other planning work undertaken by the City will have far reaching effects in creating a premier place for living, shopping, working or visiting.

Fieldwork for the study included a multi-day turnover and occupancy study by Rich & Associates staff. The turnover and occupancy study involved an examination of parking area occupancies and vehicle movements on two typical business days and a Saturday. This was undertaken to gain an understanding of the way Mandan’s parking was operating and the way individuals were using it.

Pedestrian activity is currently impeded by Main Street in the core downtown. Pedestrian activity requires that the principal elements of a downtown streetscape, including sidewalk design be adhered to. Specific recommendations that deal with pedestrian safety, as it relates to traffic movement, were presented in a guideline format. Additional consideration was given to bicycle activity within the downtown in order to examine how the community can address and promote multiple forms of transportation, an important element of a livable community.

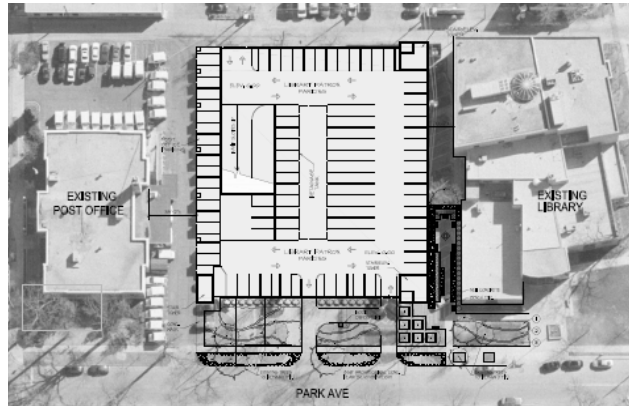
In the future the parking shortfall is large enough to consider some potential solutions for adding new parking in to the downtown area. Rich & Associates identified a number of options for new parking, including the possibility of new structured parking. These options include the striping of the on-street parking in the downtown and the transition of the leased parking on the south side of Main Street to free parking.



### Village of Wilmette, Illinois

Rich & Associates, Inc., was recently involved in the study and analysis of parking in the Village of Wilmette. The Village was in the process of moving forward with the West Village Center which was to include a mixed use development of commercial and residential. The proposed parking structure was an extension of the Village’s goal of providing infrastructure to the community and to enhance development opportunities.

Rich’s responsibilities included answering key questions to assist the Village in making decisions related to the implementation of the proposed parking structure. Upon approval of the preferred scheme by the Village, Rich & Associates began schematic design drawings and architectural studies of the proposed structure. We prepared 3 dimensional studies of the proposed structure to present to the community. The parking structure project was approved by the community and the Village, however the project has since been put on hold.



## City of Traverse City, Michigan

### Old Town Parking Structure

Rich & Associates recently led a team of local consultants in the design and engineering of a new 510 space parking structure in downtown Traverse City, Michigan. The Old Town Parking Deck provides much needed general parking to this area of the City as well as monthly spaces to support the expansion of a local insurance company.

Working closely with the City, we conducted several public design charrettes to gather input from the general public and the gain support for the project. Through this process several ideas were presented by the community to provide more amenities in the parking structure to support the community. Our team worked quickly to provide design approaches that could accommodate these public amenities while maintaining the City's goals and budget. As a result the Old Town Parking Structure features several sustainable design elements as well as functions desired by the community. These features include.

- Green roof over a portion of the roof level parking and atop the stair/elevator towers,
- 18 spaces equipped with power for electrical hybrid vehicles,
- Solar panels to generate electrical power,
- Snow melt systems,
- Bicycle storage in two areas, and
- Public washrooms.

The parking structure is set back from the two main streets at both ends to accommodate future development of low rise commercial development. The parking structure towers are designed to connect into these two buildings.



Solar Panels on the roof level provide enough energy to power the structure.



Charging stations accommodate hybrid vehicles.



## City of Sault Ste. Marie, Michigan

### Osborn Street Parking Facility

The City of Sault Ste. Marie is the oldest City in Michigan and has been known as “The Gathering Place” for hundreds of years. Located on the eastern shore of Lake Superior along the banks of the St. Mary's River, Sault Ste. Marie has long been the number one tourist destination in the U.P., rich in maritime history. Rich & Associates was originally hired by the City to develop a parking master plan and to analyze the current and future parking needs based on levels of growth and development in the downtown, re-occupancy of vacant space and steady growth in tourism.

Upon completion of the study and negotiations with the local hospital, the City retained Rich & Associates to provide design and engineering services for a new parking structure. Recently completed, this 500 space parking structure features turn-of-the-century architecture which complements primary examples of buildings in the downtown.

Precast wall panel construction gives the structure the appearance of a traditional building with punch window openings. The Osborn Street Facility also features a precast finish that mimics Michigan red sandstone and brick that blends with colors of surrounding buildings. The stair/elevator tower has provisions for future bridge connection to the hospital and for a future bridge connection to future commercial development.



### City of Terre Haute, Indiana

#### Cherry Street Intermodal Parking Structure

Rich & Associates, in association with a local consulting team, provided planning, parking consulting, design and engineering of this 636 space intermodal parking structure recently completed in downtown Terre Haute.

Completed in 2008, this \$10.4 million facility functions as a transit headquarters and bus transfer facility, and provides 636 automobile parking spaces on five levels. The Cherry Street Intermodal Facility project is a partnership of the City of Terre Haute, Indiana State University and the local business community. The intermodal center provides positions for nine (9) bus stops on the ground floor, a 2,000 sf transit center with an office and waiting room, bicycle parking areas and restrooms.

Prominently sited at a main entrance to Indiana State University, parking is provided for faculty and staff of the University, and local business owners and customers of the adjacent downtown business district. The facility also accommodates special event parking at the adjacent Hulman Center. This intermodal garage was 80% funded through FTA grants.



## City of Davenport, Iowa

in association with Neumann Monson Architects

### River Drive Parking Ramp

The River Drive Parking Ramp is one of two Davenport Parking Ramps which are seen as catalysts to the revitalization of the downtown. In the revitalization plan, a series of themed corridors perpendicular to the river set up guidelines for future development. Although the structures are only two blocks apart, one is within the “historic” corridor, while the other is within the “high tech” corridor.

The 455 car parking structure, on River Drive, is in the “historic” corridor. Its site is adjacent to the landmark Redstone Building. The design utilizes brick & stone veneer, which seat the structure into its historic context. Above the brick is the sandblasted, warm-colored precast structure which complements the brick and stone. Framed zinc panels veil the precast structure with a fenestration pattern based on that of the Redstone Building. The result is a structure honest to its use, complimentary to its context and friendly to the pedestrian.

This building also serves as the first line of defense for Davenport’s flood-threatened riverfront. The building is surrounded by a flood wall built to the 100-year level on three sides facing the river. The building also includes special drainage and a pumping station within.



**City of Davenport, Iowa**

in association with Neumann Monson Architects

Second Street Parking Ramp

The Second Street Ramp is located within the “high tech corridor”. Until several large scale developments occur, this ramp will serve the new Figge Art Museum.

At this 620 car structure a warm stone-like finish is used on the precast concrete with the precast veiled by a sleek skin of non-reflective aluminum panels related to the adjacent museum’s design. The long side of the ramp is set back twenty feet from the sidewalk. Its façade is a backdrop to a landscaped “artwalk” extending from the museum.

The stair towers are cast-in-place sculptural forms taking advantage of the dramatic views of the river. Their exteriors are clad with metal panels. Patterns in the stair tower glazing reduce heat gain in the summer and frame views for the pedestrian as they make their way through the towers. Brilliantly colored metal panels on the interior of the stair towers provide a more finished and friendly interior for the towers. At night lighting in the stair towers illuminate these vibrant surfaces bringing a festive presence to the streetscape.





**City of Iowa City, Iowa**

**in association with Neumann Monson Architects**

Tower Place Multi-Use Parking Facility

In 1997, the City of Iowa City developed a Streetscape Plan for the downtown portion of Iowa Avenue. The goal was to restore the open vista leading to the Old (State) Capitol building. The 566 car parking structure accommodates vehicles displaced from Iowa Avenue as well as serving downtown businesses by alleviating overloading of on-street parking by University of Iowa students.

A main design requirement of the City was to tie the structure in to the context of downtown Iowa City. As a point of departure we looked to Iowa City’s history. A clock tower resurrecting the civic image of the original City Hall was added to the program. The basic elements of window form, brick masonry and articulated cornice were derived from the original City Hall.

In keeping with this same theme, it incorporates historic artifacts into the design. At each end of the building, grand foyers display elements from Iowa City’s past. Beneath the clock tower, the original clock from City Hall is displayed with its twelve foot pendulum. Marking the entrance at the opposite end of the structure, stands a stone portico, salvaged from a building cleared to make way for this development.

The addition of commercial spaces to the program provides street-front activity at the entire perimeter of the project. Three levels at the west end of the structure are commercial. On the north, architectural elements were composed to create a series of street-front facades relating to actual commercial spaces and functions at street level. A private, lower level parking area is provided for the elderly housing south of the site.





### City of Coralville, Iowa

in association with Neumann Monson Architects

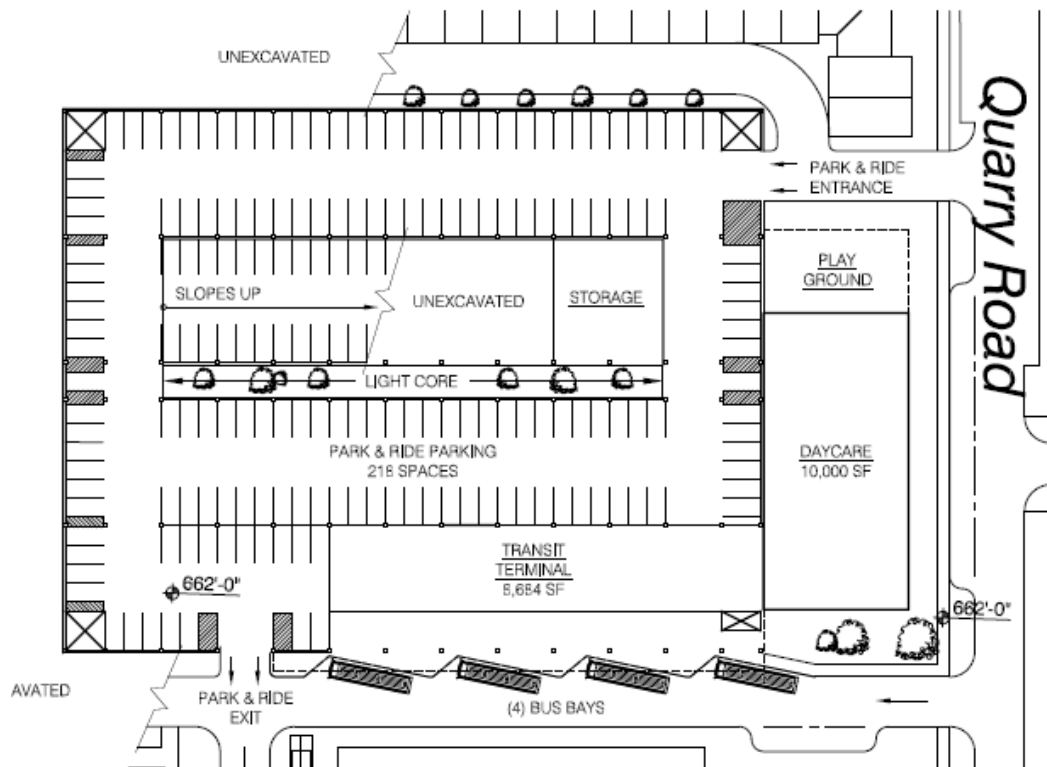
#### IRL Intermodal Parking Ramp

The Coralville Intermodal facility is part of a much larger development in Coralville adjacent to the Iowa River which includes the Environmental Project to the north. The intent of the facility is to serve autos, buses, bicycles and potentially a light rail system.

In addition the facility will house 60' deep retail spaces behind which is a 20' light core that divides the retail spaces from the parking structure. This solution works to provide daylighting into the facility and simplifies fire code issues.

The mass of the 5 story structure is lessened by positioning it into the existing slope so that only 1 ½ levels are exposed. In addition the north façade, which is adjacent to the Environmental Project, is stepped back toward the southeast to create a gently receding façade. The design team is considering cladding a portion of the exterior in a "green screen" which will allow foliage to grow up the side of the structure, further softening the structure's aesthetic.

This project is in the early planning stage and is part of the Iowa River Landing development, which includes a hotel, convention center, residential and retail components.



## References

The following are client references for many of the projects described above.

**City of Des Moines, Iowa** ..... Jennifer Bohac – Traffic Engineer (515) 283-4549  
Downtown Parking Study  
East Village Parking Study (current)

**City of Coralville, Iowa** ..... Vicky Robrock – Transit Director (319) 248-1790  
Iowa River Landing Parking Master Plan  
Design of 3 Parking Garages

**City of Lake Geneva, Wisconsin** ..... Dennis Jordan – City Administrator (262) 249-4098  
Downtown Parking Study

**City of LaCrosse, Wisconsin** ..... Larry Kirch, AICP – Planning Director (608) 789-7362  
Downtown Parking Study  
Downtown Parking Study Update

**City of Dubuque, Iowa** ..... Tim Horsfield – Parking Division Manager (563) 589-4267  
Dubuque Intermodal Transit Parking Garage

**City of Grand Forks, North Dakota** ..... Earl Haugen – Executive Director (701) 746-2660  
Downtown Parking Study  
Parking Garage Traffic Circulation & Signage Upgrade

**Village of Downer’s Grove, Illinois** ..... Nan Newlon, PE – Director Public Works (630) 434-5495  
Downtown Parking Management Plan

**City of Traverse City, Michigan** ..... Rob Bacigalupi – DDA Director (231) 922-2050  
RiverWest Parking Garage Master Plan  
Old Town Parking Garage (LEED Silver Certified)

## Neumann Monson Architects

For nearly four decades, Neumann Monson Architects has merged talent, innovation and expertise to create enduring architectural solutions.

Neumann Monson develops unique design ideas and delivers comprehensive solutions for our clients through the creative synthesis of science, art, human need and environmental stewardship.

We listen carefully, so that we can respond thoughtfully. Engaging with our clients from start to finish, we work together to craft solutions that are not only effective, but are also poetic and enduring.

Our design solutions result from a process that encourages true collaboration with all team members. Together, we research alternatives, share knowledge and imagine new ways to solve the challenges of the built environment. Our thoughtful and holistic approach helps clients make smart, long-term decisions that result in greater value for them, enhances the community and gives rise to a better future for our planet.

We believe in the power of public spaces to enhance the fabric of the city. We feel a strong sense of ownership and emotional investment in the towns where we work and live. We create facilities that serve current needs but that can cost-effectively accommodate future changes in personnel, equipment, or services. Our experience with public works facilities runs the gamut from public works facilities, parks and gardens to libraries, police stations, and more.

We believe that the strength of our team lies in the talent of our individuals. We seek the best talent and provide a creative studio environment where collaboration is embraced.

### Personnel Profile:

Directors	7
Registered Architects	13
Architectural Staff	12
Interior Designer	2
Technicians	4
Support	5
<b>Total</b>	<b>47</b>

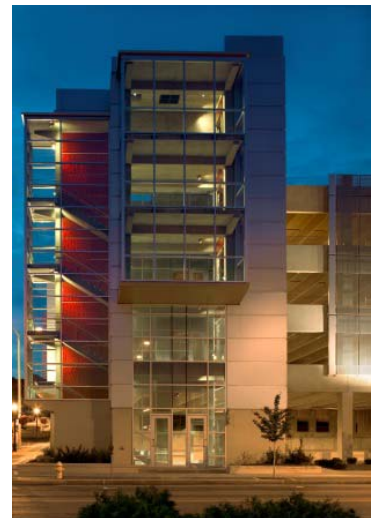


## Experience

Neumann Monson Architects has worked with Iowa’s largest municipalities to assist them in determining parking needs. This includes the cities of Ames, Coralville, Davenport, and Iowa City. Team members have also done similar work for The University of Iowa, The University of Arkansas, and the City of Des Moines. An abbreviated list of select relevant experience is listed below:

- Ames Intermodal Facility (in association with Rich & Associates)
- Cedar Rapids Public Works Master Plan
- Center Street Park & Ride, Des Moines\*
- Chauncey Swan Parking Ramp, Iowa City (in association with Rich & Associates)
- Coralville City Campus Master Plan
- Coralville Intermodal Facility (in association with Rich & Associates)
- Coralville IRL District Parking Facility (in association with Rich & Associates)
- Coralville North Parking Structure (in association with Rich & Associates)
- Davenport Downtown Parking Revitalization (in association with Rich & Associates)
- Davenport River Drive Parking Facility (in association with Rich & Associates)
- Davenport Second Street Parking Facility (in association with Rich & Associates)
- Des Moines Municipal Services Center
- Dubuque Intermodal Transportation Center (in association with Rich & Associates)
- Ottumwa Parking Facility (in association with Rich & Associates)
- Iowa City Tower Place Parking Ramp (in association with Rich & Associates)
- University of Arkansas, Garland Parking Facility& Retail Center, Fayetteville\*
- University of Iowa, Newton Road Parking Structure\*
- University of Iowa, Melrose Avenue Parking Structure Expansion, Iowa City\*
- Wells Fargo Financial Parking Structure, Des Moines\*

\* The noted projects were originally designed by team members before joining Neumann Monson Architects.



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# City of Fort Dodge

*Fort Dodge, Iowa*

## Downtown Parking Study Proposal

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### **3 Project Team**

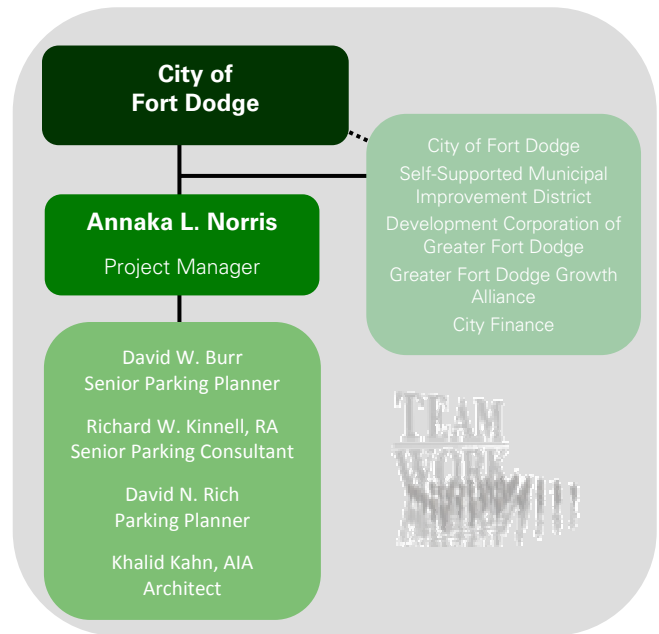


## Introduction

We have organized our team to maximize our responsiveness to the City throughout the study and planning process. The key personnel that are assigned to your project represent the best within our firm. Individual members have experience in all aspects of parking planning, management and operations, design and financing. You can be assured that your issues will be carefully and thoroughly investigated so that you can make informed decisions that are in the best interest of your Community.

**Annaka L. Norris**, Parking Planner with Rich & Associates, Inc. will serve as the overall Project Manager. Annaka will be directly involved in all aspects of the study and will be your main point of contact throughout the process. Annaka is uniquely suited to serve in this role with more than 9 years of experience with the firm and her recent experience with the completion many similar studies.

The following is a listing of the key personnel that we will assign to your project. Detailed resumes of each can be found on the pages that follow.



Key Personnel	Job Role	Yrs Exp.
<b>Annaka L. Norris</b>	<b>Project Manager</b>	<b>9</b>
David W. Burr	Senior Parking Planner	35
Richard W. Kinnell, RA	Senior Parking Consultant	33
David N. Rich	Parking Planner	28
Khalid Kahn, AIA	Architect	17

**Annaka L. Norris**

Rich & Associates, Inc.  
Project Manager

Education: *Bachelor of Science, Urban/Regional Planning & History,  
Eastern Michigan University, Ypsilanti, MI*

Annaka has been a parking planner with Rich & Associates since joining the firm in 2005. Some of the specialties that Annaka brings to various projects include parking mitigation strategies TDM, alternative modes of transportation, bicycling/ bike programs, community stakeholder involvement, surveying techniques and pedestrian activity. Annaka oversees projects as a project manager and assists other project managers on a variety of parking planning studies for downtown communities, developers, hospitals and universities.

Annaka has developed meaningful, long-term relationships with clients and brings a great deal of success to her projects through personal service and a genuine interest in the success of each project. Her recent similar municipal parking study experience includes the following:

- |                               |                                     |
|-------------------------------|-------------------------------------|
| City of Lake Geneva, WI       | City of Canton, GA                  |
| City of Lake Bluff, IL        | City of El Paso, TX                 |
| City of Waterloo, IA          | City of Des Moines East Village, IA |
| City of Mandan, ND            | City of Grand Forks, ND             |
| Village of Winnetka, IL       | City of Bay City, MI                |
| City of Des Plaines, IL       | City of Salina, KS                  |
| Town of Davidson, NC          | City of Woodstock, IL               |
| City of Brunswick, GA         | Village of Libertyville, IL         |
| City of Timmins, Ontario      | City of Loveland, CO                |
| Town of Cary, NC              | Village of Westmont, IL             |
| City of Fort Walton Beach, FL | Town of Chapel Hill, NC             |
| City of Cocoa, FL             | City of Champaign, IL               |
| City of Crystal Lake, IL      | City of Highland Park, IL           |
| Town of Jupiter, FL           | City of Chula Vista, CA             |
| City of Plymouth, MI          | City of Royal Oak, MI               |
| City of Detroit, MI           | City of Flint, MI                   |
| City of Kenosha, WI           | City of Berwyn, IL                  |
| Town of Franklin, TN          | City of Coeur d’Alene, ID           |
| City of Ferndale, MI          | City of Howell, MI                  |
| City of Monroe, MI            | City of Urbana, IL                  |
| City of Warren, MI            | City of Holly Springs, GA           |

Articles & Publications

Parking Can be The Path to  
Promoting Bicycle Use  
*Parking Professional*

Improving Urban Life Through  
Transportation Linkage  
*Parking Professional*

National Main Streets  
Conference – Des Moines, Iowa

**Dave W. Burr**

Rich & Associates, Inc.

Project Manager

Education:      *Bachelors of Arts - Michigan State University, East Lansing, MI*

Since joining Rich in 1979 and as senior parking planner, Dave has worked on almost 300 parking projects and served as project manager on nearly 200. In his planning role, Dave has developed many innovative methods of analysis to relate parking demand and analysis to the observed conditions. Dave serves as a project manager for hospital, municipal and university parking studies and has developed long-term relationships with a number of past clients who turn to the firm to address periodic or particularly critical parking issues.

Dave has developed many of the computerized tools used in the tabulation and analysis of parking study data including financial models and the firms’ proprietary parking demand models. Some of the most recent municipal parking planning studies Dave has been involved in include:

- |                                     |                                    |
|-------------------------------------|------------------------------------|
| City of Davenport, IA               | City of Wilmington, NC             |
| City of Cedar Rapids, IA            | City of Mt. Prospect, IL           |
| City of Dublin, OH                  | City of Jefferson City, MO         |
| City of Detroit, MI                 | City of Des Moines – Downtown , IA |
| City of Des Moines East Village, IA | City of Joliet, IL                 |
| City of Hollywood, FL.              | City of Monroe, MI                 |
| City of Fort Pierce, FL             | City of Sarasota, FL               |
| City of Charlotte, NC               | Village of Downers Grove, IL       |
| City of Libertyville, IL            | Village of Arlington Heights, IL   |
| City of Hagerstown, MD              | City of La Crosse, WI              |
| City of Sault St. Marie, MI         | City of Brunswick, GA              |
| City of Rochester, MI               | City of Royal Oak, MI              |
| City of Allentown, PA               | City of Grosse Pointe, MI          |
| City of Bangor, ME                  | City of Mt. Lebanon, PA            |
| City of Parkersburg, WV             | City of Novi, MI                   |
| City of Ft. Lauderdale, FL          | City of Gainesville, FL            |
| Town of Surfside, FL                | Town of Bay Harbor, FL             |
| Port of Palm Beach, FL              | City of Winter Park, FL            |
| City of Temple, TX                  | City of Fort Walton Beach, FL      |

**Richard W. Kinnell, RA, NCARB**

**Rich & Associates, Inc.**

Senior Parking Consultant

Education: Bachelor of Science – Architecture - Lawrence Technological University

Rick is a Principal of Rich & Associates. As Senior Parking Consultant, Rick works closely with our parking planners involved in downtown parking studies. He assists in the review of parking alternatives including improvements to existing parking assets or the analysis of new parking options. Rick is one of the firm’s most experienced functional parking designers having been involved in the functional design of over 350 parking garages since joining the firm in 1981. His experience includes the design of parking structures ranging in size from as 150 spaces to 11,500 spaces. Rick’s relevant experience includes the following parking garage projects:

- City of Crystal Lake Parking Feasibility Study, IL - 350 spaces
- City of Muskegon Multi-Modal Garage Feasibility Study, MI – 425 spaces
- Village of Wilmette Post Office Garage Feasibility Study, IL – 290 spaces
- City of Belleville Parking Garage Feasibility Study, IL – 300 spaces
- City of Ottumwa Downtown Parking Garage, IA – 200 spaces
- City of Davenport River Drive Deck, IA – 455 spaces
- City of Davenport Second Street Deck, IA – 623 spaces
- City of Traverse City RiverWest Garage Feasibility Study, MI – 350 spaces
- City of Coralville Iowa River Landing Parking Garage, IA – 770 spaces
- City of Ames Intermodal Parking Garage, IA – 294 spaces
- City of Coralville Intermodal Parking Garage, IA – 750 spaces
- City of Dubuque Intermodal Parking Garage, IA – 500 spaces
- City of Iowa City Iowa Avenue Parking Garage, IA – 566 spaces
- City of Grosse Pointe Kercheval Place Garage, MI - 220 spaces
- City of Billings Empire Parking Garage, Billings, Montana – 540 spaces
- City of Terre Haute Transit Garage, Indiana – 626 spaces
- City of Traverse City Old Town Parking Garage, MI. - 510 spaces
- City of Orlando Jefferson Street Garage, FL. – 900 spaces
- City of Orlando Courthouse Garage, FL. – 750 spaces
- City of Sault Ste Marie Parking Garage, MI. – 500 spaces
- City of Orlando Administration Services Garage, Orlando, FL. – 850 spaces
- City of Orlando, Church Street Garage, Orlando, FL. – 1,100 spaces
- City of Fort Myers Parking Garage, Fort Myers, FL. – 506 spaces
- City of St. Petersburg South Core Garage, FL – 1,200 spaces
- City of New Orleans Erato Street Terminal Garage, LA - 1,100 spaces
- City of Huntsville Lincoln Holmes Deck, AL – 450 spaces
- City of Jackson Cooper Street Deck, MI – 420 spaces
- City of Huntsville Council Courts Deck, AL – 700 spaces
- City of Jackson Francis Street Deck, MI – 480 spaces
- City of Warren City Hall Deck, MI – 500 spaces
- City of Dearborn East Deck, MI – 330 spaces
- City of Dearborn West Deck, MI- 330 spaces
- City of Detroit Book Cadillac Deck, MI – 520 spaces

Articles / Publications

A Concrete Challenge (design & maintenance of concrete parking structures)  
*CAM Magazine*

A Concrete Challenge (design & maintenance of concrete parking structures)  
*Parking Magazine*

Slipping Into The Future\* (new parking technologies)  
*Parking Professional*

Evergreen Parking (green parking design)  
*Parking Magazine*

Not Your Father’s Parking Structure (evolving parking design)  
*The Parker*

Designed To Provide Flexibility: Huntsville Hospital’s Rather Unique Parking Deck (Huntsville Hospital Case Study)  
*Health Facilities Management*

Maintenance Free Parking (parking design & maintenance)  
*Parking Magazine*

Trends In Parking Design (design trends)  
*Urban Land*

The ‘Green’ Revolution Has Reached The Parking Industry (sustainability and parking)  
*APWA Reporter*

**David N. Rich**

Rich & Associates, Inc.

Parking Planner

**Education:** Bachelor of Business Administration (Finance), Wayne State University, Michigan

David Rich has been working with Rich & Associates since 1986. His experience includes the completion of over 100 parking demand and economic feasibility studies for municipalities, hospitals and universities across the country. He has been responsible for field research and data collection for parking demand and economic feasibility studies. His duties include the collection of survey data, the in-house computer analysis of current and future parking demand and assisting in the financial calculations for project economics. David also supervises the organization, writing and preparation of the parking demand study reports.

City of Crystal Lake, IL

City of Jefferson City, MO

City of Libertyville, IL

City of Bellingham, WA

City of Charlottesville, VA

City of Appleton, WI

City of Prescott, AZ

Oakland County Service Center, MI

City of Fenton, MI

City of Boynton Beach, FL

City of Norwalk, CT

City of Grand Rapids, MI

City of Parkersburg, WV

City of La Crosse, WI

City of Davenport, IA

City of Ferndale, MI

City of Des Moines, IA

City of Highland Park, IL

City of Detroit, MI

Village of Arlington Heights, IL

City of Altoona, PA

City of Scranton, PA

City of Charleston, WV

City of Phoenix, AZ

City of Mt. Lebanon, PA

City of Howell, MI

City of Battle Creek, MI

City of Ypsilanti, MI

City of Bay City, MI

City of Wilkinsburg, PA

City of Royal Oak, MI

City of Gainesville, FL

City of Rochester, MI

City of El Paso, TX



**Khalid Khan, AIA**  
Neumann Monson Architects  
Principal Designer

Memberships

- American Institute of Architects

Education

- 1990, B.A. in Architecture, Iowa State University

Experience

- 2010–Present, Neumann Monson Architects, Iowa City, Iowa
- 1997–2010, HLKB Architecture, Des Moines, Iowa

Selected Parking Experience

- Garland Center Parking and Retail, University of Arkansas, Fayetteville AR\*
- Wells Fargo Financial Parking Structure, Des Moines\*
- 8th & Mulberry Parking Structure Study, City of Des Moines\*
- State of Iowa Parking Structure No. 1, Des Moines\*
- Center Street Intermodal Park & Ride, Des Moines \*
- University of Iowa, Newton Road Parking Structure, Iowa City\*
- University of Iowa, Melrose Ave. Parking Structure Expansion, Iowa City\*

*\*The noted projects were originally designed or Khalid Khan before joining Neumann Monson Architects.*

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# City of Fort Dodge

*Fort Dodge, Iowa*

## Downtown Parking Study Proposal

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### **4 Project Plan & Scope**

## Introduction

Rich & Associates uses a specific project management approach. A project manager is assigned to each project. For your project we have assigned **Annaka L. Norris**, a Parking Planner with more than 9 years of parking planning experience with the firm.

Annaka will be responsible for coordinating all aspects of the project. She will report directly to the City’s project manager, prepare weekly project status reports (via email) and attend all meetings. **Dave W. Burr**, Senior Parking Planner with the firm, will oversee the project and will be directly involved in analysis of parking projections and the economic feasibility of alternatives.

An FTP site will be established and accessible to all team members. Participants will be able to review status reports and work products on this site. This process will enable Rich & Associates and the City to communicate in an effective manner and to ensure that everyone has access to information.

In addition, we use **“Go To Meetings”** to facilitate meetings with the client and committee to review material and present data when everyone can’t be in the same location at the same time.

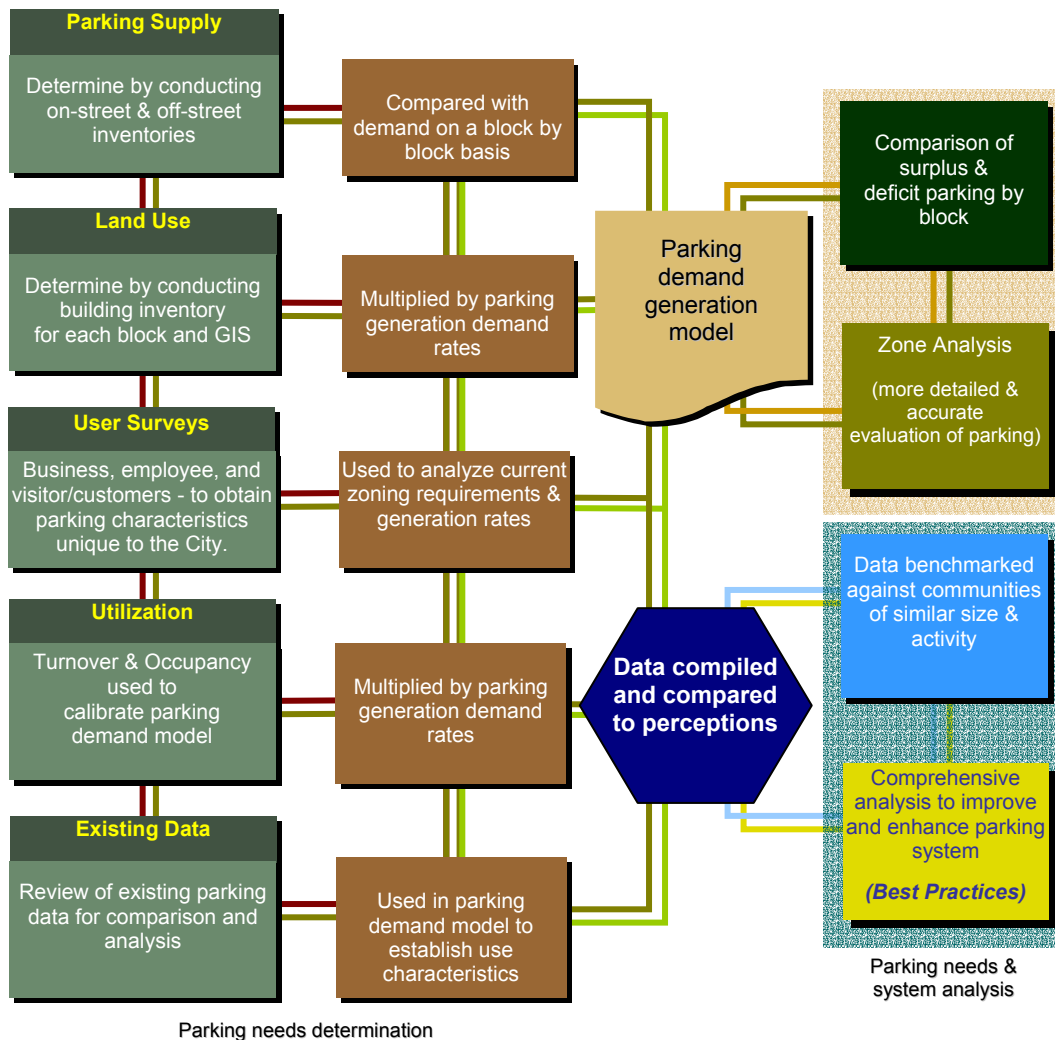


Throughout the study it is important for the City to be kept appraised of the project status. At the conclusion of each task, a Progress Memorandum will be prepared and distributed by our project manager.

## Scope of Work

### Phase 1 - Study of Current and Future Parking Demand

The following is a flow chart of subtasks to complete the assessment of current and future parking demand. Our approach, collecting and using unique data gathered in the subject area has proven to be a more realistic and accurate means of projecting current and future parking demand



## Task 1 – Initial Meetings

### 1.1 Kick-Off Meeting

The goals and objectives of the study will be reviewed during a kick-off meeting. At the kick-off meeting we will review the overall work program, discuss significant issues and the survey instruments, distribution methodology, and dates for the utilization analysis. We will also review the boundaries of the study area to insure that all major demand generators and supply providers are accounted for in our analysis.

Prior to the kick-off meeting our team will request specific information and documentation. This information could include, but would not be limited to:

- past planning, parking, and/or traffic studies & counts,
- existing parking counts,
- land use square footage by block,
- parking system revenue and expense information for the last five years,
- legal information pertaining to financing, special assessment, TIF, etc.
- current/future development and expansion plans,
- current zoning information, and
- a list of appropriate individuals to contact during the study.

### 1.2 Public Meetings

We recommend that public meetings be held throughout the process. Our team will work with the City to determine the appropriate number of meetings and the timing. Our experience is that the more involved stakeholders are in the process and the more they feel that their thoughts and concerns are being considered, the more receptive they are to recommendations even though they might not agree with all of them.



During the first public meeting we will meet with members of the community and present the purpose and goals of the study, the process, and a preliminary schedule. The goal is to introduce the community to the study process and answer any questions that they may have. We find by doing this prior to the survey and other data collection tasks that we get better response rates on our surveys.

#### Deliverables

1. Weekly project updates via email
2. Monthly status reports to review progress on tasks, status of information flow from or to City, review of schedule and forward look at upcoming month in terms of tasks, deliverables, information required and scheduling of meetings.
3. Meeting minutes



## Task 2 - Field Research and Data Collection

In this task various inventories and surveys will be completed to update current parking and land-use data that the City may already have. This information is vital to quantifying available parking and establishing parking characteristics unique to the study area.

### 2.1 Parking Space Inventory

We will review previous studies and current counts and inventories completed by the City. The current parking will be categorized by:

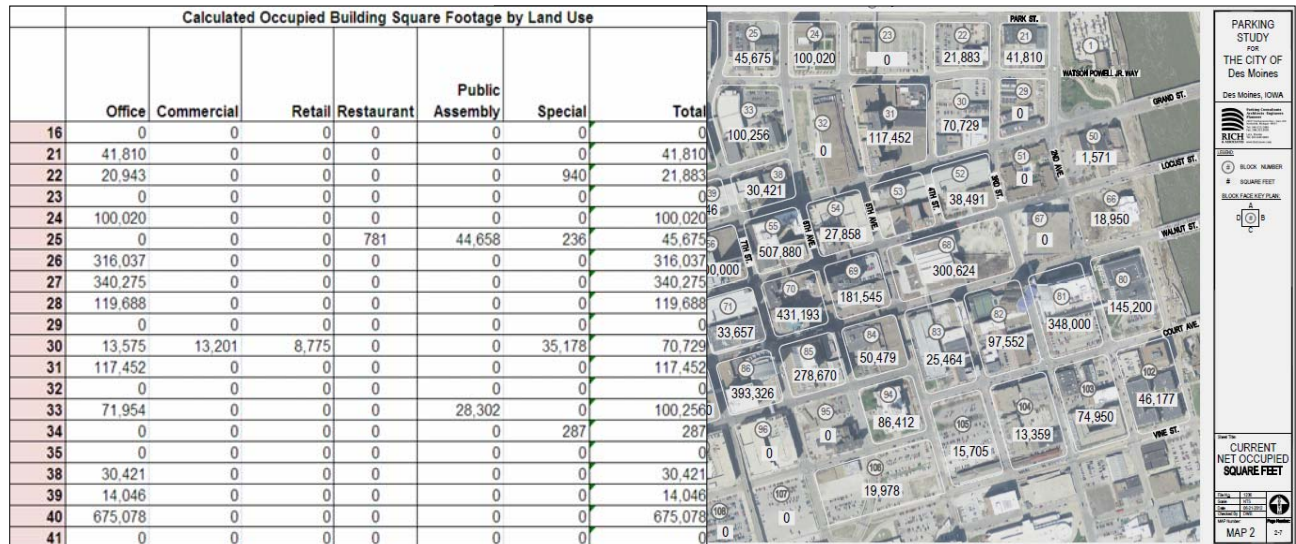
- on or off-street parking, ownership of parking and if leased by whom
- use restrictions and hours of operation
- parking mix - long term vs. short term, residential, commuter, etc.
- for on-street - the loading zones, ADA accessible spaces will be identified
- availability of parking - waiting lists for permit parking
- characteristics of the parking area such as lighting, circulation, access, surface conditions, signage, etc.
- parking rates, payment options and history of rate increases if available

Parking inventory will be shown on tables and maps to further analyze the needs, demands, and locations of parking.

### 2.2 Land Use Review

All of the land use in the study area will be analyzed. Rich & Associates will review and verify the land-use data received from the City. To accurately assess both current and future parking needs, planned projects in the area will also be reviewed for their potential impact on the parking system. This will include an inventory of vacant space in existing buildings. The land use data base forms the basis for projecting current and future demand on each block in the study area.

City of Des Moines Parking Study  
Land-Use Review  
April 2012



### 2.3 Parking Utilization Analysis

The utilization analysis is used to determine how on and off-street parking is operating. This task provides the average hourly occupancy figures and turnover rates in selected areas. This data supports the demand projections and illustrates which, if any, parking areas are currently underutilized, at peak utilization and where parking allocation may need to be changed. Through this analysis we are also able to track if vehicles are being issued citations for violations such as expired meters. This allows us to track and evaluate enforcement. This task involves;

- Record vehicle’s license plate number in select short-term and time restricted spaces once every hour. Analysis should include both public and private parking areas. For longer stay spaces complete occupancy study each hour.
- Complete on a typical peak weekday for 10 hours. We will coordinate with the committee on the appropriate day of the study.
- Note any violations and citations issued for overtime parking where possible.

Using computer software written by Rich & Associates, we will illustrate the geographic distribution of usage among public and private parking areas. We will compare with any existing occupancy data, and data from the previous studies.

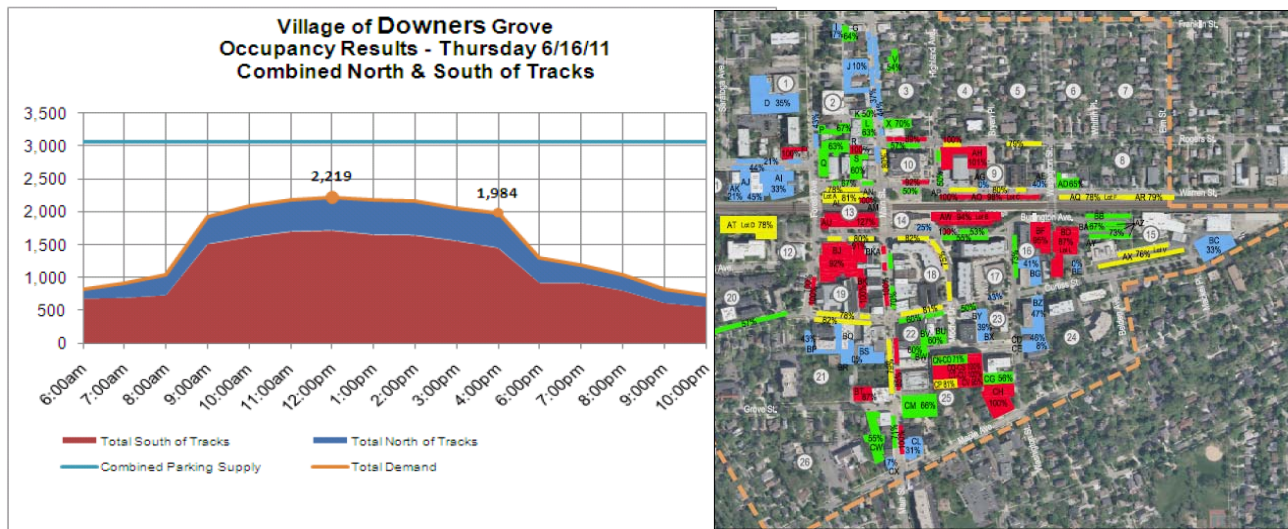


Figure A - Thursday Composite Occupancy Results

### 2.4 Community Surveys

The purpose of these surveys is to collect data specific to Fort Dodge and different land use types (parking demand generators). The information consists of parking and modal characteristics of pedestrians, businesses and employees. This data is used to develop a parking demand model and parking generation requirements specific to Fort Dodge for comparison with City codes and national/industry standards.

We will work with the City to refine the surveys to include additional information the City wishes to gather.

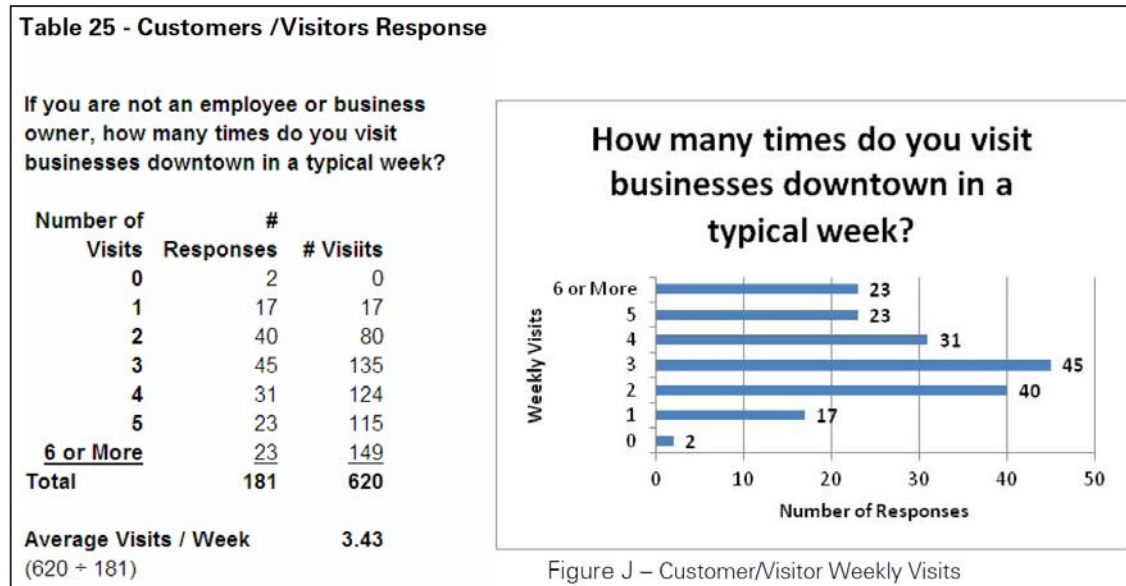
The surveying will be conducted through a couple of different means including personal interviews and on-line. Our goal is to conduct sample surveys of various populations including people shopping / conducting business, business owners/managers, and employees of downtown businesses.

**Businesses (Manager / Employee)**

The purpose of these surveys is to collect data specific to different land use types (parking demand generators) in the study area. This information consists of parking characteristics of businesses and downtown employees to confirm or adjust parking generation requirements by land use and modal split. A sample of different land-use types in the study area will be surveyed. On the surveys we will also ask for details about seasonal activity.

**Citizen/Stakeholder Surveys**

Rich & Associates is also proposing to have a web-based survey that is intended to capture responses from individuals who come downtown and those who may choose not to come frequent the districts. We will work with the City to finalize the questions on the survey form. Again, the purpose is to collect modal characteristics from persons who do frequent the study area and to gain an understanding of why some people do not.



**2.5 Stakeholders Interviews**

We will develop with the parking committee a list of candidates for potential interviews. These could include but not be limited to key stakeholder groups such as the Chamber of Commerce, residents, business groups, City staff and County officials. These interviews will focus on identifying parking issues and needs, development and redevelopment plans and opportunities, and parking policies. The information from the public participation and stakeholder meetings is vital as it gives us a true sense of the parking issues and sustaining economic development / redevelopment.

## 2.6 Parking Operations & Management

An important part of a viable long-term parking plan is to make improvements to the existing parking system. Our scope of work includes an examination of the current parking operations including the following.

**2.6.1 Existing Organization:** As part of this process we will review the organization or management structure overseeing the parking operations. The purpose of this review is to understand the roles and responsibilities of the person(s) involved in the daily management of the parking system, how assets are managed, how policies are created and enforced, etc.

**2.6.2 Existing Facilities:** Each of the public parking lots will be reviewed for current conditions. This is completed to project the maintenance costs of existing parking, and measure the attractiveness of each area, including lighting, security, cleanliness, etc. The lots will be reviewed in terms of ease of vehicle ingress and egress, pedestrian ingress and egress and if there is the potential of adding additional spaces by redesign.

**2.6.3 Parking Policy:** In order to develop recommendations concerning parking operations and management, a review of the policies will be necessary. This review includes policies related to long term and short term space allocation, permits, space turnover, in lieu parking payments if any, seasonal and special event parking, peripheral parking, and enforcement.

**2.6.4 Parking Signage and Wayfinding:** We will review the signage and wayfinding around the study area. The purpose is to assess the effectiveness of the signage at directing visitors to available parking, to the appropriate parking space, communication of policies and other pertinent information.

**2.6.5 Enforcement:** The enforcement of policies will be reviewed along with the number of tickets written and the collection rate. The ticket history for the past five years will be requested for use in this analysis. We will also review current staffing, routes and methods of issuing tickets. Recommendations will be developed to enhance enforcement productivity and customer service. We will interview enforcement staff to get their first hand observations on parking and enforcement in the downtown.

**2.6.6 Marketing of Parking:** Any existing marketing program, materials and media used to market parking in the downtown will be reviewed. Based on feedback from the surveys, we will analyze potential amenities and/or services that could be added to improve marketability, user friendliness, and generate goodwill.

**2.6.7 Parking Rates:** As previously mentioned, a review of the historic parking rates and rate increases in downtown will be completed. In addition, we will research parking rates in other communities in the region. This information gives credence to the rate projections and ultimately the revenue projections for both the existing and future parking system. We will review these communities with the project team previous to undertaking the analysis.



### Task 3 - Parking Demand Projections

The data collected during the fieldwork will be compiled and analyzed. The unique characteristics of the different user groups in the area will be defined and charted for comparison. We will compare parking demand generation factors calculated from the study to the Institute of Transportation Engineers (ITE) and City code. A computer analysis will be used at this point to review existing demand and supply. Future parking demand will then be factored into the analysis.

#### 3.1 Current Demand

1. Summarize parking characteristics by land use and needs by block.
2. Project short term (ST), long term (LT) and any residential parking needs for both day and night.
3. Compare results of current demand projections to utilization study results for those corresponding times to calibrate analysis.
4. Identify shared use parking impacts and opportunities.
5. In tabular and graphic form, show current parking supply and demand by block and block face.
6. Identify area of vacant parking spaces and how that availability impacts the surrounding blocks.
7. Where appropriate, divide the study area into blocks, or zones (Effective Block Parking Radius).
8. Identify surplus or deficit conditions by block, block face and zone.

**Table 2F  
Parking Generation Factor Comparison**

	1	2	3
Land Use	Rich & Associates Previous La Crosse Model (stalls per 1,000 GSF of gross floor area)	Rich & Associates New La Crosse Model (stalls per 1,000 GSF of gross floor area)	ITE (stalls per 1,000 GFS)
Office	3.10	2.64	1.46 – 3.43
Retail	2.41	2.35	1.33 – 5.58
Mixed Use	3.92	2.47	N/A
Service	4.13	1.40	0.12 - 4.82
Medical Office	3.32	2.90	2.34 – 5.35
Restaurant	5.65	5.75	3.31-12.41
Bar	N/A	3.00	N/A
Residential (per unit)	1.50	1.50	1.50 – 1.52
College (per population)	N/A	0.18	0.15 – 0.36
Hotel (per room)	1.00	0.64	0.58-0.75
Community & Civic Org.	N/A	1.20	N/A
Theater	N/A	0.25 (per seat)	0.26-0.38 (per seat)
Museum	N/A	1.00	0.71
Warehouse	N/A	0.36	N/A
Government	N/A	2.75	2.04 – 7.81

(1) Source: Rich and Associates Fieldwork & Surveys, Parking Study 1997

(2) Source: Rich and Associates previous studies

(3) Source: Institute of Transportation Engineers Parking Generation Manual, 2005



### 3.2 Future Parking Demand

Future parking demand within the study area will be based on re-occupancy and infill of vacant space, changes in land use and in traffic patterns, alternative development scenarios identified in Task 1 and changes in parking operations. The data from the City as identified in the RFP will be critical. We will project future supply and demand by block, block face and district. From this we can analyze areas of parking surplus or deficits by block and district.

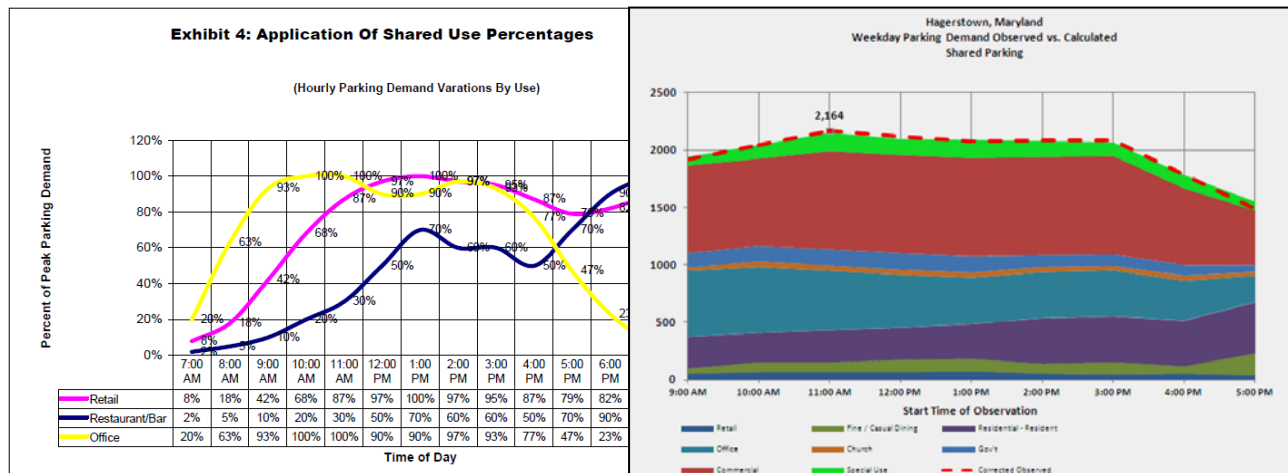
It is important to understand that parking can be used as an economic development tool and that the location, timing and amount of additional parking may increase redevelopment or positively impact the rate of redevelopment. Rich & Associates takes this into account when preparing the analysis for future parking needs.

Next we will analyze different development/re-occupancy scenarios and forecast changes in parking demand on near term, mid term and long term basis. The results will compare and contrast the demand by block and study area or zone as compared to the available supply for the same blocks or zones. Parking needs will be separated into short-term or customer based and long-term or employee based needs using each of the various generation factors.

### 3.3 Review of Current and Future Parking

Parking demand will be projected for periods covering the intermediate term (six months to 24 months) and the short term (24 months to five years). We will review this information with the City identifying blocks of current and future deficits or surpluses, as well as issues such as the need for additional parking, the related timing and costs, and how underutilized supply may be used more efficiently.

This task constitutes our analysis of the parking demand overall, and the result will be data that we will use to look at the demand feasibility for additional parking, where that demand is currently and where will it be in the future and finally, how many additional spaces are needed. The data will also be used in analyzing management and allocation strategies that may be implemented with or without new parking.



## Task 4 - Preliminary Report Meeting

At this point a meeting will be held with the City to review the preliminary report. This report will contain data compiled from the counts and surveys, analysis of the parking system, current and future demand projections, and an assessment of future downtown parking system needs. This meeting is designed to be a working session to review all aspects of the preliminary findings. Based on the results of the preliminary report meeting, our analysis of the parking needs, and of the current conditions, we will begin the process of recommending the necessary improvements to contribute to the long-term economic vitality of the downtown.

### 4.1 Public Meeting

Following the preliminary report meeting, we are proposing to conduct a second public meeting. The purpose is to continue the consensus building process so that as difficult decisions need to be made, the community understands many of the dynamics around each decision.

### 4.2 Benchmarking and Best Practices

We recommend a PowerPoint presentation of best practices to stakeholders as an important step in the education process of how parking operates well and how it integrates with various planning studies already in place in the downtown. We will review best practices that we have developed based on work with other communities and our own experience managing municipal parking systems.

## Phase 2 – Recommendations

### Task 5 - Parking Recommendations

Task 5 is the preparation of preliminary recommendations and implementation strategies for short and long term improvements combining parking system and management improvements, with capital improvements. The recommendations will provide a “tool box” of actions that can be used not only to improve management and operations but to address conditions as they change in the area.

#### 5.1 Parking Management Strategies

Based on the results of the preliminary report meeting, our analysis of the parking needs, and of the current financial conditions, we will begin the process of recommending the necessary parking improvements to contribute to the long-term economic vitality of the downtown. The elements of this parking improvement program will address all aspects of the parking system including;

- **Allocation and regulation strategies**
- **Alternative parking strategies** including valet service, off-site parking options, etc.
- **Pricing strategies** (zone and time of day pricing strategies to manage supply and demand)
- **Advanced parking technologies**
- **Public / private arrangements** to incorporate private parking to increase shared use potential
- **Public / private opportunities** for development of new parking

## 5.2 Parking Zoning Requirements

The team will analyze the City’s existing zoning regulations. This includes recommendations on how minimum parking requirements may be updated or modified to ensure that parking is both encouraging new development and investment downtown, and is right-sized. We will use our vast experience evaluating parking systems in comparable communities throughout Iowa and nationwide in considering Fort Dodge’s existing regulations and how they could be modified. Regulations we will analyze include:

- Parking minimums and maximums
- Shared-use or mixed-use parking regulations
- Development review standards
- Parking stall design requirements / standards
- Bicycle parking standards

## 5.3 Marketing / Signage / PR

Communication is often times the leading force behind the public’s perception of a lack of available parking. Based on feedback from the surveys and public meetings we will analyze marketing and public relations opportunities to improve public perception. From our analysis of existing signage and wayfinding in the study area we will make recommendations for any improvements needed to enhance public accessibility to available parking.



## 5.4 Existing Parking Assets

Based on the parking needs and our previous review of existing parking lots, we will evaluate each public lot to determine the feasibility of reconfiguring the parking to increase capacity and traffic flow. Often time’s parking lots are perceived as being full if they are poorly configured, difficult to circulate through or difficult to access. This will include the following;

- Re-striping or re-configure existing lots to increase efficiency / capacity
- Add spaces by expanding the existing lots
- Potential to combine public and private surface lots for greater efficiency,
- Review on-street parking and the ability to add additional spaces, and
- Improvements to vehicle and pedestrian accessibility to the parking facility including where crosswalks are located.

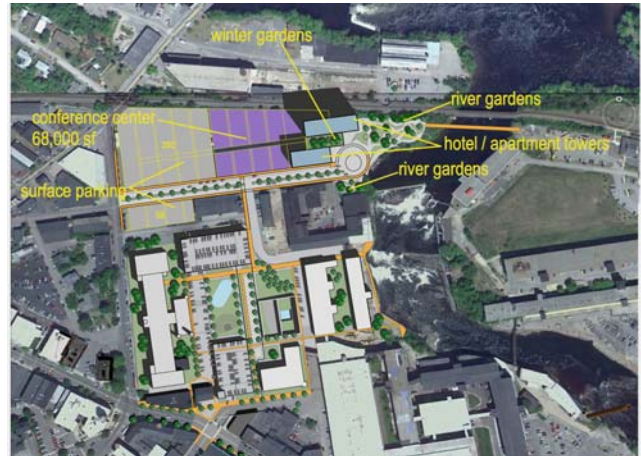
## 5.5 New Parking Analysis

Based on our analysis and projections of parking demand within the study area, we will complete a site and feasibility analysis for the construction of new parking. Much of the information gathered in the previous tasks, particularly the demand projections by block and the analysis of future developments, will be used in this analysis.

### 5.5.1 Preliminary Program

Following the Phase One Report Meeting, the next step in the process is to review with the City a preliminary program for the proposed new parking. This preliminary program will serve as a basis for analyzing site and design options. The preliminary program may include an analysis of the following:

- Downtown development strategies, plans and/or design guidelines
- Projected parking needs and relate to size of proposed facility
- User requirements (long versus short term needs, governmental, reserved spaces, etc)
- Requirements/opportunities for potential mixed-use space
- Opportunity to incorporate multi modal options into the project
- Timing of projected parking needs and phasing options of new parking (future expandability)
- Potential community amenities such as bicycle facilities
- Sustainable design goals
- Traffic and pedestrian requirements
- Evaluation criteria and decision matrix of site and parking options



City of Biddeford Mill District Parking Analysis  
2012

### 5.5.2 Site Analysis

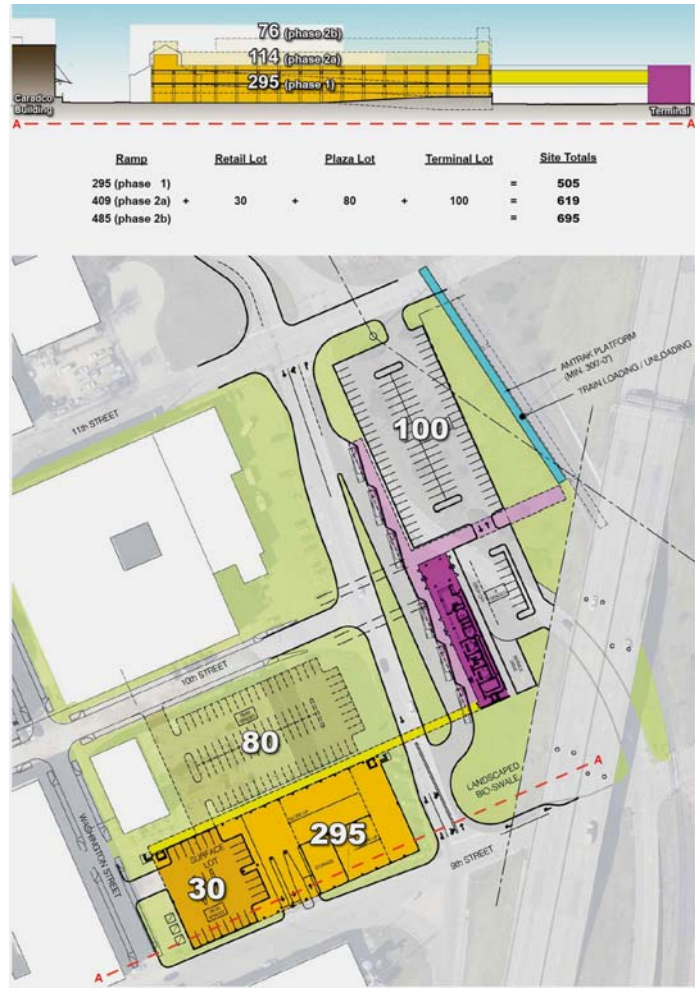
Based on the preliminary program developed, we will evaluate sites. This will include an analysis of the following:

- Dimensions, topography, utilities, etc.,
- Existing traffic flows and patterns to and from sites
- Pedestrian flows from sites to the various demand generators
- Site constraints including any flood zone issues, major utilities, etc.
- Access from surrounding streets and proposed entry/exit locations
- Any environmental and historic site impacts
- Resulting net add to the parking supply (account for any site that is an existing surface lot)

We will develop conceptual parking plans to evaluate the design feasibility of developing a parking structure on the site and for cost estimating purposes. At this point the sites will be evaluated based on the following preliminary criteria.

Section 4 – Project Plan and Scope

- Impact on surrounding businesses
- Impact on existing roadways and future Cross-Town Connector
- Pedestrian circulation and accessibility
- Impact on traffic circulation and accessibility
- Ability of new parking to enhance or promote future economic development
- Location to current and potential demand generators and developments
- Potential for private participation in form or public private partnership
- Impact on storm water management and flood plain
- Any projected land acquisition and relocation costs
- Ability of site location to enhance feasibility of mixed-use opportunities
- Existing parking lost to structure(s) (net add if site is existing lot)



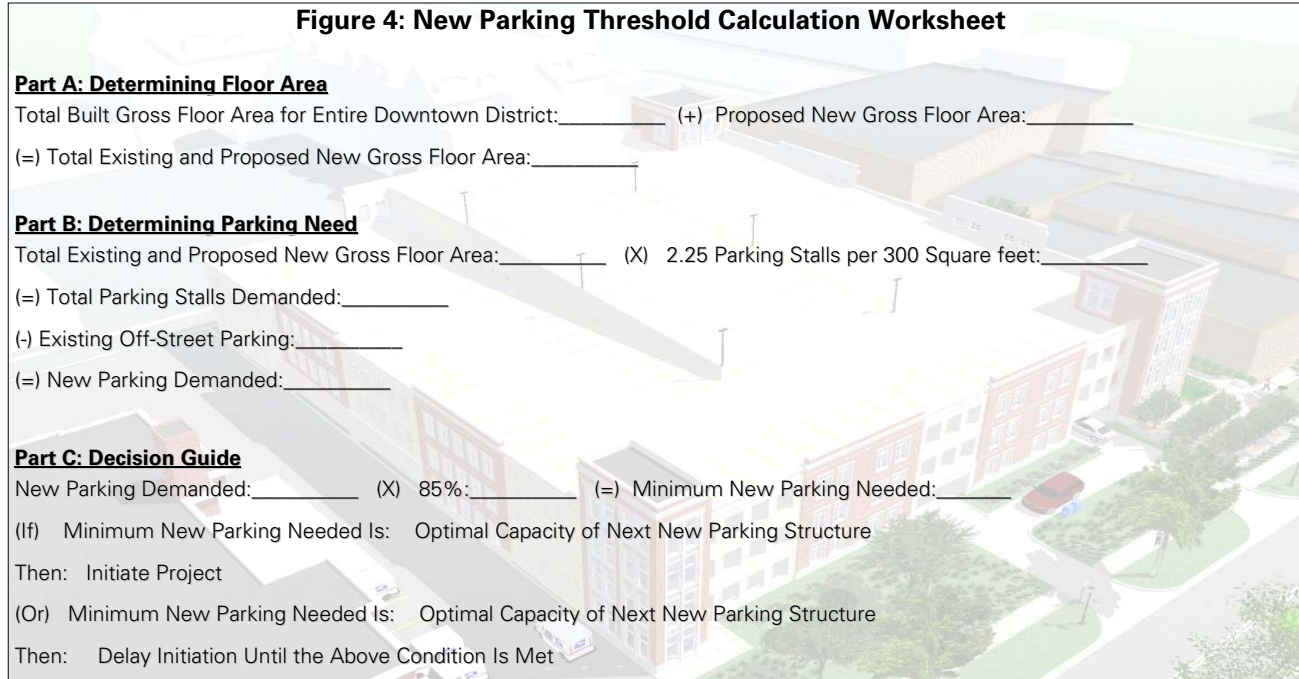
City of Dubuque Multi-Modal Transit Parking Garage Study  
2012

The alternate schemes prepared. A site plan will be developed of the final scheme illustrating the site, traffic flows in and around the site and the relation of the parking to the surrounding buildings.

5.5.3 Timing for New Parking

Parking development will be coordinated with demand to ensure that as new buildings are built and/or proposed, the City will have the ability to decide if the new parking is needed. A development threshold model is a planning tool for the City to use when considering the timing for new parking. Rich & Associates will prepare a model that identifies what events will trigger the need for additional parking. An example of this is presented below.





## Task 6 - Funding Strategies

Based on the various elements of the recommendations funding strategies will be investigated and recommendations made. The funding strategies will consider not only the capital costs but also the on-going operational and maintenance costs. The funding strategies will consider the revenue stream from existing parking operations (including the possibility of fine revenues), existing expenses from the operations, and changes proposed as part of this report. We will consider possibilities for funding such as increasing or adjusting parking rates, funding from stakeholders such as assessments and then possible grants or low interest loans. Another strategy to be considered will be the timing of recommendations and the possibility of setting up a reserve fund from new or increased revenues that would be set aside for planned future projects/ improvements.

### Deliverables

- Task report

## Task 7 - Cost Analysis

For the selected scheme we will prepare preliminary cost estimates to include Project (Construction) Costs and Finance Costs. The **Project Costs** will include all costs associated with design and construction including The Project Costs will be less any additional funds that could be contributed to the project to offset the total project costs. These funds could come from reserves, state and/or federal sources, grants, revenue from the sale or lease of commercial space within the proposed structure(s), etc.

Based on funding strategies, the **Finance Costs** will include interest expenses, any interest income derived, bond counsel expenses as well as applicable financing fees. The resulting annual debt service amount will be based on the total amount of bonds at current market rate and an appropriate amortization.

**Operating Costs** will be based on our review of the current operations, and will include labor, materials, maintenance and debt service costs, plus annual capital improvements needed beyond warranty dates.

**Deliverables**

- Task report with estimated costs and possible funding sources

## Task 8 - Revenue and Pro Forma Analysis

This task encompasses the body of work necessary to measure the economic stability of the parking system, the feasibility of recommended parking improvements, the financial impact of operational or system improvements, and the feasibility of capital improvements.

**Operation Cost Analysis:** Operating expenses will be projected based on historical increases and changes discussed with the City for the next 10 years. The operating expenses will also include routine maintenance, repair and replacement items. Any new parking areas or changes to the parking system will also be factored into the projected operating expenses. The operating costs will also include any non parking type operations.

**Revenue Analysis and Projections:** Preliminary revenue projections will be prepared using current utilization statistics of the existing system and potential parking pricing strategies. Additional revenue sources will be identified and projected if available.

**Deliverables**

- Task report with pro forma(s)

## Task 9 - Reports

### 9.1 Draft Final Report

A draft final report will be prepared and submitted to the City and parking committee for review and comment. All comments will be incorporated into the final report. An example of our recommendation and implementation plans from other similar parking study reports is shown on the following page.

Section 4 – Project Plan and Scope

Sample Recommendations Summary Downtown Parking Management Study			
1	Parking Operation and Oversight	There is a formal organizational structure for parking management under TED and the Transportation Advisory Board. There is not a single point of contact for parking however.	Transportation and Traffic Service Manager should be established as the point person for parking
2	Parking Ownership	Naperville controls 73 percent of the parking in the downtown.	The City should maintain the policy of providing parking within the study area. The City should continue to update the Continuous Improvement Model and review the need for additional parking in the downtown.
3	Parking Enforcement	There are issues with adequate coverage for parking enforcement for on and off-street spaces during the day-time	There should be two PEOs assigned to the downtown during the peak times which can be from 10:00 A.M. to 2:00 P.M. This may require the reassigning current staff or the addition of one staff person. If this is difficult to do on a regular basis, then selective enforcement should be undertaken two days a week.
4	Parking Enforcement	Due to the large number of restaurants and bars, their staffs may park on-street in the late afternoon.	Extend enforcement hours on-street for two hour parking to at least 7:00 P.M. to control bar and restaurant staff parking from parking in two hour on-street spaces.
5	Parking Enforcement	Parking enforcement hours are not posted.	Best practice is not to necessarily post enforcement times, but include this information on the City's parking web site and in publications.
6	Parking Enforcement	Based on best practice and benchmarking, the number of tickets written per officer per day/week is low.	Complete a turnover study of two hour on-street and three-hour off-street spaces at least once per year to determine if there are in fact issues with the number of tickets being written.
7	Parking Enforcement	Existing handhelds can not do electronic chalking and courtesy tickets.	Existing handhelds either need to be upgraded (software) or a new system purchased
8	Parking Enforcement	Parkers are allowed to move their vehicle into a new parking space on the same block face after the two hour time limit is up. This leads to employees moving their vehicle to a new on-street parking space every two hours rather than parking in long term parking lots.	Consider enacting an anti-shuffling ordinance.
9	Parking Enforcement	Currently there is not a courtesy ticket for first time violators.	Issue courtesy tickets to violators on their first offense within a set time period.
10	Parking Enforcement	Are the level of fine rates adequate?	Based on benchmarking the fines rates in Naperville are on the higher end and should not be changed at this time.
11	Parking Durations	Currently the majority of on-street parking time limits are two hours and should this be changed?	On-street time limits should remain at two hours.
12	Parking Durations	Currently the majority of off-street parking lots have a time limit of three hours and should this be changed?	Three hour parking is sufficient in the parking lots

9.2 Draft Report Meeting

Rich & Associates will hold a draft report meeting which will be the third formal meeting between our team, and the City. The focus of this meeting will be to review the draft report and draft recommendations.

### 9.3 Report Modifications

Based on data obtained during the draft report meeting, We will make necessary changes to the report. The modified draft final report on the secure project FTP site for review by City.

### 9.4 Final Report

The final report will be prepared containing study results and appropriate maps, charts, and narratives to fully document the project work effort and results. The final report will include recommendations with implementation schedules, costs and benefits.

#### Near-Term Recommendations

1. Improve perception of parking i.e. signage, security, maintenance, marketing and promotional activities.
2. Increase parking supply through improved efficiency in existing areas.
3. Modify parking system space allocation.
4. Changes to parking ordinances, zoning, etc...
5. Consider new sites for parking.
6. Parking system management / operations improvements, policies, regulations, procedures, enforcement, etc.
7. Parking mitigation strategies.
8. Implementation (timing, sources, costs, funding).

#### Mid-Term Improvements

1. Identify need for new parking based on needs and development activities.
2. Consider land banking - surface parking now - structured parking in the future.
3. Financial impact, financing alternatives.
4. Vehicle and pedestrian traffic concerns.
5. Implementation (timing, sources, costs, funding).

#### Long-Term Improvements

1. Identify new parking to be implemented based on revised supply / demand analysis.
2. Site concerns for surface and structured parking options.
3. Parking mitigation measures (shuttle remote parking, vanpool, etc.).
4. Financial impact, financing alternatives.
5. Implementation (timing, sources, costs, funding)

### 9.5 Final Presentations

Rich & Associates will make a formal presentation of the completed report to the City.

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# City of Fort Dodge

*Fort Dodge, Iowa*

## Downtown Parking Study Proposal

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### **5 Time Schedule**



The overall time frame that we are anticipating for this project is between 14 and 16 weeks to a final report. Depending on approvals from the City to proceed, review time by the City and the ability to schedule meetings, we will be committing to complete your parking study by the first week of September 2014.

**Task 1 Kick-Off Meeting**.....Week 1

*Pubic Meetings*

**Task 2 Field Research and Data Collection**.....Weeks 1 through 4

*Stakeholder Meetings*

**Task 3 Parking Demand Projections**.....Weeks 4 through 7

**Task 4 Preliminary Report Meeting**.....Week 8

*Pubic Meeting*

**Tasks 5 – 8**.....Weeks 9 through 13

*Recommendations  
Funding Strategies  
Cost Analysis  
Revenue and Pro Forma Analysis*

**Task 9 Report**.....Weeks 12 through 16

*Draft Final Report  
Draft Report Meeting  
Report Modifications  
Final Report*