

**City of Culver City, California
Redevelopment Agency Agenda Item Report**

Meeting Date: 02/17/09	Item Number: <u>A-2</u>
AGENDA ITEM: Approval of an Agreement with Walker Parking Consultants to Provide Parking Consultation Services in Downtown Culver City.	
Contact Person/Dept.: Christopher Evans, Phone Number: (310) 253- Redevelopment; Michael Pasternak, 5744/5708/5633 Redevelopment; Gabriel Garcia, Engineering	
Fiscal Impact: Yes ☒ No ☐ General Fund: Yes ☐ No ☒	
Public Hearing: ☐ Action Item: ☒ Attachments: ☒	
Public Notification: Downtown Business Association (02/09/09); Master E-Mail Notification List (02/11/09); Chamber of Commerce (02/09/09); Culver City School District (02/09/09); Downtown Residential Organization(02/09/09) .	
Department Approval: Sol Blumenfeld (02/11/09)	Executive Director Approval: Jerry B. Fulwood (02/11/09)
Chief Financial Officer Approval: Jeff Muir (by N. Kimball)(02/11/09)	

RECOMMENDATION:

Staff recommends the Culver City Redevelopment Agency (the "Agency") approve:

1. An agreement with Walker Parking Consultants for parking consultation services; and,
2. Review Addendum No. 1 which includes a Downtown pedestrian study and a parking demand study of East Washington and provide comments and direction; and,
3. Approve a budget amendment to allocate Tax Exempt Bond Proceeds to fund the parking study portion of the project. Staff will return with a revised cost estimate and a related budget amendment to receive Agency direction on Addendum No.1. If necessary, additional budget amendments will be proposed at that time.

BACKGROUND:

Downtown has seen an increase in visitors and employment. Much of this success is predicated upon the availability of an ample and convenient parking supply. The parking supply is owned by the Agency, the City and private property owners. The parking supply is available in public parking structures, P-1 of City Hall, public/private parking lots, and on the street.

The parking structures are managed pursuant to the Agency's adopted policies (Attached) that identify goals and priorities as well as the user groups who may

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access the facilities (visitors, theater patrons, Trader Joe's customers, employees of downtown businesses, etc). The parking structures provide the majority of visitor and employee parking downtown.

The parking structures were constructed to catalyze downtown's rehabilitation. As the rehabilitation has progressed parking demand has increased. With an increase in demand has come some competition between user groups for available parking spaces. If excess spaces remain (as determined by occupancy levels) Staff will lease parking on a daily basis to film production crews and extras.

Staff believes that in order to address this issue, modifications must be made to how the public spaces are managed in order to ensure the fair allocation of parking spaces among user groups and visitors.

Parking Study

In order to assist in making parking policy and management recommendations, a Request for Proposal ("RFP") was prepared and distributed to qualified parking consultants.

The scope of work was developed with input from Community Development and Public Works staff. In addition staff met with the Advisory Committee on Redevelopment (ACOR) and the Downtown Business Association (DBA) to insure that the scope of work addressed their concerns.

In addition to the above groups staff considered expanding the scope of work study area to include the neighborhood to the south of Downtown in order to take into account concerns about parking intrusion into the residential neighborhood. The scope of work was not expanded to include the adjacent residential neighborhood because on December 8th, 2008, the City Council adopted the Linwood Howe Residential Parking District (LHRPD), which makes permit parking available on all residential frontages from Culver Boulevard to La Ballona Creek and from Duquesne Avenue to Ince Boulevard.

The adoption of the LHRPD district, thereby makes it possible for residents to petition for installation of permit parking restrictions to prevent intrusion parking. Hence, City Council's action negates the need for a study of the parking intrusion into the residential parts of the neighborhood.

Scope of Work:

The scope of work requires the parking consulting firm to perform an analysis of various downtown parking resources and then develop recommended policy and management revisions. The scope of work as designed includes:

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- A full identification of the downtown parking supply including, public parking structures, City Hall parking, on-street parking and public/private parking lots;
- Review of current parking technology;
- A parking supply and demand analysis, including current and future demand 10 and 20 years out;
- Development of an organizational / management model for a unified downtown parking system, to include both on-street and off-street parking planning, management, and operation; and
- An implementation plan for any recommendations the consultant provides.

The RFP issuance was authorized by the City Manager. The initial RFP was issued on July 21, 2008. Following the initial RFP response and interview process, the scope of work was revised to include input and comments received. The revisions included such items as 1) required council meeting attendance, 2) public outreach, 3) data collection methodology, 4) a pedestrian component; 5) traffic signal studies to optimize pedestrian activity and minimize wait time, and 6) greater specificity of the resulting product. The changes to the scope of work were issued as an addendum to the RFP. The specific addendum items encompassing the above are contained in the following major components of the addendum:

Downtown Pedestrian Study:

Item 1

The purpose of the pedestrian study is to determine the “profile” of our downtown in terms of its patrons as well as the modality of arrival. The basis for this component of the addendum is that every trip into downtown is completed as a pedestrian. This component compliments the parking study defined in the RFP document. Among the anticipated data to be collected is included a) how pedestrians arrive—bus, taxi, car, carpooling, walking; b) what are the primary and secondary destinations of downtown patrons; c) where they are crossing our downtown street network; d) how long are they staying; e) who are they—residents, local workers or patrons from outside our immediate vicinity. The end result of this effort is to provide the City with a solid understanding of our downtown profile, which will in turn assist us in implementing policy and services to address, encourage, and synergistically build on our present success.

Additionally, this information will be useful in bolstering our economic development efforts as well as programming our parking to better meet the needs of our visitors.

Item 2 (Downtown Pedestrian-Friendly Crosswalks and Traffic Signal Timing)

Our downtown is an evolving area. The present configuration of crosswalks and street network, along with their accompanying traffic signal timing, is representative of a snap shot in time. Since several years have elapsed since

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the current downtown environment was developed, the system should be evaluated.

However, this component of the addendum to the RFP goes beyond evaluation; utilizing industry-proven methodology, and real data (not projected based on the experience of elsewhere), provides for a comprehensive study which will answer questions such as 1) are our crosswalks in the most optimum of locations to accommodate our patrons; 2) do we have the right number of crosswalks to accommodate the number of patrons who visit downtown; 3) do we need new crosswalks and where; 4) can we minimize pedestrian delay in the system; 5) what is the ideal pedestrian-friendly signal timing; 6) is there a good balance between pedestrian-friendly timing and vehicular timing; 7) how can technology help us to create a pedestrian-friendly and connected downtown now and into the future.

As with Addendum Item 1, the end result of this effort will also provides us a solid understanding and a concrete implementation plan to create the type of environment that serves the City's downtown and its patrons, now and into the future.

East Washington Boulevard Parking Needs Analysis and Recommendations:

The east Washington Boulevard area has had a transformation paralleling that of downtown. The nature of the businesses fronting Washington Boulevard, from Helms Avenue to La Cienega Boulevard, has evolved dramatically over the last two decades. In that metamorphosis, a competition for parking has developed and has led to residential permit parking on many streets south of Washington Boulevard. The City of Los Angeles has similarly instituted permit parking on some streets north of Washington Boulevard. This has reduced the parking supply for businesses in this segment.

The consultant would perform a parking study and needs analysis for area, including all intersecting streets within this boundary, from Washington Boulevard to the alley that separates the residential neighborhood from the commercial neighborhood. The consultant will make findings and recommendations in order to meet existing and future parking demands.

Unlike other addendum efforts, this one is beyond the Downtown area but is interconnected in that this segment of Washington Boulevard travels through and participates in causing Downtown to be the success. Additionally, this addendum component is included, understanding that logistically, it is less costly to take advantage of the presence of the consultant than to create this as a separate mobilization effort.

Because of the proximity to Downtown, findings of the parking study in Downtown will be beneficial to this Downtown neighbor, and the successful

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meeting the parking needs of this business community will be beneficial to the City.

DISCUSSION:

Proposals were initially solicited from nine qualified firms. The Agency received five (5) responses. The results of the initial proposals are as follows:

RFP Respondents	Cost to Complete Scope of Work
Walker Parking	\$145,915
KOA Corporation	\$227,100
Fehr & Peers	\$217,470
Wildan Engineering	\$374,570
Wilbur Smith	\$228,228

Following receipt of the responses staff formed a committee to review responses and conduct interviews. Staff then conducted interviews with each company, checked references and reviewed prior work respondents had completed of the type

	Downtown Parking Study	Downtown Pedestrian Study	East Washington Parking Needs Analysis	TOTAL COST
Walker	\$151,000	\$137,250	\$14,400	\$302,650
F & P	\$280,524	\$242,309	\$34,325	\$557,158
KOA	\$520,345	\$145,532	\$51,550	\$717,427

requested. The revised scope of work and addendums were released to the top three (3) RFP respondents based on interviews, reference checks, examples of previous work and price. The responses to the revised RFP Downtown Parking Study scope of work and addendum items are as follows:

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Staff recommends that the Agency approve an agreement with Walker Parking Consultants ("Walker") in the amount of \$151,000 for completion of the RFP for parking consultation service. Staff is recommending that Walker receive the agreement based on the firms' competitive pricing, reference checks and proven ability to complete the work as requested.

Staff is requesting Agency comment and direction with regard to the desire of the Agency to fund all, some or none of the additional scope of service items included in Addendum No. 1. Staff will take into account Agency direction in working to revise the cost estimates for desired items under Addendum No.1.

The work is expected to commence March 1, 2009 and be completed within approximately six months. The time to complete the work includes data collection, consultation with city staff, public outreach¹, development and vetting of consultant findings, and development and presentation of draft documents.

Following completion of the work the final product will be presented to the Agency in October 2009. Direction received from the Agency and City at that time will be used to develop recommended changes to the existing parking policies and management strategies. The recommended parking policies and management strategies will then be presented to the Agency and Council for consideration in late 2009.

FISCAL ANALYSIS:

If the Agency authorizes commencement of the scope of work as recommended by staff then the cost to complete the scope of work is \$166,100. The agreement amount includes a 10% contingency to cover any additional unforeseen work as needed to complete the scope of work.

Since this is an infrastructure related project, staff is recommending that tax exempt bond funds be used to fund this project. Currently, no funds are appropriated for this project, therefore, a budget amendment to appropriate \$167,000 from tax exempt bonds is necessary. There are sufficient tax exempt bond funds available to fund the agreement amount.

If directed, staff will return to the Agency with costs for the scope of services outlined in Addendum No. 1. If necessary, additional budget amendments and/or funding options will be proposed at that time.

¹ The consultant is required to hold and host three advertised/noticed public meetings/workshops; the first to be a kick-off meeting with Downtown 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.

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ATTACHMENT:

1. Parking Consultant RFP Scope of Work
2. Study Area
3. Redevelopment Agency Parking Policies

MOTION:

That the Culver City Redevelopment Agency:

1. Approve an agreement with Walker Parking Consultants in an amount not to exceed \$166,100; and
2. Appropriate \$167,000 in tax exempt bond proceeds to fund the agreement; and
3. Authorize the Agency General Counsel to review/prepare the necessary documents; and
4. Authorize the Executive Director to execute such documents on behalf of the Agency.
5. Direct staff to return if necessary with a revised cost estimate and a related budget amendments to receive Agency direction on Addendum No.1