



MEMORANDUM

DATE: January 17, 2020
TO: Prospective Firms
FROM: Shayna Pollock
SUBJECT: **Parking Tax Feasibility Study – Summary of Questions and Corresponding Responses**

1. Is there a DBE requirement or goal that our teams should address?

There is no formal DBE requirement or goal; however, efforts in MBE-DBE inclusion are encouraged.

2. Is there an estimated budget for this effort?

Project budget will be negotiated with the selected firm or team of firms.

3. Is there a projected schedule?

ADID intends to complete the work by December 31, 2020.

4. What data will the consultant have access to? Will historical revenues, utilization rates, expenditures, etc. be available for analysis?

ADID does not currently have any data on historical revenues, utilization rates, or expenditures. The last complete parking inventory of Downtown was completed in 2014. It included the number of available spots and the rates. It is available in both ArcGIS and excel.

5. Is it the expectation from CAP/ADID that every lot/on-street parking location in the Downtown will be surveyed? Recognizing the RFQ's wording for statistical significance, the time and resources required to survey a sample vs. all lots will greatly differ.

A sample is allowable.

6. Is the expectation that surveying will only occur on publicly owned lots/on-street parking locations? If not, do CAP/ADID have relationships with local businesses that



would allow for access to privately owned lots and data (i.e. revenue and utilization) by the consultant?

It is the expectation that surveying will occur on both public and private lots. CAP/ADID has relationships with private operators and will work to ensure access. It is unlikely that revenue or utilization will be able to be directly obtained from the operators.

7. Will CAP select stakeholders with whom the Consultant team should coordinate? Will CAP help to facilitate these meetings?

CAP/ADID will select stakeholders, invite them to relevant events, and coordinate meeting locations. The content of meetings will be the joint responsibilities of the Consultant team and CAP/ADID.

8. Is there a particular desired format for the stakeholder engagement?

No. The consultant can recommend the desired format for stakeholder engagement during the contracting period.

9. Do you want to have any kind of leadership committees for the project as well (steering committee, technical advisory committee)?

The consultant can recommend the desired format for stakeholder engagement during the contracting period. Given the coordination required to implement a parking tax, a steering committee or technical advisory committee should be considered.

10. CAP's desire for a statistically significant methodology in surveying parking utilization suggests that a consultant team will need a full inventory of parking spaces as well as a breakdown of the land uses (and their intensities) that the parking serves. Are these things that CAP can provide?

Yes.

11. In Item D, the review of short and long-term impacts could have a potentially large number of scenario outcomes based on the factors described (such as impact on transit use, operator revenue, congestion, etc.). Is one short-run and one long-run scenario exercise per tax structure acceptable?

Yes.



12. In Item E, should we also outline any legal or legislative challenges or constraints on various beneficiaries, much as we would outline such challenges in the pathway to establishing a tax in the first place (as described in Item B)?

Yes.

13. Item G specifies that the parking utilization analysis deliverable should '[include] granular detail on each facility surveyed,' yet this is supposed to be a sample-based methodology. Can you provide more clarity on what this means?

For the facilities surveyed, data should be captured on pricing and utilization. All data should be tied to specific facilities when it is recorded.

14. This same utilization analysis deliverable is also called an 'efficiency analysis' here – what do you mean by 'efficiency?'

The inclusion of "efficiency" simply refers to the need to study existing parking beyond the peak period. The intent is to examine use throughout the day and on weekends to better facilitate future shared parking arrangements and to ultimately use efficiency-based standards when new facilities are constructed.

15. There is no page limit specified in the RFQ. Is there one we should use for our responses?

No. However, brevity is always appreciated.

16. Can you share a sample agreement so we can review terms and conditions prior to submittal? Related to this, if we find any terms or conditions that we cannot accept or would like modified, how should those be communicated?

CAP/ADID's utilizes a standard professional services agreement for its work; however, pending legal review, CAP/ADID is open to negotiation on standard conditions. The standard professional services agreement can be shared as requested via email. Changes to standard terms and conditions can be communicated via email after consultant selection.