

MEETING DATE:

09/02/17

AGENDA ITEM:

Consideration of an Agreement with Walker Parking Consultants to Provide Parking Consultation Services in Downtown Culver City.

ATTACHMENTS

	<u>Pages</u>
1. Parking Consultant RFP Scope of Work	1 - 13
2. Study Area	14
2. Redevelopment Agency Parking Policies	15 - 19

Date

Company.
Attention:
Address
Address



(REVISED) Request for Proposals for Parking Consulting Services

The Culver City Redevelopment Agency (Agency) is seeking proposals from qualified, professional firms to perform a Downtown parking policy and operation study. The purpose of the parking study is to analyze existing conditions, future parking needs and create recommendations for the efficient management and operation of publicly owned parking in the City's Downtown district.

The product of this effort will be a clearly defined strategic parking improvement implementation plan. The plan will make recommendations for short term, mid term and long term parking improvements.

Attached is the Scope of Work for this Request for Proposals. **All proposals must be received by 1:00 PM on January 23, 2009.**

If you have further questions, please contact me at (310) 253-5744.

Sincerely,

J. Christopher Evans

J. Christopher Evans
Project Manager, Redevelopment Division

cc: Todd Tipton, Redevelopment Administrator
Gabe Garcia, Traffic Engineering Manager
Thomas Gorham, Planning Manager
Michael Pasternak, Management Analyst

CULVER CITY REDEVELOPMENT AGENCY REQUEST FOR PARKING CONSULTING SERVICES

SCOPE OF WORK

STUDY AREA:

Downtown Culver City, defined as the Commercial Downtown (CD) zone and City Hall (see map attached).

I. GENERAL

- Consultant is to provide all tools, equipment and materials necessary for the performance of parking consulting services.
- Consultant and/or representatives, when in the service of the Redevelopment Agency, will maintain a professional demeanor.
- Consultant and all their employees are to hold active and valid licenses as required by City, State and Federal regulations.
- The Agency reserves the right to divide the Scope of Work into separate contracts, or remove items from the Scope of Work at the sole discretion of the Agency.
- The Agency and City staff will cooperate with the Consultant as may be reasonably necessary for the Consultant to perform its services and will provide any required information or documentation as promptly as practical so as to avoid unreasonable delays in the progress of the Consultant service.

II. SCOPE OF SERVICES (REVISED)

The Consultant will complete the following Scope of Services:

1. Parking Structures Current Use

- Develop weekend and weekday parking demand data for transient, monthly, theater and seasonal film production company parkers;
- Determine current and projected parking supply, indicating any surplus or shortage within each structure;
- Formulate alternatives for addressing parking needs, supply, and demand utilization strategies covering monthly, transient, theater and seasonal film production company parking, identifying peak periods that may exceed capacity;

ATTACHMENTS

- Verify that the Agency is satisfying its obligations per DDA with Oliver McMillan; and if not, to recommend strategies for meeting that obligation;
- Identify best parking practices for occupancy levels at the structures;
- Develop options for establishing 24-hour access to the structures and evaluate the existing access control systems, equipment and software and prepare implementation measures on any alterations to them if recommended;
- Analyze current parking structure parking enforcement practices and provide recommendations;
- Analyze current parking entry and exit procedures and times for weekday and weekend parkers with recommendations for improvement;

NOTE:

Analyses and recommendations for parking structures should be made with consideration of the planned 118,000 s.f. commercial development to be constructed at a former surface parking lot located at 9300 Culver Boulevard and projects listed on Attachment 4 to the RFP.

2. On - Street Parking

- Analyze peak on - street supply and demand and provide recommendations to maximize supply;
- Formulate alternatives for increasing parking turn over, and recommend pricing for meters based on the goal of turning over metered parking spaces;
- Recommend best pricing for meters based on the goal of turning over metered parking spaces;
- Determine parking impacts if meter feeding were disallowed and provide recommendations;
- Determine if additional meters should be installed, and at what locations;
- Analyze current meter times to meet the goal of parking turning over during peak periods and provide recommendations;
- Analyze current meter equipment and make recommendations as to other types of revenue equipment that are available
- Analyze current on - street parking enforcement practices and make recommendations to improve parking turnover.

3. City Hall

- Develop user group demand data for City Hall level P-1 and develop recommendations for managing parking;
- Formulate parking alternatives and controls for the management of parking on level P-1.

4. Downtown Parking Supply and Demand

- Calculate future demand based on projected development and determine if existing supply is adequate and provide recommendations as necessary;
- Determine if future publicly owned parking facilities are needed using 10 year and 20 years out as horizon years and provide recommendations as necessary;
- Compile a full identification of Downtown parking supply, including privately owned parking;
- Research and evaluate opportunities for partnering with privately owned parking operators to meet public parking demand in the Downtown area, per Attachment 4.

5. Downtown Parking Requirements

- Detail Downtown “Pooled Parking” program and administrative requirements; and provide recommendations as necessary.

6. Downtown Project Impacts

- Identify all Downtown and Downtown adjacent development project parking supply impacts on all Downtown parking resources and develop strategies for addressing same. (Refer to Attachment 4)

7. Parking Management

- Identify all Culver City governmental departments involved with both on-street and off-street parking operations and provide management recommendations;
- Perform a review and comparison of other successful municipal parking management systems to assist in determining the best model for Downtown Culver City;
- Develop organizational / management model for a unified Downtown parking system, to include both on-street and off-street parking planning, management, and

operations considering parking supply during both peak AM, PM and seasonal times;

- Analyze the financial situation of both the Agency owned-operated Downtown parking structures and on-street/City Hall level P-1 parking and make recommendations to improve the their respective financial situations by maximizing parking assets and revenue potential.

Responding firms need not be able to deliver all services listed in the scope of service to be considered for a master contract with the Agency.

III. QUALIFICATION CRITERIA

Prospective parking consulting firms must meet the following minimum qualifications to submit a proposal:

1. Consultant and/or firm must hold active and valid licenses as required by City, State and Federal regulations
2. Consultant and/or firm must have recent experience providing the services described in the scope of service
3. Consultant and/or firm must meet the City insurance requirements, as stated in the attached sample contract

SUBMITTAL REQUIREMENTS

Three (3) copies of the following information, one copy of which must be single-sided and unbound, are requested as part of the submittal requirements. An electronic copy of the proposal is to be submitted on a CD. Please use the following format:

1. Letter of Introduction- Introduce the firm and its history and approach to completing projects.
2. Consultant Team – List the firm principals which will complete the services requested in the scope of service. Provide resumes for each proposed team member, including past experience of each team member in performing parking studies or related work
3. Approach – Describe the firm's approach to the Scope of Service described in this RFP. Describe what kind of information will be required from Agency and City staff.
4. Experience - Describe the relevant experience of the firm in performing the services described in the scope of service.
5. Cost – Consultant and/or firm will use **itemized pricing** for each item in the Scope of Service and will provide a not-to-exceed cost for completing the entire Scope of Work.

ATTACHMENTS

6. References - Provide at least three (3) references of individuals and/or firms with whom the Proposer has worked, provide a contact name, position, firm name, address, telephone and fax numbers.

EVALUATION CRITERIA

The following criteria will be considered in the evaluation process:

1. Extent and quality of the firm's experience
2. Proposal costs
3. Qualifications and experience of the team members assigned to the projects
4. References
5. Ability to complete the Scope of Work in a timely manner

CONTRACT

The parking consulting firm will be required to enter into a master contract with the Culver City Redevelopment Agency prior to commencement of work. No selection will be final until an agreement has been properly executed and signed by the consultant and the Agency. The terms of the agreement will include, among other items, insurance requirements established by the Agency.

All contracting firms are required to have Worker's Compensation, General Liability and Automobile Liability coverage each with a limit of \$1,000,000 naming the City as additional insured and provide for a 30-day notice of cancellation. Additionally, the consultant is also required to have the insurance company execute the City's Special Endorsement form. A copy of the Special Endorsement form is attached as Attachment No.2. The parking consulting firm must obtain a City of Culver City business tax certificate.

The Culver City Redevelopment Agency will retain possession of and exclusive rights to, any drawings and/or documents produced during any contracted service.

Rights of Rejection

The Agency intends to award a contract to the respondent that demonstrates the highest level of expertise and capacity to provide the requested services. The Agency reserves the right to reject any and all proposals or to re-issue the RFP when such action shall be considered in the best interest of the Agency.

PROPOSALS DUE

Three copies of the proposal must be received **by 1:00 pm, January 23, 2009**. Proposals are to be sent to:

Culver City Redevelopment Agency
P.O. Box 507

ATTACHMENTS

9770 Culver Boulevard
Culver City, CA 90232-0507
ATTN: Christopher Evans, Project Manager

Interviews will be scheduled with the top candidates. For further information please contact J. Christopher Evans, Project Manager at 310.253.5744.

Attachments:

1. Sample Contract
2. Insurance Claim and Special Endorsement form
3. Study Area
4. Pending Projects List

Addendums:

1. Addendum No.1

ATTACHMENTS

ATTACHMENT 4

Request for Proposals for a Parking Consulting Firm

PENDING PROJECTS & POTENTIAL PARKING RESOURCES

Pending Projects

- **9300 Culver Boulevard (Parcel B)** A proposed 118,000 s.f. commercial development, project pending development in approximately two (2) years.
- **4043 Irving Place** A proposed 63,000 s.f. mixed-use development. Date of completion TBD.
- **9900 Culver Boulevard** A mixed-use development comprised of residential with ground floor retail.
- **Washington and National Transit Oriented Development (TOD) & Light Rail Station** mixed-use development adjacent to light rail train-station. Final design and scale of development TBD.
- **9814 Washington Boulevard** 6500 sq.ft site zoned for mixed-use development.
- **3840 Watseka Avenue** 41,314 s.f. creative office rehab
- **9901 West Washington Boulevard, Los Angeles Ca** 146,112 s.f. mixed use development. Date of completion TBD.
- **3828 Delmas Ter.** Brotman Medical Center and related properties.

ATTACHMENTS

ATTACHMENT 4

Request for Proposals for a Parking Consulting Firm

Potential Parking Resources

- **9801 Washington Blvd.** Washington Mutual bank surface parking lot.
- **9942 Culver Blvd.** US Postal Service surface parking lot.
- **3840 Watseka Ave.** Former site of Pacific Bell surface parking lot.
- **4012 Laffayette Pl.** Meralta office building surface parking lot.

ADDENDUM NO. 1

RFP – DOWNTOWN PARKING AND TRAFFIC STUDY

DATA GATHERING BASELINE

A. 5-DAY ON-STREET PARKING STUDY

1. Occupancy duration/Turnover;
2. Parking violations/meter feeding;
3. All data collection is to be done in two different periods: 1) During a typical week; 2) During an 85 percentile shopping period;
4. Study hours for both collection efforts shall be from 8:00 a.m. to 2 a.m., on Tuesday, Thursday, Friday, and Saturday; and from 8:00 a.m. to 12 midnight on Sunday; (no data collection on Monday and Wednesday)

B. 5-DAY PARKING OFF-STREET (ALL PUBLIC LOTS AND PARKING STRUCTURES)

1. Occupancy duration/Turnover;
2. Parking limitation violations;
3. All data collection is to be done in two different periods: 1) During a typical week; 2) During an 85 percentile shopping period;
4. Study hours for both collection efforts shall be from 8:00 a.m. to 2 a.m., on Tuesday, Thursday, Friday, and Saturday; and from 8:00 a.m. to 12 midnight on Sunday; (no data collection on Monday and Wednesday)

C. ADDITIONAL DATA GATHERING

Any additional data gathering, beyond the baseline above, necessary to make your findings and recommendations, shall be itemized separate from the baseline above. The contribution of the additional data gathering must be stated.

D. INVENTORY ALL PARKING

E. DATA FORMAT

Data to be presented in tabular as well as graphic format in hard copy and in digital form. Digital form to be in PDF and in the native application created, i.e., AutoCAD, ArcMAP, etc. 15 color and comb-bound original reports to be submitted.

F. DATA PRESENTATION

Data is to be presented by time of day, day of week, and geographic locations.

G. ITEMIZED TABULAR COST AND BREAK DOWN

Provide itemized tables for all costs in all tasks. All tables to include in the header the staff title and hourly rate; the hours for each staff and each task are to be indicated and summarized with a total cost per task. Indicate Other Direct Costs separately on the tables, such as mileage, reproduction of special graphics, etc.

ADDENDUM NO. 1

RFP – DOWNTOWN PARKING AND TRAFFIC STUDY

PEDESTRIAN STUDY

WHERE DO PEDESTRIANS COME FROM AND WHERE DO THEY GO?

Perform an Origin-Destination Study (O-D Study) to determine the percentage of all pedestrian traffic traveling from each origin point-of-interest to each destination primary and secondary point-of-interest, from 7:00 a.m. to 9:00 a.m., 11:00 a.m. to 2:00 p.m., and 4:00 p.m. to 11:00 p.m., on a Tuesday, Thursday, Friday, Saturday and Sunday during a typical week and also on an 85th Percentile shopping period. Identify respondents by classifying as visitors to the Downtown area (from outside of the Downtown area), employees who work in the Downtown area or in the immediate vicinity (1/2 mile outside of the Downtown area study boundaries), employees who work in the vicinity but more than 1/2 mile away outside of the Downtown area, or residents of Culver City. Identify form of travel utilized (pedestrian, bicycle, passenger vehicle alone, passenger vehicle carpooling, bus, etc.).

WHERE DO PEDESTRIANS CROSS THE STREET?

Quantify the number of pedestrians using the crosswalks, and determine the percentage of pedestrian traffic traveling in each crosswalk from one side of the street to the other (directional), from 7:00 a.m. to 9:00 a.m., 11:00 a.m. to 2:00 p.m., and 4:00 p.m. to 11:00 p.m., on a Tuesday, Thursday, Friday, Saturday and Sunday during a typical week and also on an 85th Percentile shopping period.

HOW LONG DO VISITORS TO THE DOWNTOWN AREA STAY?

Determine the duration of stay of vehicles/pedestrians within the cordon line during a typical week and on an 85th Percentile shopping period, on each of the study days as indicated above. Correlate to parking occupancy study.

ALTERNATE DELETABLE BID ITEM 1

WHAT IS THE BEST PED-FRIENDLY SIGNAL TIMING AND WHERE SHOULD PEDS CROSS?

1. In reference to quantified pedestrian counts and O-D study results, analyze existing signal timing, phasing, and crosswalk locations and recommend optimum pedestrians signal timing, phasing, and crosswalk locations under present demand and under 10- and 20-year projections, with the goal of decreasing wait time for pedestrians.
2. Determine the impact to vehicular traffic of optimum pedestrian scenario(s).
3. Recommend another scenario that balances pedestrians and vehicular traffic needs considering Minimum Green Interval, calculated capacity, Critical Flow Ratios to provide Optimum Cycle Length.

ADDENDUM NO. 1

RFP – DOWNTOWN PARKING AND TRAFFIC STUDY

4. Create a model using Synchro Studio 7 (or most recent) for vehicles and pedestrians for 1) existing conditions; 2) recommendations; and 3) 10- and 20-year projections. Create Time-Space diagrams. Provide Culver City Engineering with a copy of the model and the application. Provide Culver City Engineering with the signal timing sheets.
5. Data Collection for Alternate Deletable Bid Item 1:
 - A. 7-day, 24-hour machine counts (10 machines on the major streets and 8 on minor streets)
 - **ADT/AADT Volume**
 - **Speed**
 - **Classification**
 - **Direction of travel**
 - B. Provide wide-angle video traffic counts of pedestrians at 5 signalized intersections in the Downtown area: 1) Culver Blvd/Washington Blvd (old Ince); 2) Culver Blvd/Main St; 3) Culver Blvd/Cardiff Ave; 4) Culver Blvd/La Fayette Pl; and 5) Washington Blvd/Watseka Ave. Provide the video in DVD format and a report of the pedestrian counts in standard quarter-hour increments.
 - C. Turning movements counts necessary to determine Level of Service calculations for all signalized intersections in the Downtown area.
 - **Calculate LOS at 9 signalized intersection**
 - D. Travel-time and time-delay data
 - **Determine existing travel time to enter/exit the Downtown area from all approaches during the AM/Mid-day/PM peak hours**
 - **Determine existing time-delay during the AM/Mid-day/PM peak hours**
 - E. Do a “before and after” comparison of:
 - **Pedestrian wait time;**
 - **travel-time and time-delay;**
 - **LOS**
6. Provide all counts and calculations utilized in all of the considerations and scenarios.

ALTERNATE DELETABLE BID ITEM 2

East Washington Boulevard Parking Needs Analysis and Recommendations

Perform a parking needs analysis on the commercial area of Washington Boulevard, between Helms Avenue and La Cienega Boulevard, and on all intersecting streets within this boundary, between Washington Boulevard and the alley, on the north and the south side of Washington

ADDENDUM NO. 1

RFP – DOWNTOWN PARKING AND TRAFFIC STUDY

Boulevard. Make recommendations to meet present parking demand and future 10- and 20-year demand

PUBLIC MEETINGS/WORKSHOPS

Hold and host three advertised/noticed public meetings/workshops . Consultant will be responsible for preparing notification mailer and obtaining approval of target area and material prior to mail out and will have two notices published in the local newspaper four weeks and two weeks prior to the meeting dates. Consultant will be responsible for preparing graphics for the public meetings/workshops.

The first public meeting/workshop will be to introduce the topic and obtain input from stakeholders; the second to present a draft of the findings and refine input; and the third to present a completed report and how input has been incorporated.

MEETINGS

Plan on approximately 10 meetings:

1. Kick-off
2. 20%
3. 40%
4. 60%
5. 80%
6. 95%
7. Upon completion
8. 3 meetings prior to public meetings/workshops

PRESENTATIONS BEFORE CITY COUNCIL

Plan on approximately two meetings before City Council/Redevelopment Agency:





PARKING POLICIES

REDEVELOPMENT AGENCY OWNED AND OPERATED PARKING FACILITIES

Adopted Parking Policies
December 19, 2005

The following are the parking policies for Redevelopment Agency owned and/or operated parking facilities. The parking facilities are available to businesses within Culver City and/or those businesses within the boundaries of the Culver City Revitalization Corporation.

PARKING STRUCTURES

WATSEKA PARKING STRUCTURE

3844 Watseka Avenue

Hours of Operation: Monday – Thursday	8 a.m. – 2 a.m.
Friday & Saturday	8 a.m. – 3 a.m.
Sunday	10 a.m. – 1 a.m.

Outside these hours, access cards are used to enter and exit the structure.

Size and Use: 328 total spaces

Available for monthly and short-term parking

CARDIFF PARKING STRUCTURE

3846 Cardiff Avenue

Hours of Operation: Monday – Thursday	8 a.m. – 2 a.m.
Friday & Saturday	8 a.m. – 3 a.m.
Sunday	10 a.m. – 1 a.m.

Outside these hours, gates are left open and individuals can enter and exit the structure.

Size and Use: 397 total spaces

Available for monthly and short-term parking

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INCE PARKING STRUCTURE

9099 Washington Boulevard

Hours of Operation: Monday – Thursday	8 a.m. – 2 a.m.
Friday & Saturday	8 a.m. – 3 a.m.
Sunday	10 a.m. – 1 a.m.

Outside these hours, the structure is closed.

Size and Use: 801 total spaces

Available for monthly and short-term parking

EXISTING PARKING LOTS

	STATUS/DESCRIPTION
<i>DUQUESNE LOT - 9900 Culver Boulevard</i> Size: 36 total spaces	<i>Public Parking</i> – Controlled short-term parking between 9AM-5PM.
<i>COAST MEDIA LOT - 4043 Irving Place & 4044-48 Lafayette Place</i> Size: 61 total spaces	<i>Employee Parking</i> - Currently used by CCUSD and Westwood One on a month-to-month basis.
<i>VENICE LOT* - 9415-25 Venice Boulevard</i> Size: 30 total spaces	<i>Proposed Culver Theatre Bus Parking</i> - Currently being used by Kayne ERAS for bus parking.
<i>CANFIELD LOT – Canfield Avenue</i> Size: 28 total spaces	<i>Employee Parking</i> - Currently used for employee parking by surrounding businesses.
<i>ROBERTSON LOT* - 3757 Robertson</i> Size: 32 total spaces	<i>Employee Parking</i> - Currently leased for monthly parking on a month-to-month basis by Hoke-Willat businesses. Limit 6 spaces per business. More spaces, if available, may be issued upon request.
<i>WARNER LOT* - 8511 Warner Drive</i> Size: 242 total spaces	<i>Public Parking</i> – Leased for monthly parking only.
<i>VIRGINIA LOT* - 10401-10601 Virginia Avenue</i> Size: 143 total spaces	<i>Employee Parking</i> - Currently leased for monthly parking on a month-to-month basis to businesses located near the Virginia lot. This location is operated as a valet parking

*These parking lots are not located within Downtown Culver City and, as such, are available to other designated businesses as noted in the table.

POLICIES

Monthly Parking

All lots, with the exception of Duquesne, are used for reserved, month-to-month parking. The following policies are in place and are relevant to all parking facilities:

1. Monthly Rates*
 - \$60 – per person (Monday-Friday)
 - \$80 – per person (7 days per week)
 - \$110 – per tandem pair

*Businesses that do not have offices within Culver City who desire monthly parking may do so for an additional \$10 per person.
2. Parking spaces are made available per person, not per space.
3. For the parking lots, parking tags are issued monthly and must be hung from the vehicle's rear view mirror at all times or a parking citation will be issued by the Culver City Police Department and/or vehicle may be towed. For the parking structures, access cards are issued for entrance and exit to the structures.
4. Vehicle storage is prohibited and subject to citation and/or towing of vehicle.
5. Subletting is prohibited and may cause the revocation of parking privileges.
6. Residential and overnight parking is prohibited.
7. All parking, unless under a separate agreement, is month-to-month. The Redevelopment Agency reserves the right to revoke parking with 30 days notice.
8. Car repair and/or service is not allowed.
9. Agency may require the removal of any vehicles found to be leaking oil.
10. Only "Head In" parking allowed.
11. The following fees apply:
 - A replacement fee of \$25 is charged for the replacement of a lost or damaged access card.
 - A replacement fee of \$15 is charged for the replacement of a lost or damaged parking tag.
 - A late payment fee of \$5 will be charged if payment is not received by the 5th day of the month. Access to the structure will be denied until payment is received.
 - For those who park in the parking structures, a fee of \$5 will be charged for each instance a monthly parker does not park in the designated employee parking area.
 - For those who park in the parking structures, if found to be parked in the customer parking area, the vehicle will be cited.
12. "Turn around" parking (i.e., parking in the structure for the 2 hour free period and exiting and reentering the structure for a subsequent 2 hour free period) is prohibited. Individuals identified as turn around drivers will be required to pay the daily maximum rate.

Daily Parking

1. First two hours free. Additional two hours free with validation. \$1.00 per hour thereafter up to a maximum of \$8.00.
2. Validation stickers are provided to Culver City business owners at \$.50 per sticker. Validation stickers are to be provided to customers only and are not valid for

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employees or students. Validation stickers used by employees or students to exit the structure will not be honored. Businesses that do not have offices within Culver City who desire validation stickers for their customers may purchase them at a cost of \$1 per sticker. The validations are provided in books of 100 stickers.

3. Maximum rate charged for lost ticket.
4. Vehicles with handicapped identification must pay to park.
5. Free parking for veterans parking vehicles with specific license plates issued to Medal of Honor recipients, Legion of Valor recipients, Purple Heart recipients, Pearl Harbor Survivors, and Former Prisoners of War. This policy applies to vehicle license plates of such type from all states.



PARKING POLICIES - Amended

REDEVELOPMENT AGENCY OWNED AND OPERATED PARKING FACILITIES

Adopted Policies for Downtown Parking
December 4, 2006

1. That the excess supply of parking, in Agency owned-operated parking structures should continue to be available to businesses on a monthly basis and film companies on an as needed basis. This encourages new and expanding businesses who are in buildings with insufficient parking for employees to locate in Downtown.
2. That the Agency provide parking to targeted businesses. Should a business that is located in an existing building expand operations and need additional parking as required by the code then the Agency could provide the parking. Criteria for determining what types of businesses should receive parking will be established.
3. That new Downtown construction build adequate parking to meet zoning code requirements. Through a development agreement between the Agency and a developer or business; parking could be provided to meet zoning code requirements on a discretionary basis.
4. That the long-term goal of the Agency in Downtown is to create a visitor friendly Downtown as this is the case, customers visitors should have exclusive access to parking that is the most accessible to restaurants and retail.