

Request for Proposals

Downtown Atlanta Parking Collaborative Pilot

November 3, 2014



Central Atlanta Progress
Atlanta Downtown Improvement District

Contact: Angie Laurie
Central Atlanta Progress, Inc.
84 Walton Street, Suite 500, Atlanta, Georgia 30303
Telephone: 404-522-5010 • Fax: 404-658-1919
Email: alaurie@atlantadowntown.com

Introduction

Central Atlanta Progress (CAP) and the Atlanta Downtown Improvement District (ADID) seek four (4) to eight (8) qualified existing parking facilities for inclusion in the Downtown Atlanta Parking Collaborative Pilot (the 'Pilot').

The initial pilot will last between twelve (12) and eighteen (18) months, with a targeted evaluation date of December 2015. At the close of 2015, it is anticipated that collaborative will be reviewed, fine-tuned and expanded, pending results.

The extent of the pilot is conditional on the availability of funding.

Please reference [Attachments A and B](#), located at the end of this document, for the complete PDF-based application form and the Study Area, respectively.

Sponsor Goals, Objectives and Mission

Central Atlanta Progress, Inc. is a private nonprofit community development organization providing leadership, programs and services to preserve and strengthen the economic vitality of Downtown Atlanta. The Atlanta Downtown Improvement District, Inc. is a public-private partnership that strives to create a livable environment for Downtown Atlanta. Working side by side, CAP and ADID are committed to creating a thriving Downtown Atlanta community for all of its property owners, employees, residents, students and visitors. Please visit AtlantaDowntown.com for more information.

Background & Scope of Work

The Downtown Atlanta Parking Collaborative Pilot (the Pilot) will market existing private parking facilities as a consolidated public parking system, including standards for branding, lighting, safety, security, and access. The changes to parking facility promotion and recognition will be evaluated based on their effects on the usage and occupancy of the dedicated facilities. The Pilot is a recommendation from the Downtown Atlanta Parking Assessment completed in summer 2014.

The Pilot aims to find a balance between operator branding and Atlanta Public Parking branding. Since facility characteristics differ, the application of Atlanta Public Parking branding is expected to vary among facilities, particularly between surface lots and garages. The enhancements provided through the Pilot may differ for each facility based on need and location. If selected, a custom array of enhancements, which seeks to balance operator branding and Atlanta Public Parking branding, will be provided for each facility following an on-site evaluation. Some signage and branding elements will be provided by the program; other elements may be more suitable for operator application with implementation support from the program (including a funding allowance, budget permitting).

Qualified operators must meet the defined standards outlined in this scope of work.

Study Area

The study area includes the general boundary of the Atlanta Downtown Improvement District. Please reference [Attachment C](#), at the end of this document, identifying the pilot area.

Program Elements

The following projects are potential Pilot Study Program Elements:

- A unified advertising effort that identifies the collaborative facilities and educates the public on the Public Parking Program
- Aesthetic improvements to the entrance of participating collaborative facilities
- “Public Parking” brand identification signage on all collaborative facilities
- Wayfinding signage to improve navigation to parking facilities
- Navigation and information tools for mobile devices

Definitions

- ADID – Atlanta Downtown Improvement District, Inc.
- CAP – Central Atlanta Progress, Inc.
- City – City of Atlanta
- Parking facilities – for the purpose of the Request for Proposals, “Parking facilities” shall mean off-street park-for-hire facilities, including surface lots and garages.
- Pilot – Downtown Atlanta Parking Collaborative Pilot

Submittal Items

Submittals must include the following items to be considered complete and responsive to this Request for Proposals:

1. Completion of PDF-based form found in Attachment A and attached separately.
2. Recent photographs of the following elements for the proposed facility (3 minimum)
 - a) Garage
 - i. Entrance(s)
 - ii. Lighting
 - iii. Stairwells
 - iv. Signage
 - b) Surface Lot
 - i. Entrance(s)
 - ii. Payment Location(s)
 - iii. Signage

The submittal, which should include the PDF form and requested photographs, must be received by close of business on Monday, November 17, 2014. Submittals received after this date and time will not be considered. E-mail the submittal to Shayna Pollock at spollock@atlantadowntown.com.

Please address any questions in writing via email at spollock@atlantadowntown.com or via fax at 404-658-1919. All questions must be received in writing by November 10, 2014 at 5:00 p.m. Answers will be made available to all parties via email and the CAP/ADID website (www.atlantadowntown.com).

Acceptance of Qualifications

CAP/ADID reserves and holds without any liability on the part of CAP/ADID the following rights and options:

- To select facilities to participate in the pilot
- To reject any and/or all submittals or portions of submittals
- To accept submittals in any order or combination
- To re-advertise if deemed necessary
- To approve, disapprove, modify or cancel all work to be undertaken

Selection & Award

- CAP/ADID will negotiate a letter agreement with the operators submitting the top-ranked responses.
- Proposal submittal costs in conjunction with this RFP shall be borne by the submitting operators.
- The selection process is based on the facility evaluation criteria defined in the precursors for inclusion. It is CAP/ADID's intent to select directly from information gained from the submittal review.

Criteria for Selection

CAP/ADID will use the following criteria in evaluating submittals. The following criteria are structured in a tiered system, allowing for specific requirements (Tier 1), preferred conditions (Tier 2), and longer-term considerations for on-going participation in and development of the collaborative (Tier 3). Evaluations will be conducted by ADID/City staff. Ongoing evaluations of the selected facilities will be defined as the Pilot advances.

Tier 1- Required Criteria

- Code compliance- The parking facility must meet all requirements as defined by Sec. 30-1996- Sec.30-1205 and must maintain code requirements outlined by that code, even as those are modified in the future by the City of Atlanta. See Attachment B for the full code requirements.
- Available public parking capacity- It is recommended that proposed garage facilities have at least 100-150 spaces in the facility available at all times for public parking use.
- Proximity to destination- The parking facility must be within a quarter mile of primary Downtown destinations.
- Cleanliness and aesthetics- The parking facility must be free of trash and clutter, graffiti, and generally poor aesthetics that may affect perceptions of safety and security.
- Lighting- The parking facility must be compliant with lighting standards found in the Park-for-Hire provisions set by City of Atlanta Municipal Code, Sec. 30-1196 through Sec. 30-1205.
- Revenue control equipment- The parking facility must be capable of taking credit/debit card transactions as well as cash. Pay-on-foot and pay-in-lane are both acceptable parking revenue control system (PRCS) options.

Tier 2- Recommended Conditions

- Hours of operation- The parking facility should be open for operation 24 hours a day, 7 days a week.
- Safety and security- The parking facility should either be staffed by security staff or equipped with closed circuit television monitoring.
- Alternative payment methods- The parking facility should be open to interface with CAP/ADID's and the City's preferred pay-by-phone vendor to ensure simple and consistent alternative payment alternatives.
- Mixture of uses- The parking facility should meet first-floor street-level zoning requirements.

Tier 3-Longer Term Considerations (these criteria are not required for this initial pilot)

- Parking data sharing- The parking facility should work with CAP/ADID and the City to define data sharing mechanisms for real-time data applications.
- Price structure- The parking facility should use performance or progressive pricing to better manage both day-to-day and event demand conditions.

Attachment A – Downtown Atlanta Parking Collaborative Pilot Area



Downtown Atlanta Parking Collaborative Pilot Request for Proposals

Thank you for your interest in the Downtown Atlanta Parking Collaborative Pilot. Please complete this form and e-mail it to spollock@atlantadowntown.com along with the required photos (listed at the end of the form).

General Information

Parking Operator:

Facility Name:

Facility Location:

Key Contact's Name:

Key Contact's E-mail:

Key Contact's Phone Number:

Facility Details

The proposed parking facility must meet all requirements as defined by Sec. 30-1996-Sec.30-1205 and must maintain code requirements outlined by that code, even as those are modified in the future by the City of Atlanta.

1. Park-for-Hire Permit Number:

2. Number of spaces that will be dedicated for public parking (transient/hourly):

3. Please summarize the strategies implemented to ensure the proposed facility is kept free of trash, clutter, and graffiti:

4. What type of lighting is used in the facility?*

5. How many lights are used throughout the facility?*

6. What type of parking revenue control system equipment is currently utilized?

7. Does the parking revenue control system allow for debit/credit card payment?

Yes

No

8. Does the parking revenue control system allow for cash payment?

Yes

No

9. Facility's current hours of operation:

10. Please describe the current and/or proposed security strategies implemented within the proposed facility, including pay-by-phone or smartphone applications:

11. Does the proposed facility meet the zoning requirements for first-floor street-level garage usage?

Yes

No

*The parking facility must be compliant with lighting standards found in the Park-for-Hire provisions set by City of Atlanta Municipal Code, Sec. 30-1196 through Sec. 30-1205.

Please check the boxes below to confirm understanding and agreement with the following:

- The proposed parking facility meets all requirements as defined by Sec. 30-1996- Sec.30-1205.
- All information provided in this application is true and accurate.

Typed Name:

Date:

Please submit this form via e-mail to Shayna Pollock (spollock@atlantadowntown.com).

When submitting this form, please attach recent photographs of the following elements for the proposed facility (3 photos are required, minimum):

- a) Garage
 - i. Entrance(s)
 - ii. Lighting
 - iii. Stairwells
 - iv. Signage

- b) Surface Lot
 - i. Entrance(s)
 - ii. Payment Location(s)
 - iii. Signage

Attachment B – Downtown Atlanta Parking Collaborative Pilot Required Code Compliance

Sec. 30-1196. - Violations.

Any operator violating this division shall be given written notice, at such person's principal mailing address, of the violation. The person shall have 30 days from the date of such notice to remedy the violation described. If the violation has not been corrected on or before the 30th day after the date of issuance of the violation notice, the person shall be deemed guilty of an offense and upon conviction thereof shall be punished as provided in section 1-8 of the Code of Ordinances of the City of Atlanta.

(Ord. No. 2003-81, § 1, 7-29-03)

Sec. 30-1197. - Barriers; tickets/stubs.

All park-for-hire facilities within the corporate boundaries of the city shall provide and maintain the following:

- (a) Automobile barriers; and
- (b) A ticket/stub to be issued upon the parking of any vehicle in a facility if the attendant/cashier parks the vehicle and retains the key. This section shall not preclude the issuance of a monthly permit in lieu of a ticket.
- (c) Parking lot operators will be required to digitally time date and stamp pictures of the vehicle in the parking space and the non-payment in the meter box, before booting or towing a vehicle which is said to be in violation on any off street parking meter.

(Ord. No. 2003-81, § 1, 7-29-03; Ord. No. 2005-93, § 1, 12-13-05)

Sec. 30-1198. - Attendant/cashier.

This division shall not require that a park-for-hire facility employ an attendant/cashier; however, at any facility where such is provided, the sections of this division pertaining thereto shall apply.

(Ord. No. 2003-81, § 1, 7-29-03)

Sec. 30-1199. - Uniforms of attendants/cashiers.

All attendants/cashiers at park-for-hire facilities which provide attendants/cashiers must be dressed in a uniform designated by the operator which readily identifies such attendants/cashiers as employees of the park-for-hire facility.

(Ord. No. 2003-81, § 1, 7-29-03)

Sec. 30-1200. - Lighting.

Reasonable lighting shall be required for each park-for-hire facility during the hours that the facility is open for business. Subsection (2) of this section shall only be required at new facilities. Where applicable, public street lighting may be utilized to either partially or totally fulfill the following requirements; however, where such street lighting is removed it shall be the responsibility of the parking facility to independently provide these required levels of illumination.

- (a) *Open parking facilities.* For open-area park-for-hire facilities, three levels of activity shall be established as high, medium and low. The levels shall reflect both traffic density and intensity and shall include but are not limited to the following:

- (1) High activity.
 - (a) Major league athletic events.
 - (b) Major cultural or civic events.
 - (c) Major regional shopping centers.
- (2) Medium activity.
 - (a) Fast food facilities.
 - (b) Area shopping centers.
 - (c) Hospital parking areas.
 - (d) Transportation parking (airports and other similar parking areas).
 - (e) Cultural, civic or recreational events.
 - (f) Residential complex parking.
- (3) Low activity.
 - (a) Local merchant parking.
 - (b) Industrial employee parking.
 - (c) Educational facility parking.

The minimum safety illuminance value for areas used by the public open park-for-hire facilities for such levels of activity shall be as follows:

Level of Activity	Lux	Footcandles
Low Activity	2	0.2
Medium Activity	6	0.6
High Activity	10	0.9

(b) Open and covered parking facilities with more than one level.

Stairways and exits	10
Interior driving aisles center line	5
Interior parking areas at barrier railings	0.5
Roof parking areas	0.5
Minimum Illumination	
Area	Intensity (in Footcandles)

(Ord. No. 2003-81, § 1, 7 -29-03)

Sec. 30-1201. - Park -for -hire notice signs; required.

(a) First-time applicants for a parkfor-hire permit shall be required to pay \$100.00 for the fabrication of a notice sign setting forth the following:

- (1) The telephone number of the principal office of the operator of the facility;
- (2) The business hours of operation for the facility (i.e., time of opening and closing);
- (3) Park-for-hire parking lot permit number;
- (4) Business license number;
- (5) The name of the operator;
- (6) The physical street address of the lot;
- (7) The permit expiration date; and
- (8) The number of parking spaces permitted.

(b) Notice signs for shared-use park-for-hire facilities will display both the number of stalls available both during the primary establishment's business hours and during its off hours.

The notice sign shall be posted at the main entrance to the lot in such a manner so that it is easily viewable from the driver's seat of an entering vehicle. The \$100.00 fee is payable upon receipt of the parkfor-hire permit, at which time the notice sign is also given to the operator.

(c) When renewing, a renewal sticker is provided with the renewed park-for-hire permit that must be placed on the appropriate spot on the notice sign.

(d) Changes to information contained on the notice sign (e.g. phone number or hours of operation) will necessitate the payment of \$100.00 for the fabrication of a new notice sign that reflects these changes. A fee of \$100.00 will be required of the operator for the replacement of any damaged or missing sign.

(Ord. No. 2003-81, § 1, 7 -29-03)

Sec. 30-1202. - Posting of fee structure; required.

A sign setting forth the rates for any and all fees which shall be required of any parking patron for the use of the park-for-hire facility. This sign shall be posted at the main entrance to the lot in such a manner so that it is easily viewable from the driver's seat of an entering vehicle.

(Ord. No. 2003-81, § 1, 7 -29-03)

Sec. 30-1203. - Responsibilities during business hours.

A park-for-hire facility shall be operated and fees chargeable only during business hours as posted on its notices required under section 30-1202 or during the hours of operation for special events. At facilities where an attendant/cashier is provided, the operator shall have no responsibility to provide an attendant/cashier during non-business hours.

Sec. 30-1204. - Monthly parking facilities.

In park-for-hire facilities that provide only monthly parking, the sections of this division pertaining to issuance of a ticket/stub shall not be required. However, all other sections of this division shall be required.

(Ord. No. 2003-81, § 1, 7 -29-03)

Sec. 30-1205. - Parking facility reservoirs; required.

(a) In facilities where attendants, ticket dispensers or other devices are used to regulate or control entering vehicles, the reservoir shall be located between the street right-of-way and the point of control. Each vehicle space in the reservoir shall be 22 feet long and ten feet wide and, in addition, sufficient space shall be provided for turning and maneuvering.

(b) All new off-street parking facilities, with the exception of residential and apartment parking facilities of less than 50 parking spaces, shall provide, as a minimum, the number of vehicle spaces in the inbound reservoir as required by this section.

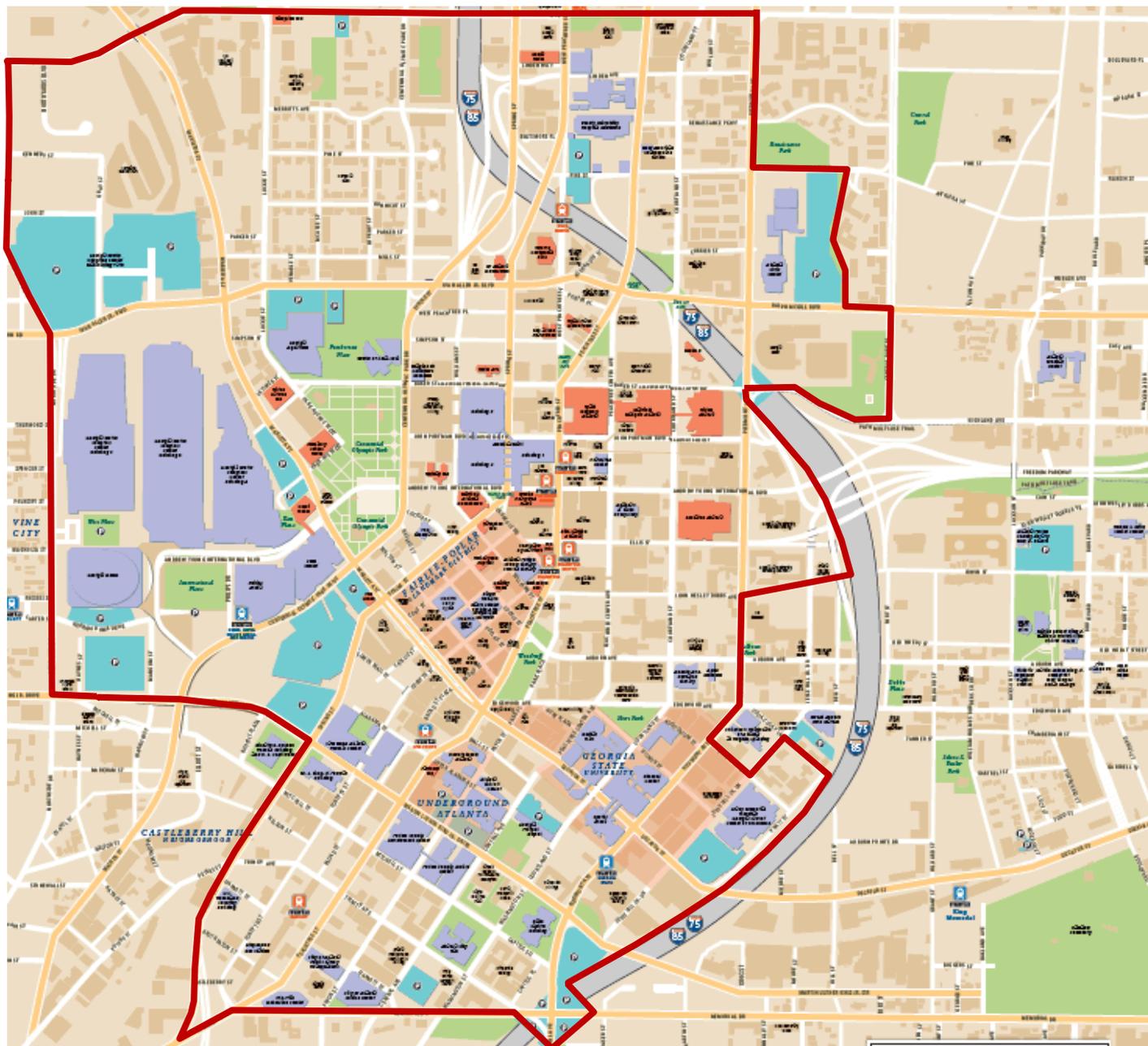
(c) In parking facilities of the attendant-parking type, the number of vehicle spaces in the inbound reservoir shall be one percent of the total parking capacity of the facility or at least two spaces, whichever is greater. Where multiple inbound lanes are used, each lane shall provide two or more vehicle spaces in the reservoir.

(d) In parking facilities of the self-parking type, the number of inbound reservoir spaces shall be determined in the following manner:

- (1) Facilities with capacities of 300 parking spaces or less shall provide two inbound reservoir spaces.
- (2) Facilities with capacities exceeding 300 parking spaces shall provide two parking spaces plus one additional inbound reservoir space for each additional 100 parking spaces or fraction thereof.
- (3) Where multiple inbound lanes are used, each lane shall provide two or more vehicle spaces in the reservoir.

(Ord. No. 2003-81, § 1, 7 -29-03)

Attachment C – Downtown Atlanta Parking Collaborative Pilot Area



Downtown Atlanta Parking Collaborative Pilot Boundary

Extends clock wise approximately along North Avenue, Piedmont Avenue (including the Civic Center and Georgia Power Headquarters), along the I-75/85 Connector, Memorial Drive, Spring Street, Martin Luther King Jr. Drive, and Northside Drive.