

**PROFESSIONAL SERVICES AGREEMENT
BETWEEN THE CITY OF GREEN COVE SPRINGS AND THA Consulting, Inc.**

THIS AGREEMENT is awarded and entered into this _____ day of _____, 2021 between the CITY of Green Cove Springs, a political subdivision of the STATE OF FLORIDA hereinafter referred to as the "CITY" and THA Consulting, Inc., 40 NW 3rd Street, Suite 1102, Miami, FL 33128, a Florida Corporation, hereinafter referred to as the "CONTRACTOR".

WITNESSETH

WHEREAS, the CITY desires to obtain the professional services of said CONTRACTOR to provide and perform services as further described hereinafter as Comprehensive Planning Preparation Services and

WHEREAS, the CONTRACTOR hereby certifies that they have been granted and possesses all necessary, valid, current licenses/certifications to do business in the State of Florida and in the CITY of Green Cove Springs, Florida, issued by the respective State Boards and Government Agencies responsible for regulating and licensing the services to be provided and performed by the CONTRACTOR pursuant to this Agreement; and

WHEREAS, the CONTRACTOR has reviewed the professional services required pursuant to this Agreement and is qualified, willing, and able to provide and perform all such professional services in accordance with the provisions, conditions and terms hereinafter set forth; and

WHEREAS, all parties hereto agree with all terms and conditions set forth herein.

NOW, THEREFORE, in consideration of the mutual covenants, terms and provisions contained herein, the parties hereto agree that with the mutual acceptance of this Agreement as indicated hereinafter by the execution of this Agreement by both parties that a Contract shall exist between both parties consisting of:

ARTICLE 1.00 - DEFINITIONS

The following are definitions for the terms associated with this Agreement and are provided to establish a common understanding, between the parties, regarding the intended usage, application, and interpretation of same.

1.01 **AGREEMENT** - As it relates to the requirement of the work contemplated herein, this Agreement shall include **Exhibit A** and any documentation by reference, and shall constitute the entire agreement or understandings, written or oral, relating to the matters set forth herein. Any prior Agreements entered into by the parties hereto, for other services shall not be affected by this Agreement nor shall they have any affect, whatsoever, on this agreement.

1.02 **AMENDMENTS** - Any additions, modifications or alterations made to this agreement. All amendments shall be made in accordance with Article 23.00.

1.03 **"CONTRACTOR"** the individual or firm offering professional services, who has executed this Agreement, and who is legally obligated, responsible, and liable for providing and performing any and all services as required under the covenants, terms and provisions contained herein and any and all Amendments hereto. Any reference hereinafter made to the CONTRACTOR shall also include any employees of the CONTRACTOR, and any SUB-CONTRACTORS or employees thereof, who are engaged by the CONTRACTOR for the purpose of performing professional services pursuant to this Agreement.

1.04 **"CITY"** a political subdivision of the State of Florida, and any official and/or employees thereof, who shall be duly authorized to act on the CITY'S behalf, relative to this Agreement.

1.05 **"CLAY COUNTY"** a political subdivision of the State of Florida, and any official and/or employees thereof, who shall be duly authorized to act on the COUNTY'S behalf, relative to this Agreement.

1.06 **"PARTIES"** CITY and the CONTRACTOR as defined herein above.

1.07 **"PROFESSIONAL SERVICES"** all services, work, materials, and other professional, technical, and administrative activities as set forth in **Exhibit A**, which are necessary to be provided and performed by the CONTRACTOR and its employees, and any and all sub-consultants and sub-CONTRACTORS the CONTRACTOR may engage to provide, perform and complete the services required pursuant to the covenants, terms and provisions contained herein.

1.08 **"PROJECT MANAGER"** the CITY's Planning and Zoning Director or his designee. The PROJECT MANAGER shall be responsible for acting on behalf of the CITY to administer, coordinate, interpret and otherwise manage the contractual provisions and requirements as set forth in this Agreement, or any AMENDMENT(S) hereto. The PROJECT MANAGER shall also serve and act on behalf of the CITY, to provide direct contact and communication between the CITY and the CONTRACTOR, providing information, assistance, guidance, coordination, review, approval and acceptance of the professional services, work, and materials to be provided and performed by the CONTRACTOR, pursuant to this agreement, and any Amendment(s) hereto. The PROJECT MANAGER shall also review and approve any and all requests, submitted by the CONTRACTOR, for payment of services performed, pursuant to this Agreement.

1.09 **"SUB-CONTRACTOR"** any individual or firm who offers professional services to the CONTRACTOR, to assist providing and performing the professional services, work, and materials for which the CONTRACTOR is contractually obligated, responsible, and liable to provide and perform under this Agreement. The CITY shall not be a party to, held responsible or liable for, or assume any obligation whatsoever for any provision under any Agreement entered by the CONTRACTOR and any and all SUB-CONTRACTORS.

1.10 **ADDITIONAL DEFINITIONS - RESERVED**

ARTICLE 2.00 - SCOPE OF PROFESSIONAL SERVICES

The CONTRACTOR agrees to provide to the CITY the services identified in **Exhibit A** under the price schedule contained therein and under the established timeline below:

| Task | Estimate Timeline |
|--|--------------------------|
| Kick-off meeting and info/document request | 10/27/21 |
| Obtain and review data | 10/27/21 |
| Identify location for on-street parking spaces that are nonconforming with state law | 10/27/21 |
| Identify areas for improved pedestrian connectivity and walkability | 10/27/21 |
| Summarize parking inventory on maps and charts | 11/3/21 |
| Perform occupancy counts | 11/10/21 |
| Perform turnover analysis | 11/10/21 |
| Develop and perform online survey | 11/10/21 |

| | |
|--|----------|
| Virtual stakeholder focus group meetings | 11/17/21 |
| Conduct an existing conditions inventory | 11/17/21 |
| Determine parking occupancy and parking patterns | 12/1/21 |
| Illustrate and summarize the parking demand data | 12/1/21 |
| Project future parking demand and supply | 12/22/21 |
| Identify parking priorities and make recommendations | 12/22/21 |
| Prepare & issue draft report | 1/12/21 |
| Presentation of final report and public meetings | 1/19/21 |

ARTICLE 3.00 - TERM

The Agreement Term shall commence upon execution of this agreement and shall end on January 19, 2022.

ARTICLE 4.00 FUNDING

This Agreement or any amendments hereto shall be subject to annual funding availability within the City's budget.

ARTICLE 5.00 - OBLIGATIONS OF THE Contractor

The obligations of the CONTRACTOR, with respect to the services provided herein, shall include, but not be limited to, the following:

5.01 LICENSES

The CONTRACTOR agrees to obtain and maintain, throughout the term of this Agreement, and any extensions hereof, all licenses/certifications as required to do business in the State of Florida and the CITY of Green Cove Springs, including, but not limited to, licenses required by any State Boards, or other governmental agencies, responsible for regulating and licensing the professional services provided and performed by the CONTRACTOR pursuant to this Agreement.

5.02 PERSONNEL

(1) Qualified Personnel - The CONTRACTOR agrees to employ and/or retain only qualified personnel where, under Florida law, requires a license, certificate of authorization, or other form of legal entitlement, to practice such services.

(2) CONTRACTOR's Project Manager - The CONTRACTOR agrees to employ and designate, a qualified professional to serve as its Project Manager. The CONTRACTOR's Project Manager shall be authorized to act on behalf of the CONTRACTOR with respect to directing, coordinating, and administering all aspects of the professional services to be provided and performed, pursuant to this Agreement, and/or any Amendment(s) hereto. The CONTRACTOR'S Project Manager shall have full authority to bind and obligate the CONTRACTOR on any matter arising under this Agreement or any Amendment(s) hereto, except upon express written agreement of the CITY. The CONTRACTOR agrees that its Project Manager shall devote whatever time is required to satisfactorily manage the professional services performed by the CONTRACTOR, throughout the entire term of this Agreement and any extension hereof. The person or individual selected, by the CONTRACTOR, to serve as its Project Manager is subject to prior approval and acceptance of the CITY.

(3) Sub-CONTRACTORS – If the CONTRACTOR utilizes SUBCONTRACTORS to assist in providing and performing the professional services, CONTRACTOR will solicit and consider Minority-Owned Businesses.

5.03 STANDARDS OF PROFESSIONAL SERVICE

The CONTRACTOR agrees to provide and perform the professional services set forth in this Agreement, or any Amendments hereto, in accordance with generally accepted standards of professional practice and in accordance with the laws, statutes, ordinances, codes, rules, regulations and policies, of any governmental agencies which may regulate, or have jurisdiction over the professional services to be provided and/or performed by the CONTRACTOR, pursuant to this Agreement.

5.04 INDEMNIFICATION

(1) The CONTRACTOR shall be, liable for any and all damages, losses, and expenses incurred by the CITY caused by the errors, omissions, negligence, or delay(s) of the CONTRACTOR or by any sub-consultant(s) and/or SUBCONTRACTOR(s) engaged by the CONTRACTOR in providing, performing, and furnishing services, work and materials pursuant to this Agreement.

(2) The CONTRACTOR shall be liable and agrees to be liable for and shall indemnify, defend and hold the CITY harmless for any and all claims, suits, judgments or damages, losses and

expenses including court costs, expert witness and professional consultation services, and attorneys' fees arising out of the CONTRACTOR'S errors, omissions, negligence, or delay(s), or those of any and all sub-consultants and/or SUBCONTRACTORS engaged by the CONTRACTOR during the providing, performing and furnishing of services, work and materials pursuant to this Agreement and any and all Amendments thereto.

5.05 NOT TO DIVULGE CERTAIN INFORMATION

During the term of this Agreement and forever thereafter and except for the provisions of paragraphs 17 and 18 below, the CONTRACTOR agrees not to divulge, furnish, or make available, to any third party, without the express written permission of the CITY, any non-public information, where such information has not been properly subpoenaed, concerning the services rendered by the CONTRACTOR.

ARTICLE 6.00 - OBLIGATIONS OF THE CITY

6.01 AVAILABILITY OF CITY INFORMATION

At the CONTRACTOR'S request to the PROJECT MANAGER, the CITY agrees to make available all pertinent information, known by the CITY to be available, to assist the CONTRACTOR in providing and performing the professional services required herein. Such information may include, but not be limited to, customer billing information, consumption records, other related data. The CONTRACTOR shall be entitled to reasonably rely on the accuracy and completeness of such information.

6.02 AVAILABILITY OF CITY'S DESIGNATED REPRESENTATIVES

The CITY agrees that the PROJECT MANAGER shall be available within a reasonable period, with reasonable prior notice, given by the CONTRACTOR, to meet and/or consult with the CONTRACTOR on matters pertaining to the professional services to be provided hereunder. The CITY further agrees that the PROJECT MANAGER shall respond, within a reasonable period, to written requests submitted by the CONTRACTOR.

ARTICLE 7.00 - COMPENSATION AND METHOD OF PAYMENT

7.01 COMPENSATION AND METHOD OF PAYMENT

For the professional services performed by the CONTRACTOR, pursuant to this agreement, the CITY and CLAY COUNTY hereby agrees to pay the CONTRACTOR per the pricing schedule shown in **Exhibit A**. The Contractor shall be allowed one approved draw per month during the term of the contract. Payments are net 30 per State quick pay rules.

7.02 PAYMENT WHEN SERVICES ARE TERMINATED

(1) In the event of termination of this Agreement by the CITY and not due to the fault of the CONTRACTOR, the CITY shall compensate the CONTRACTOR for: (1) all services performed prior to the effective date of termination; and (2) shall pay the costs of such as set forth in Section 7.01 of this agreement.

(2) In the event of termination of this Agreement, due to the fault of the CONTRACTOR or at the written request of the CONTRACTOR, the CITY shall compensate the CONTRACTOR for: (1) all services completed prior to the effective date of termination, which have resulted in a usable product or otherwise tangible benefit to the CITY; and (2) shall pay the costs of such as set forth in Section 7.01 of this agreement. Any such payments shall be subject to a set-off, for any damages incurred by the CITY, resulting from delays occasioned by the termination.

7.03 PAYMENT WHEN SERVICES ARE SUSPENDED

In the event the CITY suspends the professional services required to be performed, by the CONTRACTOR, pursuant to this Agreement, the CITY shall compensate the CONTRACTOR for all services performed prior to the effective date of suspension and shall pay the costs thereto as set forth in Section 7.01 of this agreement.

ARTICLE 8.00 - TIME AND SCHEDULE OF PERFORMANCE

8.01 TIMELY ACCOMPLISHMENT OF SERVICES

The timely and expeditious completion, by the CONTRACTOR, of all professional services provided under this Agreement, or any Amendments hereto is expected. The CONTRACTOR agrees to employ an adequate number of personnel throughout the period of this Agreement, and any extension hereof, so that all professional services to be provided, pursuant to this Agreement, or any Amendments hereto will be provided, performed, and completed in a timely and expeditious manner. Time of completion agreed to for this project is January 19, 2022.

Should the CONTRACTOR not be able to complete the services for a project in accordance with the Scope of Services and Schedule agreed to in **Exhibit A**, the CONTRACTOR shall provide the PROJECT MANAGER a revised schedule and narrative indicating the reasons for the delay within a reasonable period of time prior to the expiration date of the original schedule. The PROJECT MANAGER shall review this information and either approve the revised schedule as submitted or provide a written response indicating the deficiencies in the schedule. Once the revised schedule has been approved by the PROJECT MANAGER, it shall then become the schedule for the project. Requests for changes to **Exhibit A** that are denied by the PROJECT MANAGER shall be further reviewed as proposed contract Amendments pursuant to Article 23.00.

8.02 FAILURE TO PERFORM IN A TIMELY MANNER

Should the CONTRACTOR fail to commence, provide, and/or perform any of the professional services required, pursuant to this Agreement, in a timely, continuous, diligent, professional, and expeditious manner, the CITY may consider such failure as justifiable cause to terminate this Agreement.

ARTICLE 9.00 - CONFLICT OF INTEREST

The CONTRACTOR represents that it presently has no interest and shall acquire no interest, either directly or indirectly, which would conflict in any manner with the performance of services required hereunder. The CONTRACTOR further agrees that no person having any such conflict of interest shall be employed or engaged by the CONTRACTOR for performance hereunder.

If the CONTRACTOR, for itself and on behalf of its SUBCONTRACTORS, is about to engage in the representation of another client, who it in good faith believes could result in a conflict of interest with the services being rendered pursuant to this Agreement, then the CONTRACTOR shall promptly bring such potential conflict of interest to the CITY'S attention in writing. The CITY will decide in a timely manner. Upon determination that there is a conflict of interest, the CITY will submit written notice of same to the CONTRACTOR and the CONTRACTOR shall decline the new representation. If the CITY determines that there is not any such conflict, then the CITY shall give its written consent to such representation. If CONTRACTOR accepts such a representation without obtaining the CITY'S prior written consent, and if the CITY subsequently determines that there is a conflict of interest, the CONTRACTOR agrees to promptly terminate such new representation. CONTRACTOR shall require each sub-CONTRACTOR to comply with the provisions of this Section. Should the CONTRACTOR fail to advise or notify the CITY, as provided herein above, of representation, which may, or does, result in a conflict of interest, or should the CONTRACTOR fail to discontinue such representation where a conflict is determined to exist, the CITY may consider such failure as justifiable cause to terminate this Agreement.

ARTICLE 10.00 - ASSIGNMENT/TRANSFER

Any assignments or transfer of rights, benefits or obligations hereunder shall only be allowed if approved as an amendment pursuant to Article 23.00.

ARTICLE 11.00 - APPLICABLE LAW/VENUE

This Agreement shall be governed by the ordinances of the CITY of Green Cove Springs, the laws, rules, and regulations of the State of Florida, procedural and substantive, and applicable federal statutes, rules, and regulations. The venue for any and all litigation, arising under this Agreement, shall lie in Clay County, Florida.

ARTICLE 12.00 - WAIVER OF BREACH

Waiver by the CITY, of a breach of any provision of this Agreement, by the CONTRACTOR, shall not be deemed to be a waiver of any other breach and shall not be construed to be a modification of the terms of this Agreement.

12.01 JURY TRAIL WAIVER

Each Party waives the right to trial by jury on any issues or suits arising hereunder.

ARTICLE 13.00 - INSURANCE COVERAGES

13.01 GENERAL REQUIREMENTS

The CONTRACTOR shall purchase and maintain such insurance meeting the requirements of the CITY of Green Cove Springs and as will protect it from claims set forth below which may arise out of or result from the CONTRACTOR'S execution of the WORK, whether such execution be by

himself or by any SUBCONTRACTOR or by anyone directly or indirectly employed by any of them, or by anyone for whose acts may be liable:

Claims under workmen's compensation, disability benefit and other similar employee benefit acts.

Claims for damages because of bodily injury, occupational sickness or disease, or death of his employees.

Claims for damages because of bodily injury, sickness or disease, or death of any person other than his employees.

Claims for damages insured by usual personal injury liability coverage which are sustained (1) by any person as a result of an offense directly or indirectly related to the employment of such person by the CONTRACTOR or (2) by any other person; and

Claims for damages because of injury to or destruction to tangible property, including loss of use resulting there from.

Certificates of Insurance acceptable to the OWNER shall be filed with the OWNER prior to commencement of the WORK. These Certificates shall contain a provision that coverages afforded under the policies will not be cancelled unless at least thirty (30) days prior WRITTEN NOTICE has been given to the OWNER.

The CONTRACTOR shall procure and maintain, at his own expense, during the CONTRACT TIME, liability insurance as hereinafter specified.

CONTRACTOR'S General Public Liability and Property Damage Insurance including vehicle coverage issued to the CONTRACTOR and protecting him from all claims for personal injury, including death, and all claims for destruction of or damage to property, arising out of or in connection with any operations under the CONTRACT DOCUMENTS, whether such operations be by himself or by any SUBCONTRACTOR under him, or anyone directly or indirectly employed by the CONTRACTOR or by a SUBCONTRACTOR under him. Upon award, the bidder shall provide a certificate of insurance providing at least thirty (30) calendar days guaranteed written notice of cancellation and the CITY listed as an additionally insured with the following minimums:

Workmen's Comprehensive: meeting State Statutes
Product Liability: \$ 100,000 single/\$ 500,000 aggregate
General Liability: \$ 100,000 single/\$ 500,000 aggregate
Commercial General Liability: \$ 1,000,000 combined single limit
Automobile Liability: \$ 500,000 combined single limit
Owned
Hired
Non-owned
Current Form/Comprehensive Form
Premises Operations
Explosion and Collapse Hazard
Underground Hazard
Products/Completed Operations Hazard
Contractual Insurance
Broad Form Property Damage
Independent CONTRACTORS

The CONTRACTOR shall acquire and maintain, if applicable, Fire and Extended Coverage insurance upon the PROJECT to the full insurable value thereof for the benefit of the CITY, the CONTRACTOR, and SUBCONTRACTORS as there may appear. This provision shall in no way release the CONTRACTOR or CONTRACTOR'S surety from obligations under the CONTRACT DOCUMENT to fully complete the PROJECT.

The CONTRACTOR shall procure and maintain at his own expense, during the CONTRACT TIME, in accordance with the provisions of the laws of the state in which the work is performed, Workmen's Compensation Insurance, including occupational disease provision, for all of his employees at the site of the PROJECT and in case any work is sublet, the CONTRACTOR shall require such SUBCONTRACTOR similarity to provide Workmen's Compensation Insurance, including occupational disease provisions for all of the latter's employees unless such employees are covered by the protection afforded by the CONTRACTOR. In case any class of employees engaged in hazardous work under this contract at the site of the PROJECT is not protected under Workmen's Compensation statute, the CONTRACTOR shall provide, and shall cause each SUBCONTRACTOR to provide, adequate and suitable insurance for the protection of his employees not otherwise protected.

Insurance for WORK to be performed. Unless specifically authorized by the CITY, the amount of such insurance shall not be less than the CONTRACT PRICE totaled in the BID. The policy shall cover not less than the losses due to fire, explosion, hail, lightning, vandalism, malicious, mischief, wind, collapse, riot, aircraft, and smoke during the CONTRACT TIME, and until the WORK is accepted by the CITY. The policy shall name as the insured the CONTRACTOR, the ENGINEER, and the CITY.

The CITY shall be specifically included as an additional insured. This does not pertain to workers compensation.

All certificates of insurance must be on file with, and approved by, the CITY before the commencement of any work activities.

ARTICLE 14.00 - DUTIES AND OBLIGATIONS IMPOSED ON THE CONTRACTOR

The duties and obligations imposed on the CONTRACTOR, and the rights and remedies available hereunder shall be in addition to, and not a limitation on, any such duties and obligations or rights and remedies otherwise imposed or available by law or statute.

ARTICLE 15.00 - REPRESENTATION OF THE CITY

The CONTRACTOR, in performing the professional services required pursuant to this Agreement, or any Amendments hereto, shall only represent the CITY in the manner, and to the extent, as specifically set forth in this Agreement or any Amendments hereto.

The CITY will neither assume nor accept any obligation, commitment, responsibility, or liability, which may result from a representation by the CONTRACTOR, which is not specifically provided for and or authorized by this agreement or any Amendments hereto.

ARTICLE 16.00 - MAINTENANCE OF RECORDS

The CONTRACTOR shall maintain adequate records and supporting documentation, applicable to all services, work, information, expenses, costs, invoices, and materials, provided and performed, pursuant to the requirements of this Agreement. Said records and documentation shall be retained by the CONTRACTOR for a minimum of five (5) years from the date of natural expiration or termination of this Agreement.

The CITY and its authorized agents shall, after providing reasonable notice, have the right to audit, inspect and copy all such records and documentation, as often as the CITY deems necessary during the term of this Agreement, and during the five (5), year period thereafter, as required above, provided that such activity is conducted during normal business hours and at the expense of the CITY.

ARTICLE 18.00 – PUBLIC RECORDS REQUIREMENTS

Notwithstanding any provision in this agreement to the contrary, the following public records requirements shall apply:

The CONTRACTOR, or provider of services hereunder, shall allow public access to all documents, papers, letters, or other material subject to the provisions of Chapter 119, Florida Statutes, made or received by the CONTRACTOR in conjunction with this Contract. Specifically, the CONTRACTOR must:

- (1) Keep and maintain public records that ordinarily and necessarily would be required by the CITY in order to perform the services being performed by the CONTRACTOR.
- (2) Provide the public with access to public records on the same terms and conditions that the CITY would provide the records and at a cost that does not exceed the cost provided in Chapter 119, Florida Statutes, or as otherwise provided by law.
- (3) Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law.
- (4) Meet all requirements for retaining public records and transfer at no cost to the CITY for all public records in possession of the CONTRACTOR upon termination of the contract and destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. All records stored electronically must be provided to the CITY in a format that is compatible with the information technology systems of the CITY.
The City's point of contact for all Public Records requests is Erin West, City Clerk,
ewest@greencovesprings.com.

The CONTRACTOR shall promptly provide the CITY with a copy of any request to inspect or copy public records in possession of the CONTRACTOR and shall promptly provide the CITY a copy of the CONTRACTOR's response to each such request. Failure to grant such public access will be grounds for immediate termination of this Contract by the CITY.

THIS ARTICLE WILL BE DEEMED TO APPLY TO ALL SERVICE CONTRACTS UNLESS THE CONTRACTOR CAN DEMONSTRATE BY CLEAR AND CONVINCING EVIDENCE THAT IT IS NOT ACTING ON BEHALF OF THE CITY UNDER FLORIDA LAW.

ARTICLE 19.00 - HEADINGS

The HEADINGS of any Articles, Sections, and/or Attachments, to this Agreement, are for convenience only and shall not be deemed to expand, limit, or change any of the provisions contained herein.

ARTICLE 20.00 - RESERVED

ARTICLE 21.00 - NOTICE AND ADDRESS OF RECORD

21.01 NOTICE BY CONTRACTOR TO CITY

All notice to the CITY, pursuant to this Agreement, shall be made in writing and shall be delivered through the United States Postal Service, first class mail, postage prepaid and addressed to the following, CITY, address of record:

The City of Green Cove Springs
City Hall - Finance Department – Attn: Heather Glisson
321 Walnut Street
Green Cove Springs, Florida 32043

21.02 NOTICES BY CITY TO CONTRACTOR

All notices to be given to the CONTRACTOR, pursuant to this agreement, shall be made in writing and shall be delivered through the United States Postal Service, first class mail, postage prepaid and addressed to the following, CONTRACTOR'S address of record: 40 NW 3rd Street, Suite 2201, Miami, Florida 33128 Attn: Vicky Gagliano.

21.03 CHANGE OF ADDRESS OF RECORD

Either party may change its address of record, at any time, by written notice to the other party given in accordance with the requirements as set forth in Article 20.01, above.

ARTICLE 22.00 - TERMINATION

22.01 GENERAL PROVISIONS

This Agreement may be terminated by the CITY or the CONTRACTOR, with or without cause by giving thirty (30) days written notice to the other party as required in Article 20.00 above.

22.02 TERMINATION DUE TO BANKRUPTCY OR INSOLVENCY

If the CONTRACTOR is adjudged bankrupt or insolvent, if it makes a general assignment for the benefit of its creditors, if a trustee or receiver is appointed for the CONTRACTOR or for any of its property or if it files a petition to take advantage of any debtor's act or to reorganize under bankruptcy or other similar laws the CITY may, without prejudice to any other right or remedy, and after giving the CONTRACTOR written notice, terminate this Agreement.

22.03 CONTRACTOR TO DELIVER MATERIAL

Upon termination for any reason, the CONTRACTOR shall promptly deliver to the CITY all documents or papers, which the CITY has exclusive rights, by virtue of this Agreement or any other services performed by the CONTRACTOR on behalf of the CITY.

ARTICLE 23.00 - AMENDMENTS

The covenants, terms, and provisions contained herein may be amended, altered and/or modified upon express written consent of the parties hereto. In the event of conflicts between the covenants, terms, and/or provisions hereof, and any amendment(s) hereto, the latest executed Amendment(s) shall take precedent.

ARTICLE 24.00 ADMINISTRATIVE PROVISIONS

In the event the CITY issues a purchase order, memorandum, letter, or other instruments addressing the professional services, to be provided and performed pursuant to this Agreement, it is hereby specifically agreed and understood that such purchase order, memorandum, letter or other instruments are for the CITY'S internal control purposes only, and any and all terms, provisions, and conditions contained therein, shall in no way modify the covenants, terms and provisions of this Agreement, or any amendments hereto, and shall have no force or effect hereon.

ARTICLE 25.00 - ACCEPTANCE

Acceptance of this Agreement shall be indicated by the signature of the duly authorized representative of the parties hereto, in the space provided, and be attested to as indicated hereafter.

IN WITNESS WHEREOF, the parties hereto, by their duly authorized representatives, have executed this Agreement effective this _____ day of _____, **2021**.

By: _____
Ed Gaw, Mayor

By: _____
Steve Kennedy, City Manager

ATTEST: _____
Erin West, CITY CLERK

Approved as to form only:

L.J. Arnold III, CITY ATTORNEY

CONTRACTOR –

By: _____
Jim Zullo, President

Witness as to CONTRACTOR

EXHIBITS



THA CONSULTING

City of Green Cove Springs

RFP NO. 2021-10 DOWNTOWN AND US 17
CORRIDOR PARKING STUDY

September 28, 2021

Prepared For:

City of Green Cove Springs

321 Walnut Street
Green Cove Springs, FL 32043

Prepared By:

THA Consulting, Inc.

40 NW 3rd Street, Suite 1102
Miami, FL 33128





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SECTION **1**

Cover Letter



September 28th, 2021

Michael Daniels
Planning and Zoning Director
City of Green Cove Springs
321 Walnut Street
Green Cove Springs, FL 32043

RE: RFP No. 2021-10 – 2021 Downtown and US 17 Corridor Parking Study

Dear Mr. Daniels:

THA Consulting, Inc. (THA) is pleased to provide the City of Green Cove Springs (the City) with our Team's capabilities, experience, and methodology in response to your Request for Proposal seeking a qualified transportation planning consulting firm to perform the 2021 Downtown and US 17 Corridor parking Study. Our submittal demonstrates that the THA team has outstanding capabilities and an effective approach to undertake this project for the City. THA, a consulting, planning, engineering, and architectural firm specializing in parking, has a uniquely qualified and skilled team of dedicated parking and transportation specialists, planners, and technical professionals to successfully undertake the study.

Our team consists of experienced and innovative parking and transportation planning specialists that have a proven record of providing in depth analysis to arrive at advanced and effective parking and traffic demand management strategies. Our goal pertaining to this study, is to exceed the City of Green Cove Spring's expectations, work collaboratively with the City's stakeholders and parking professionals, provide exceptional service, and develop effective and implementable parking, transit, and TDM improvements that will assist the City in its continued development and resurgence. **THA is very familiar with Northeast Florida, has recently completed a Downtown Parking Study for the City of Jacksonville, and is also serving as the City's on-call parking consultant.** Some other THA relevant parking study experience includes:

- City of Clearwater, FL – Interim Parking Manager Services and On-Call Consultant
- City of Coral Gables, FL – Financial Feasibility and Downtown Parking Study
- City of Pensacola, FL – Owner's Rep and Shared Use Parking Study
- City of Hartford, CT - Comprehensive Parking Masterplan
- Wilmington Parking Authority, DE - Comprehensive Parking Masterplan
- City of Georgetown, SC – Paid Parking Study
- Fort Lee Parking Authority, NJ – Downtown Parking Study and Comprehensive Financial Analysis

Thank you for the opportunity to submit our proposal and if I can provide you with any further information, please do not hesitate to contact me.

Sincerely,

Vicky Gagliano, CAPP, LEED AP
Director of Parking Studies

(813) 990-7733 | vgagliano@tha-consulting.com



SECTION **2**

**Project Approach &
Scope of Services**

INTRODUCTION

The City of Green Cove Springs, FL (the City) is experiencing a tremendous amount of growth pressure. The City is seeking an experienced parking and transportation planning firm to undertake a Downtown and US 17 Corridor Parking Study. The study will include county facilities (administrative building, courthouse, Sheriff's office, jails, etc.) within the City limits. The intent of the study is to inventory and assess the availability of public and private parking in the Downtown area, and to provide targeted recommendations to help address real and perceived parking concerns, and to support the City's resurgence, enhance its residential quality of life, encourage community core growth, and increase the downtown vibrancy.



THA has completed over 1,000 parking projects in the past 27 years. We provide exceptional service and practical solutions to complex parking issues. Our parking specialists, planners, engineers, and architects understand the importance of effective parking planning, management, and development, and focus on identifying innovative yet practical parking solutions for communities like the City of Green Cove Springs.

THA has outstanding capabilities and hands-on municipal parking and transportation management experience to successfully work with the City and its stakeholders to undertake this study. Our experience in both performing studies of this nature and in the actual management of municipal parking systems similar to the City of Green Cove Springs provides us with a unique understanding and expertise related to the development and implementation of "smart" parking. The Project Manager for this project, Vicky Gagliano, served as the interim director of parking for the City of Clearwater, FL. She and THA are keenly aware of the critical role that effective and smart parking planning and management plays to support the economic growth that Green Cove Springs is experiencing.

Through this study, we will work collaboratively with the City and its stakeholders to support the goals, vision, and development of the City. Some of the parking issues that need to be addressed include:

- Parking management, connectivity, and physical parking changes (including enhanced signage).
- Regulatory and zoning changes.
- Education, and marketing materials.
- Public-private partnerships.

In addition to providing parking consulting to municipalities throughout the East Coast of the United States, THA's significant "hands-on" experience enables us to provide recommendations and solutions that are "best practices", implementable, and cost effective. THA is fully versed in parking management, operations, and parking demand management. We are profoundly aware of the sensitivities and concerns of local stakeholders, politicians, and merchants related to downtown parking operations, improvements, and planning.

In addition to our technical capabilities, responsiveness and client service are the hallmarks of THA. THA's parking and transportation professionals, planners, architects, and engineers, stand ready to serve the City daily through:

- ✓ **Meeting Project Requirements:** We appreciate the City's need undertake this project comprehensively, expeditiously, and efficiently and we will meet that challenge. THA's requisite experience on numerous, similar projects facilitates responsiveness and quality-yielding coordination.
- ✓ **THA's Core Values:** Anticipating client needs and exceeding your expectations is the hallmark of THA service. This includes returning calls on the same day, going the extra mile for our clients, and recognizing the importance of this project to the City of Green Cove Springs by providing the necessary resources and expertise to meet your expectations.
- ✓ **Our Specializations:** We direct and manage parking related projects. We will dedicate ourselves to the City of Green Cove Springs from project kick-off through completion, and beyond.

SCOPE OF SERVICES AND STUDY METHODOLOGY

THA will comprehensively address all the required scope of services presented in the RFP. Outlined below is our anticipated scope of services and methodology for this study.

1. THA will meet with the City to discuss the study governance, the study area, scope of work, and study schedule. At the meeting, THA will confirm study objectives, boundaries, procedures, and concerns about parking in the study area. THA will organize the kick-off meeting to confirm project goals and the proposed work plan and schedule. This meeting will also provide an opportunity to identify available data relevant to Green Cove Springs' parking system, the conditions that prompted the RFP, and the expected outcomes. THA will submit a data request sheet in advance of the kick-off meeting to gain information in preparation for the meeting. Key stakeholders will be identified, and engagement mechanisms will be determined. We understand the four (4) primary objectives of study are as follows.
 - To inventory and assess the utilization of available public and private parking during the day and during Special Events in the Downtown area and along the US 17 Corridor to include capitalization of county parking use areas.
 - To identify needs and opportunities in relation to recognized standards of similar communities.
 - To develop recommended strategies and programs to address parking needs.
 - To address daily City and County services parking.
2. Review and obtain the following items, which will be provided within one (1) week of the kick-off meeting.
 - Previous parking studies, reports, and data.
 - Parking agreements between businesses, such as Clay Theatre, and Valencourt Shared Parking Agreements.
 - Parking policies and land use ordinances or information associated with the study area.
 - City Master Plan, redevelopment plans, parking requirements / zoning ordinances (parking standards and parking in lieu fees, etc.).
 - Recent demographic census data related to car ownership, mode split, housing size, etc.
 - A complete list of future development projects in the City's planning and approval process.
 - The amount of anticipated new development by square footage and land use, tenant mix, number of units, parking amounts, etc.
 - The amount of parking to be provided (or displaced) as part of the new development and project any anticipated parking shortages or surpluses associated with the new projects.
3. Schedule and meet on a bi-weekly basis for the purpose of updating the City and County staff on the status of the project, coordinate any outstanding items, and discuss any questions regarding the study.
4. THA will work with the City to develop an online survey that can be distributed to all groups, which includes, but not limited to, business owners, employees, residents, visitors, developers. This survey and outreach will help determine parking needs for the available parking within the Central Business District and US 17 Corridor and allow the City to

inform all the related groups about the objectives of the parking study. The City will host a link to the survey on the City's website and/or provide THA with an e-mail list for distribution.

5. THA will hold up to two (2) additional one-hour virtual stakeholder focus group meetings to discuss parking issues and opportunities. Attendees will include business owners, employees, residents, visitors, developers, county and municipal staff, etc. The City will share meeting information on their website and through other available media channels typically used for sharing other public information and/or provide THA the contact names for invitations to the virtual stakeholder meetings (if desired).
6. Compile a comprehensive block-by-block inventory of parking in the study area to include on-street parking, public off-street parking, private off-street parking, bus stops, loading zones, and ADA-accessible parking. Private off-street parking of adequate capacity to potentially be shared for public parking, would also be inventoried. The inventory will include number of spaces, locations, time limits, user restrictions, rates (if any), hours of operation, etc. We will work with the City to confirm the supply, its users, and any unique issues associated with both on- and off-street parking.
7. Summarize the results of the inventory and present it graphically on maps and charts. The data will be presented on a GIS-based map and spreadsheets in the final report. A GIS-based map in a shapefile format shall be provided to the City.
8. Perform occupancy counts for all on-street, public off-street, and private off-street spaces within the study area on a typical busy weekday, evening, and weekend. Parking occupancy counts will be performed for available on-street spaces and off-street parking lots. Private parking facilities that are not open to the public or only have one user group will be excluded from the parking occupancy count. Parking occupancy count will determine the pattern of parking utilization throughout the day and identify any unusual patterns. We will work with the City to select data collection days and times which are appropriate to provide meaningful information, as the parking demand may fluctuate. We have budgeted a total of three (3) occupancy counts over a 2-hour window for two days (a total of six (6) occupancy counts).
9. We will perform a license plate survey in targeted commercial / retail areas of the City (such as Palmer St. and Walnut St.). This survey will allow us to determine turnover and duration characteristics of Green Cove Springs parkers.
10. Through this analysis we will determine peak parking occupancy from the survey collection. We will observe and note any general observations of on- and off-street parking patterns, such as the areas most impacted by high parking demand; as well as locations and times that are inundated with different types of parkers, including business employees, residents, restaurant patrons, downtown visitors, etc.
11. We will use charts and "heat maps" to visually illustrate and summarize the parking demand data, delineating areas, and times with high and low utilization. The results of the occupancy survey will be summarized in color-coded graphics, maps, and tables to clearly identify areas and facilities that are at capacity or underutilized. This analysis will categorize any specific areas that have parking shortages and surpluses or unique conditions and provide insight into changing dynamics in the parking demand of the City's Downtown and US 17 Corridor.
12. Identify on-street parking spaces that are nonconforming with Florida State Law and identifying where new parking spaces could be relocated to comply with ADA and other applicable state and federal laws.



13. Identify areas for increased and / or improved pedestrian connectivity and walkability, including areas for bicycle and pedestrian amenities.
14. Estimate the potential parking demand associated with the proposed developments based on the City's zoning requirements to determine the probable parking needs. We will work with the City to quantify anticipated future parking supply changes within the study areas based on the use / development of existing parking resources, the loss of any future parking resources to development, and the demand generated by proposed development projects, and the potential lasting impacts that the pandemic may have on parking demand. We will project total future parking needs through 2031.
15. Identify Parking Priorities and Make Recommendations on the following:
 - Opportunities for Public-Private Partnerships.
 - Provide estimated costs and potential locations for a public parking garage and / or other parking infrastructure improvements (including those on the periphery of downtown).
 - Bicycle and pedestrian connectivity.
 - Signage, wayfinding, and safety.
 - Policy documents including zoning code and ordinance sections pertaining to parking and development.
 - Existing City programs regarding Transportation Demand Management (TDM). Current parking enforcement practices, including hours of operation, staffing, etc.
16. THA will prepare a DRAFT report in electronic PDF format summarizing findings and recommendations of the study which provide clear goals and objectives for addressing specific parking issues in Green Cove Springs within the study area for the City's review and commentary. The report will condense the study findings into an executive summary to serve as a guide to help the City take necessary actions to implement parking recommendations and strategies. Meet with city representatives to discuss the draft report and obtain feedback.
17. Incorporate comments as appropriate and submit the final report. Upon delivery of the final report, THA will coordinate with the City for public presentations outlining the study findings and recommendations. We also expect to attend and present the finding and recommendations of the report at one (1) Planning Board meeting, two (2) City Council meetings and two (2) County Commission Meetings. We anticipate that some of the meetings will allow remote participation or occur on the same day. We have budgeted four (4) trips to visit the City, any additional trips will be charged on an hourly basis.



SECTION **3**

Schedule



SECTION **4**

Key Personnel



VICKY M. GAGLIANO, MBA, CAPP, LEED AP, PARKSMART

Director of Parking Studies

PROJECT ROLE: QUALITY REVIEW

YEARS OF EXPERIENCE

21 Years

EDUCATION

University of Florida,
Bachelor of Business Administration, 1997

University of South Florida,
Master of Business Administration, 2000

PROFESSIONAL AFFILIATIONS

Florida Parking and Transportation
Association
American Planning Association
CPP, Certified Parking Professional

CERTIFICATIONS

Certified Administrator of Public Parking
(CAPP)
LEED Accredited Professional
Certified Parking Professional
(National Parking Association)
VEFS (SAE)

PUBLICATIONS

How to Create Quality Linkages, The
Parking Professional, March 2011

Win-Win Parking Strategies, Planning
Magazine, May/June 2010

Are These Tough Economic Times an
Opportunity to Make Much-Needed
Changes to Parking?
The Parking Professional,
February 2010

The Price is Right – A Wrap up of Parking
Trends, from Pricing to Sharing, Planning
Magazine, May 2008

City of Jacksonville Parking Study Jacksonville, FL

Project Manager.

THA was retained by the City of Jacksonville for the purpose of developing short and long-range solutions to the City of Jacksonville's Downtown parking and provide recommendations as to the feasibility of establishing residential on-street parking programs.

Port Orange Riverwalk Parking and Financial Feasibility Study Port Orange, FL

Project Manager. *THA* performed a supply/demand and financial feasibility analysis for the proposed Port Orange Riverwalk development in Port Orange, FL. The study determined the parking required for the development and the surrounding area.

City of Coral Gables Parking Study Coral Gables, FL

Project Manager. For the City of Coral Gables, *THA* evaluated the potential impact on parking of the City's potential plans to three streetscape improvements. *THA* conducted a review of the existing trolley system, security, wayfinding and signage, conditions of the parking facilities, operational and management practices, and the financial performance of the parking system.

MiMo Biscayne Boulevard Parking Study Miami, FL

Project Manager. For the Miami Parking Authority, *THA* assisted in planning for future growth along Biscayne Boulevard, a major artery through Miami. Biscayne Boulevard has seen significant revitalization throughout the past decade, generating increased activity and parking demand as a result.

City of Tampa Metered Parking System Tampa, FL

Project Manager. The City of Tampa selected *THA* as the City's consultant to prepare a Request for Proposal for multi-space parking meters. The project will procure and install new electronic multi-space pay stations and associated supplies throughout the City.

City of Tampa Parking Management Software System Tampa, FL

Project Manager. The City of Tampa selected *THA* as the City's consultant to prepare a Request for Proposal for a new Parking Management software system. The City's new Parking Management Software will address permits, point of sale, and internal web-based solutions.

City of Clearwater Parking Consulting Services Clearwater, FL

Project Manager. For the City of Clearwater, *THA* performed parking consulting services to evaluate the impact of new improvements to the downtown parking system. Improvements included increased retail and restaurant establishments along the Cleveland Street District, and a higher downtown office occupancy rate.

City of Fort Lauderdale Parking Study Fort Lauderdale, FL

Project Manager. For the City of Fort Lauderdale, *THA* performed a comprehensive review of existing parking codes and ordinances, in particular for the downtown area. *THA* reviewed the codes and ordinances for Fort Lauderdale and determined that the City was significantly more lenient than those of similar cities.



NAN CHEN, PARKSMART, MBA

Parking & Mobility Specialist

PROJECT ROLE: PARKING & MOBILITY PLANNER

YEARS OF EXPERIENCE

5 Years

EDUCATION

Rutgers, the State University of New Jersey,
Master of City and Regional Planning, 2016

Beijing University of Technology,
Bachelor of Science in Urban Planning, 2014

PROFESSIONAL AFFILIATIONS

American Planning Association
International Parking & Mobility Institute
New Jersey Parking Institute

Malden Downtown Parking Needs Study

Malden, MA

Parking Analyst. *THA* performed a Parking Adequacy Analysis to accommodate New Development for the downtown area. The team also undertook a Parking Facility Enhancement Analysis of CBD and Jackson Street Garages to improve the overall user comfort; recommend strategies to improve user accommodation; identify opportunities to incorporate street level retail; and improve pedestrian and vehicular connectivity to the downtown.

West New York 51st Street Lot Parking Demand Study

West New York, NJ

Parking Analyst. *THA* determined the existing parking utilization of the facility as well as project the proposed development project's future parking demand. Based upon existing and projected parking demands and utilizing a shared parking analysis it is the intent of the study to "right size" the parking garage to accommodate existing users and future development parking needs.

SEPTA Littlewood Malvern Station Parking Demand Analysis

Malvern, PA

Parking Analyst. *THA* documented parking inventory, current parking demand in the vicinity of the station; and the future parking needs to determine the study area's parking adequacy. Prepared a preliminary financial analysis, financing costs, operational costs, and a statement of projected income and expenses for a ten (10)-year period.

East Brunswick Commuter Parking Demand Analysis

East Brunswick

Parking Analyst. East Brunswick Township engaged *THA* to undertake a commuter bus parking demand analysis to project the anticipated bus commuter parking demand for the East Brunswick area over the next five years.

Green Street Mixed Used Parking Study

Newark, NJ

Parking Analyst. *THA* performed a feasibility analysis related to the development of a proposed Green Street Parking Facility. The feasibility analysis is based on the construction plans for the Green Street Parking Facility dated November 9, 2017, and includes projected development costs, financing costs, and a statement of projected income and expenses for a ten (10)-year period.

Princeton University Parking Management Consulting

Princeton, NJ

Parking Analyst. *THA* partnered with SP+, who served as prime consultant for the project. The overarching goal of the study is to provide an objective assessment of Princeton University's parking program and to provide recommendations in support of the University's objective to reduce single occupancy vehicles driving to and parking on campus.

NJIT Parking Adequacy Financial Analysis

Newark, NJ

Parking Analyst. *THA* performed a Parking System Adequacy and Financial Analysis Study of NJIT's parking system based on the NJIT Space Needs Analysis for the Master Plan and to project future parking adequacy through FY 2030. NJIT seeks to determine the estimated amount of additional parking required and the financial impact of potential parking permit fee adjustments through year 2030.



JAMES M. ZULLO, CAPP, PP, LEED AP, AICP

President

PROJECT ROLE: SENIOR CONSULTANT

YEARS WITH FIRM

12 Years

PREVIOUS EMPLOYMENT

Senior Director, Real Estate
New Jersey Transit

Executive Director
New Brunswick Parking Authority

Vice President
New Brunswick Development Corporation

EDUCATION

Tulane University,
Bachelor of English and Communications,
1983

New York University, Real Estate Institute,
Diploma in Real Estate,
Investment Analysis Concentration, 1989

Rutgers University,
Master of City and Regional Planning, 1996

REGISTRATIONS

American Institute of Certified Planners
(AICP)
Certified Administrator of Public Parking
(CAPP)
Leadership in Energy and Environmental
Design
(LEED)

PROFESSIONAL AFFILIATIONS

American Planning Association
International Parking & Mobility Institute
New Jersey Parking Institute
New York State Parking and Transportation
Association
Urban Land Institute

New Brunswick Parking Authority Advisory Services New Brunswick, NJ

Principal in Charge. THA provides the New Brunswick Parking Authority with professional parking consulting and advisory services on a regular basis. THA represents and advises the Authority throughout design and construction of various parking related projects. Services begin in the preliminary schematic design phase and continue through the end of construction, including 11th month walkthroughs.

Camden Parking Authority Interim Executive Director Camden, NJ

Project Manager. Mr. Zullo served as the Interim Executive Director for the Parking Authority of the City of Camden in conjunction with Bier Associates. Mr. Zullo provided on-site management and advisement related to a number of on- and off-street parking policies and implementation strategies including planning and development of parking facilities, parking policy enforcement, parking management and operations, asset management, capital improvements, financing and budget development and marketing and administration tasks.

City of Perth Amboy On Call Consulting and Parking System Review Perth Amboy, NJ

Project Manager. For the City of Perth Amboy, THA continues to serve as an on call parking operations and parking system improvement consultant. THA performed an assessment of the City's current parking operations and management. THA also provided recommendations to enhance the parking system to support local businesses, residents, and future economic development effectively, as well as generate adequate revenue to cover operating and capital maintenance costs.

Croton-Harmon Station Parking Garage Feasibility Study Croton-on-Hudson, NY

Principal in Charge. For the Village of Croton-on-Hudson, THA performed a parking study related to the development of a new parking structure on the Croton-Harmon train station parking lot. THA performed a supply/demand analysis, future projections forecast, a site analysis outlining future lot improvements by phase, a pro forma operating statement for each project phase, and provided parking management recommendations.

East Brunswick Commuter Parking Demand Analysis East Brunswick, NJ

Project Manager. As part of its effort to provide convenient commuting options and job access for residents to support the use of mass transit and to encourage smart growth and transit oriented development, East Brunswick Township engaged THA to undertake a commuter parking demand analysis. The purpose of the study is to project the anticipated commuter parking demand for the East Brunswick area over the next five years.

City of Malden Downtown Parking Study Malden, NJ

Project Manager. For the City of Malden, THA provided parking consulting services as a sub consultant to Weston & Sampson to undertake a Parking Adequacy Study; Parking Operations Review; Parking Site Feasibility Study; and Existing Parking Facilities Façade Enhancement. The parking adequacy study included an analysis for the existing parking supply in the study area and the identification of strategies to reduce on-street parking utilization and increase overall garage usage.

Rahway Downtown Parking Study Rahway, NJ

Principal in Charge. For the Rahway Parking Authority, THA performed a downtown parking assessment, design study, and feasibility analysis. The study included a supply/demand analysis, future demand analysis, evaluation of vertical expansion of an existing parking structure, and evaluation of the financial and site feasibility of a new structure. The study also analyzed the diversity of users in the area, and the potential increase due to expansion. The study also identified strategies to meet future demand to ensure that the City's parking system continues to support downtown development and revitalization.



YEARS OF EXPERIENCE

16 Years

EDUCATION

Philadelphia University
BA in Architecture, 2002

JONATHAN M. SHISLER, PARKSMART

Director of Design

PROJECT ROLE: LEAD DESIGNER

Miami Courthouse Garage

Miami, FL

Project Designer. For the Miami Parking Authority, *THA* designed a parking facility adjacent to the new Federal Courthouse in downtown Miami. *THA* provided full architectural and parking design services for the 850-space facility. The garage includes two retail spaces on the ground level, as well as more than 20,000 square feet of office space. The Courthouse Center Parking Plaza's architectural features, street "liners" on the second and third floor facades, and blue glass create a pleasing aesthetic effect.

Bay Harbor Islands 95th Street Parking Garage

Bay Harbor Islands, FL

Project Designer. For the Town of Bay Harbor Islands, *THA* served as the prime design firm providing full architectural and parking design services for their new parking structure. The 430 space facility will include four levels of parking, as well as significant mixed-use space. It will serve patrons visiting Bay Harbor Islands to shop, dine, and seek professional services.

Sawgrass Mills Colonnade Garage

Sunrise, FL

Project Manager. For Simon Property Group, *THA* designed a 1,715-space parking structure to serve the Sawgrass Mills Colonnade Outlets shopping center in Sunrise, Florida. *THA* designed the 650,000 sf facility with provisions for future expansion. Several ground level entrances allow for entry/exit to the parking garage.

Miami Marlins Ballpark Garages

Miami, FL

Project Designer. *THA* designed four parking garages and six surface lots to serve the new Miami Marlins Ballpark Stadium, providing 6000 spaces. Working with prime garage architect Leo A. Daly, *THA* performed functional design, structural engineering, and parking consulting for all structures serving the new ballpark. *THA* also provided master planning services for the site related to parking, as well as vehicular and pedestrian access and movement. The structures also include 60,000 square feet of ground floor commercial and retail space, as well as platforms for solar panels.

Cira South Parking Structure

Philadelphia, PA

Project Designer. *THA* designed the 11-level, 1661-space parking structure at the Cira South development area in Philadelphia, PA. The parking structure is situated between two towers on Walnut and Chestnut Streets. In addition, the garage features retail frontage and serves the two towers which incorporate office, residential, hotel, restaurant, and retail elements. Office and residential structures bookend the parking structure, and are built over AMTRAK railroad tracks. The garage also includes provisions for a possible future green (LEED) roof.

Wellness Plaza Parking Garage

New Brunswick, NJ

Lead Designer. For the 1200-space Wellness Plaza parking garage, *THA* provided parking garage design, parking planning, and consulting services. On the facility's ground level is the Fresh Grocer grocery store and the Robert Wood Johnson Fitness and Wellness Center is primarily found on the second floor. The project includes a significant tower element comprised of stairs, elevators, and a walkway connector to the New Brunswick Train Station northbound platform. The structure proved to be a design challenge as it included cast-in-place concrete helix ramp structure and aquatic facilities for the fitness center.



SECTION **5**

**Project Qualifications &
Experience**



COMPANY PROFILE

MIAMI
ATLANTA
PHILADELPHIA
NEW BRUNSWICK

PARKING PLANNING & DESIGN

THA Consulting, Inc., understands the important role parking plays in development. THA is a multi-disciplined engineering, architectural, and mobility consulting firm specializing in the planning, design, operation, and restoration of parking and mixed-use facilities, as well as master planning for campuses, urban and high density areas, and transit related projects. Since our inception in 1994, we have completed close to 1,000 parking projects and almost 1,000,000 spaces. Our expertise has been cultivated by extensive experience with unique issues and requirements associated with parking facilities, including pedestrian connectivity, safety and security, and amenities. We provide exceptional service and strategic solutions for complex parking issues to a variety of clients.

Our approach to master planning in high density and urban areas is to integrate the parking solution with the pedestrian experience, creating active and vibrant “people places”. Our primary focus is to create a sense of place and identity, built on shared gathering spaces. We seek to maximize the shared use of parking to create efficiency and economy.

Our architectural and engineering design expertise rests in our ability to plan and design structure that contain a significant parking component. This specialization has created value for our clients for the past 27 years through our considerable project experience and practical knowledge of these unique project types.

PROJECT AWARDS

**Miami Design District
Museum Garage, Miami, FL**
Best of Design of Mixed or Multi-Use Parking Transportation Facility, International Parking & Mobility Institute, 2019 Award of Excellence for Architecture, Florida Parking & Transportation Association, 2018

**Incyte Corporation
Parking Garage, Wilmington, DE**
Eastern Pennsylvania and Delaware Chapter of ACI, Mid-Rise Garage Category, 2019

**Miami Design District
City View Garage, Miami, FL**
Award for Excellence for Architectural Achievement, International Parking Institute, 2016

SERVICES

PLANNING FOR PARKING

- Master Planning
- Site Analysis
- Supply/Demand Analysis
- Feasibility Studies
- Shared Parking Analysis
- Due Diligence Reports
- Parking Consulting
- Financial Analysis

ENGINEERING & ARCHITECTURE

- Parking Structure Design
- Mixed-Use Structure Design
- Project Design Management
- Functional Design
- Architectural Design
- Structural Engineering
- Design Build Services
- Sustainable Design

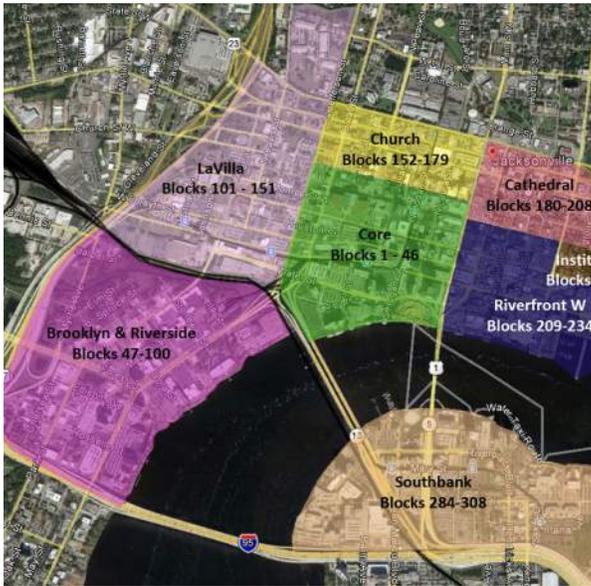
ASSET MANAGEMENT

- Condition Appraisal
- Restoration Engineering
- Life Cycle Cost Analysis
- Operational Consulting
- Owner Representation
- Graphics & Wayfinding
- Maintenance Programs





THA SIMILAR EXPERIENCE



City of Jacksonville Downtown Parking Study (Jacksonville, FL)

THA developed short and long-range solutions to the City of Jacksonville's Downtown parking and provide recommendations as to the feasibility of establishing residential on-street parking programs. THA discovered that the City had not been properly utilizing the most efficient tools available in their parking management operations. The implementation of License Plate Recognition equipment would improve the efficient of the parking enforcement officers and use of pay-by-plate payment applications would allow for simplification of revenue control. Some additional recommendations made based on review of current conditions included: implementation of a mobile payment option, increase hourly rates for on-street parking meters, increase of-street monthly parking rates, improve wayfinding to city parking facilities.

Project Dates: October 2017 - June 2019

Reference: Mr. Guy Parola, Operations Manager, City of Jacksonville, Downtown Investment Authority, 117 West Duval Street, Suite 310, Jacksonville, FL 32202, (904) 255-5305, gparola@coj.net



Wilmington Parking Authority Study (Wilmington, DE)

THA performed a comprehensive parking study to determine the status of the current parking system, the demands imposed on the system by users in the business district, and future parking trends. THA identified utilization patterns of the parking facilities located within the Central Business District, operated by the WPA and private enterprises. THA also identified users for each parking facility including the associated parking demand generator(s). THA provided several suggestions for forecasting the future parking demand in the Central Business District based on the City's economic projections, new development, and the anticipated increase in existing office occupancy. THA evaluated the Authority's long-range business plan, specifically as it related to parking infrastructure improvements in the downtown business district and made recommendations based on this study.

Project Dates: August 2018 - October 2018

Reference: Mr. Stanley Soja, Executive Director, Wilmington Parking Authority, 625 N. Orange Street, Wilmington DE, 19801



City of Clearwater - Interim Parking Manager (Clearwater, FL)

Vicky Gagliano, Director of Parking Studies for THA, served as the Interim Parking Manager for the City of Clearwater. She managed and supervised all office and technical staff for parking operations. Responsibilities included: development and implementation of parking system programs, recommended parking policies, researched and analyzed parking data to present detailed and comprehensive financial impacts and revenue forecasting for the City. Prepared bid specifications of all parking related products and services.

Project Dates: February 2019 - July 2020

Reference: Ms. Sue Tellier, Assistant Parking Manager, City of Clearwater, 100 S. Myrtle Avenue, PO Box 4748, Clearwater, FL 33756, (727) 562-4750, sue.tellier@myclearwater.com



THA SIMILAR EXPERIENCE



City of Coral Gables Parking Study (Coral Gables, FL)

THA was retained by the City of Coral Gables to perform a parking study in 2013 and update in 2018. The City wished to re-evaluate the parking adequacy in a 16 block section of the core downtown area, in order to determine if the parking facilities were capable of meeting the demand. Based on the collection of data, THA was able to provide the City with an analysis of the current and projected parking occupancy as development and growth occurs.

Project Dates: April 2013 - May 2018

Reference: Mr. Kevin Kinney, Director, Parking Department, City of Coral Gables, 1 Alhambra Plaza, #617, Coral Gables, FL 33134, (305) 460-5540, trolley@coralgables.com



City of Pensacola Shared Use Parking Study (Pensacola, FL)

THA was retained by the City of Pensacola to perform a Shared Use Parking study to determine the estimated number of parking spaces needed for a proposed new Mixed Use Development on the waterfront area. Based on program data provided, we estimated the overall parking needs using our shared parking study model, and provided recommendations on how to address the additional parking needs not met with their current program.

Project Dates: October 2020 - October 2020

Reference: Ms. Lissa Dees, City of Pensacola, 222 West Main Street, Pensacola, FL 32502, (850) 435-1603, ldees@cityofpensacola.com



City of Rome Parking Study (Rome, GA)

THA was retained by the City of Rome to perform a study of the parking core downtown area. Based on the stakeholder meetings, discussions with the City, and our observations, THA prepared a report that provided recommendations and strategies for the following: Parking Enforcement, Rate Structures, Parking Equipment & Technology options, Parking Management strategies, Wayfinding & Signage, and User Group parking assignments. These recommendations and strategies will result in improved customer service, customer -friendly system and more efficient management opportunities.

Project Dates: December 2016 - October 2017

Reference: Ms. Becky Smyth, Parking Services Manager, City of Rome, GA, 607 Broad Street, PO Box 1433, Rome, GA 30162, (706) 236-4458, parking@rome.ga.us



THA SIMILAR EXPERIENCE



Fort Lee Parking Authority Parking Study and Financial Analysis (Fort Lee, NJ)

THA provided parking consulting and engineering services for the downtown district of Fort Lee, NJ. The project includes the development of a downtown parking adequacy study, site feasibility study, and preliminary financial analysis of the Borough's downtown. The parking adequacy study included an analysis for the existing parking supply in the study area, and the identification of strategies to maximize parking utilization. This assessment looked at existing parking conditions on a normal day, as well as anticipated parking issues associated with proposed future developments. In addition, the parking study included the development of a preliminary financial analysis to estimate the potential project cost for the development of a new parking facility in the Borough.



THA also evaluated the Fort Lee Guntzer Street parking lot for the potential development of a new parking facility. This assessment addressed a number of garage feasibility issues including size, cost, aesthetics, and feasibility of mixed-use integration. THA was retained to provide Full Design services on this parking structure that was completed in 2021.

Project Dates: November 2013 - November 2014

Reference: Ms. Gloria Gallo, Executive Director, Fort Lee Parking Authority, 309 Main Street, PO Box 1113, Fort Lee, NJ 07024, (201) 592-3500, gloriag@fortlee.org



Newark Parking Authority On-Street Meter Study (Newark, NJ)

THA performed an on-street meter analysis to assess the existing on-street meter parking inventory, identify current demand, and document existing on-street meter parking rates in comparison with other New Jersey municipalities. The study area consisted of 2,346 spaces in total, covering 11 designated parking meter zones. Six of those zones were located in Newark's Central Business District, including a government area, Rutgers University, and St. Michaels Medical Center. The remaining zones were located throughout the city and included retail areas and additional University areas. Each zone had unique characteristics in terms of hours of enforcement, demographics, etc. These characteristics made it more demanding to provide specific recommendations based on each zone. THA final report to the Authority gave recommendations to make appropriate pricing adjustments to the City's on-street meter system, helping to ensure that parking is available to users, and encourage turnover throughout the day to support local business and generate adequate revenue to cover system costs.

Project Dates: September 2018 - March 2019

Reference: Mr. Anthony Mack, Executive Director, Newark Parking Authority, 50 Park Place, Suite 919, Newark, NJ 07102, (973) 623-6335, amack@newarkparking.org

City of Jacksonville, Florida

Downtown Public Parking Strategy and Implementation Plan

Final Report

March 20, 2019

ATL17157.00

Jacksonville, FL



TimHaahs

www.timhaahs.com

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March 20, 2019

Mr. Guy Parola, AICP
Operations Manager
Downtown Investment Authority
117 W. Duval Street, Suite 310
Jacksonville, FL 32202

Mr. Robert Carle
Parking Manager

**RE: Downtown Public Parking Strategy and Implementation Plan
Final Report
Jacksonville, Florida**

Dear Mr. Parola:

We are pleased to issue the Final Report for Task I of our parking study. Thank you for allowing TimHaahs to work with the City on this important project.

Very truly yours,



Vicky Gagliano, MBA, LEED AP, CPP
Project Manager, Director of Parking Studies



Michael D. Martindill
Principal

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Introduction

Timothy Haahs & Associates, Inc. (TimHaahs) has teamed with Newtown Advisors, KLAS Global, and SP+ (the TimHaahs Team) to perform a downtown public parking strategy and implementation plan for the City of Jacksonville's Downtown Investment Authority (DIA) and the Office of Public Parking. This Draft Report addresses Task 1, the Downtown Parking Strategy and Implementation Plan.

Task 1 – Downtown Parking Strategy and Implementation Plan

In summary, the three primary goals of this task are as follows:

1. Understand the current downtown parking conditions or parking adequacy (i.e., surplus vs. shortage).
2. Estimate the future downtown parking conditions or parking adequacy (surplus vs. shortage).
3. Provide recommendations on how to mitigate current and projected future parking shortages, maximize the efficiency of the current parking system, and best practices that will lead to improvement of the overall management and operation of the parking system.

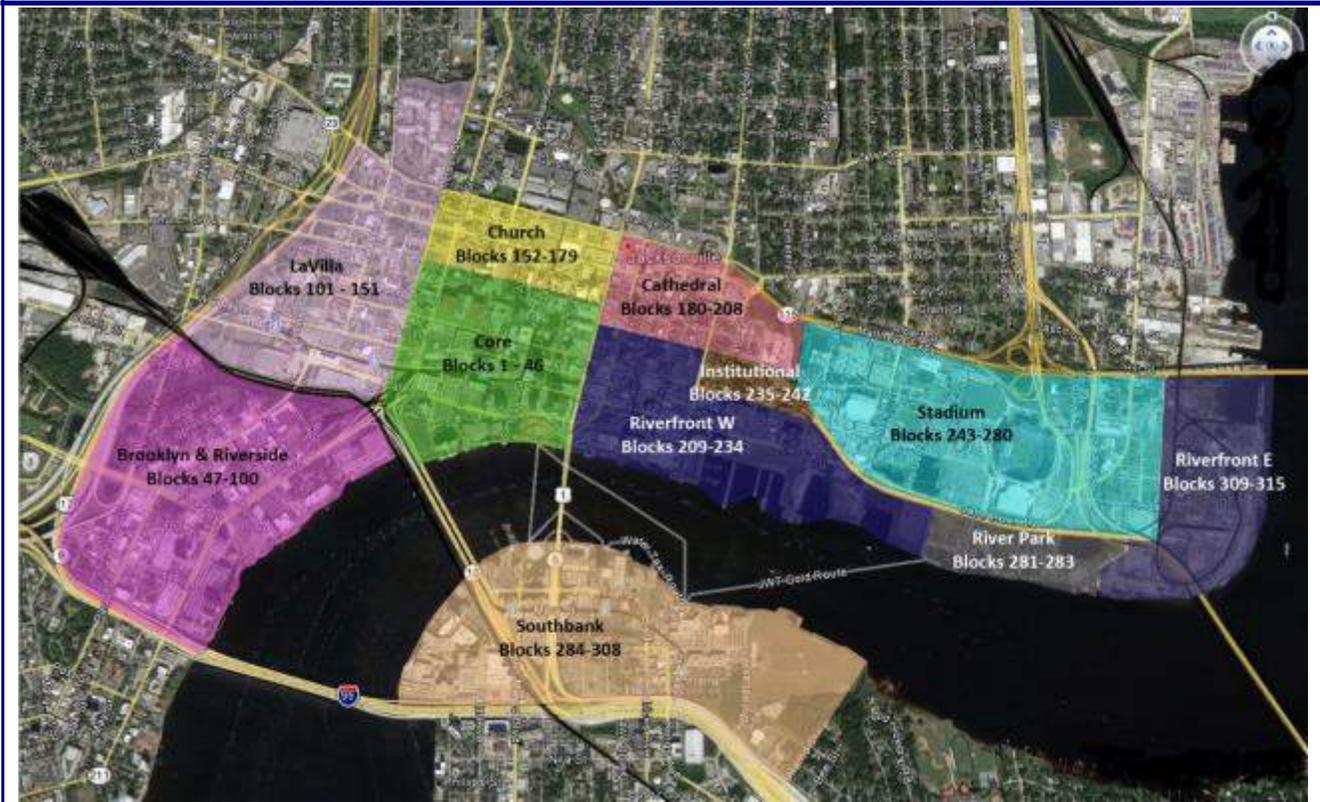
Study Area

The study area is roughly a 300-block area surrounding Downtown Jacksonville, which has been divided by eleven separate sub-areas. An overview map, as well as a detailed downtown map indicating the boundaries of each of the sub-areas, is provided below and on the following page.



Source: Google Maps and Timothy Haahs & Associates, 2019

Figure 2: Downtown Study Area Map with Sub-Areas



Source: Google Earth and Timothy Haahs & Associates, 2019

As shown in the above map, the study area was further divided into smaller sub-areas which allowed us to focus on individual districts and the unique characteristics and challenges faced within that specific district.

Scope of Work

The study is based on the following scope of services:

1. Inventory publicly and privately-owned/managed, on- and off-street parking facilities that are available for general public use.
2. Catalog buildings with known or reported parking deficiencies.
3. Perform multiple parking occupancy counts on all on- and off-street facilities identified in #1.
4. Identify future, proposed, or ongoing development plans by land use, location, size (square footage, residential units, etc.), and completion horizon (i.e., one to two years, three to five years, etc.).
5. Compare hourly, daily, and monthly rates against other downtowns of similar character.
6. Conduct stakeholder and subject matter expert interviews.
7. Calculate and compare current parking demand with the current parking supply, identifying surpluses and deficiencies.
8. Calculate and compare the estimated future parking demand with the estimated future parking supply, identifying surpluses and deficiencies by completion horizon (i.e., one to two years, three to five years, etc.).
9. Review the existing ordinances governing parking and regulations and provide recommendations that will allow the City to meet their objectives for future downtown economic development.

Task 1 – Downtown Parking Strategy & Implementation

We know that mobility is evolving daily with the introduction of electric bicycles, Uber and Lyft, electric scooters, and eventually, autonomous vehicles. With each evolution, the number of single-occupant vehicle trips has decreased. While we know that mobility is changing, the speed of the change is unknown, leaving municipal leaders in a grey area of unknown future parking needs. In addition, the established monthly parking rate does not provide sufficient revenue to support the operation and debt service associated with a new parking garage. Therefore, it is even more critical that cities maximize the use of all parking assets and exercise conservative fiscal policies when investing in new parking assets, particularly parking garages.

2018 Parking Conditions

Current Parking Supply

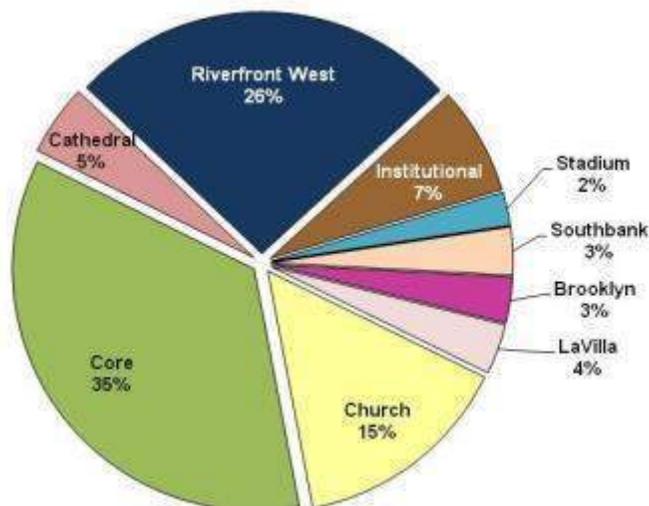
Our team examined the on- and off-street parking facilities that currently exist in downtown Jacksonville. In order to better understand the public parking conditions, we examined the public on-street parking areas, the public off-street parking facilities, and the private off-street parking facilities that allowed for general public hourly (transient) or monthly (permit) parking. We also examined several private parking facilities that were associated with large buildings to better understand their current utilization. The figures listed in this section are representative of May 2018 conditions during the time of our site visit.

On-Street Parking Supply

At the time of this study, the City provided our team with information on the parking equipment currently installed. Our team inventoried 1,662 on-street parking spaces within the entire study area. The Core sub-area contained 35% of the on-street spaces, while the Riverfront West and Church sub-area contained another 26% and 15%, respectively. The remaining 24% of the on-street parking spaces are located in the Church, Institutional, Cathedral, LaVilla, Brooklyn, and Southbank sub-areas. Our team did not identify any on-street parking locations in the River Park or Riverfront East sub-areas. The following table summarizes the current on-street parking supply by sub-area.

Table 1: 2018 On-Street Parking Supply by Sub-Area

| SUB-AREA | ON-STREET | |
|-----------------|------------|--------------|
| | BLOCKS | SPACES |
| LaVilla | 8 | 56 |
| Church | 39 | 245 |
| Core | 102 | 587 |
| Cathedral | 15 | 79 |
| Riverfront West | 71 | 434 |
| Institutional | 13 | 120 |
| Stadium | 4 | 37 |
| River Park | 0 | 0 |
| Riverfront East | 0 | 0 |
| Southbank | 6 | 53 |
| Brooklyn | 12 | 51 |
| TOTAL | 270 | 1,662 |



Source: Timothy Haahs & Associates, 2019

A majority of the on-street parking spaces are metered, with the exception of several locations in the LaVilla and Southbank sub-areas. Most metered spaces have a maximum time limit of one (1) or two (2) hours with the exception of some 30-minute spaces in high-turnover areas and some four- and ten-hour spaces which allow for longer visits or employee usage.

Again, all meters accept coin and many of those located in high-usage areas also accept credit card payments. The on-street meter rate is currently \$0.50 per hour. Along with the previously discussed recommendation of increasing the on-street hourly rates, **we recommend increasing the hours of enforcement as development occurs and evening and weekend demand increases.**

Off-Street City-Owned Public Parking Supply

The City owns and operates 3,257 public parking spaces within their four (4) parking garages and two (2) surface parking lots as listed below.

| CITY-OWNED PARKING | | | HOURS OF OPERATION | PARKING RATES | |
|---------------------|---------------|--------------|--------------------------------|--|---------------|
| FACILITY NAME | SUB-AREA | SPACES | | HOURLY | MONTHLY |
| Water Street Garage | Core | 1,497 | M-F 6:30A-6P | \$1.00/hr; \$7.00 max | \$50.00 + tax |
| Library Garage | Core | 626 | M-F 6A-7:30P; Sat 10:30A-7:30P | \$3.00/hr + \$2.00/hr up to \$10.00; \$3.00 after 5pm/weekends | \$64.00 + tax |
| Ed Ball Garage | Core | 340 | M-F 7:45A-6P | \$1.00/hr; \$7.00 max | \$80.00 + tax |
| Yates Garage | Riverfront W. | 626 | M-F 7A-6P | \$1.00/hr; \$7.00 max | \$50.00 + tax |
| Forsyth Street Lot | Core | 88 | | n/a - monthly card access only | \$80.00 + tax |
| Bay & Ocean Lot | Riverfront W. | 48 | | n/a - monthly card access only | \$50.00 + tax |
| TOTAL | | 3,225 | | | |

Source: Timothy Haahs & Associates, 2019

There is an agreement, dated October 22, 2015, in place which allows Citizens Property Insurance Corporation “Citizens” a right to use up to 850 parking spaces within the 1,497-space Water Street Garage by use of a five-year license. As part of that license, the Licensee agrees to pay the city \$45.00 per month per access card issued plus \$4.50 for each un-used parking space (of the 850) and all rates are adjusted annually by the lesser of the change in CPI index or 3% of the annual rent amount. In addition, the agreement may be extended for five additional years pending mutual agreement. This agreement will expire on October 22, 2020. We recommend evaluating any requests for a renewal or new agreements based on the market rates and conditions at that time.

There is also an agreement, dated November 18, 2014, between the City and the Jessie Ball DuPont Fund which allows parking for up to 200 vehicles at the Yates Building Garage (150 vehicles on a monthly basis and 50 vehicles on a voucher basis) at no cost for a period of five years, ending March 21, 2020. An amendment to the original agreement, dated October 10, 2015, provided an additional 50 spaces and extended the term of the agreement to December 31, 2020. The additional spaces will accommodate the tenants in the former Haydon Burns Library building. Upon expiration, we do not recommend any additional agreements that would allocate parking, at no cost, within a City parking facility.

Along with the previously discussed recommendation of increasing the monthly rates, there may be an opportunity to increase the hours of operation in the future. **We recommend monitoring the evening and weekend parking demand surrounding each facility in order to gauge the benefit of extended hours of operation.**

Off-Street Privately-Owned Parking Supply

We reviewed all of the data collected on private parking areas and after eliminating the facilities that are either fully private, cater to one specific private use, or are unpaved, there are 39 privately-owned parking facilities available for general public use. Within those 39 facilities are approximately 10,752 spaces, some of which may be encumbered by monthly permit holders and, therefore, the full number of parking spaces listed may not actually be available to the general public on a daily basis.

Table 3: 2018 Privately-Owned Off-Street Parking Supply

| PRIVATELY OWNED OFF-STREET | | |
|----------------------------|-----------|---------------|
| SUB-AREA | LOCATIONS | SPACES |
| LaVilla | 2 | 303 |
| Church | 4 | 119 |
| Core | 7 | 2,904 |
| Cathedral | 5 | 254 |
| Riverfront West | 6 | 1,685 |
| Institutional | 1 | 42 |
| Stadium | 10 | 4,542 |
| River Park | 1 | 84 |
| Riverfront East | 1 | 621 |
| Southbank | 1 | 169 |
| Brooklyn | 1 | 29 |
| TOTAL | 39 | 10,752 |

Source: Timothy Haahs & Associates, 2019

We understand that the City has an on-going agreement with Metropolitan Parking Services (MPS) which controls parking assets in the Stadium sub-area. As part of this agreement, the City is obligated to subsidize the Arena and Sports Complex Parking Garages. Given the large number of underutilized parking assets located at the Stadium Sub-Area, **we recommend activating those parking facilities (along with other surface parking lots) into economy parking facilities** to support downtown employees, customers, and courthouse jurors. As part of activating these parking facilities, and in order to make them a viable daily parking option, **we recommend the implementation of a downtown circulator or shuttle** that would connect the new parking facilities with downtown.

Current Parking Demand and Occupancy

The TimHaahs team physically counted the number of vehicles parked in all parking areas throughout the day during our visit on Tuesday, May 8th, Wednesday, May 9th, and Thursday, May 10th, 2018.

On-Street Parking Demand and Occupancy

The following table outlines the on-street parking demand and occupancy.

Table 4: 2018 On-Street Parking Demand and Occupancy by Sub-Area (May 8-10, 2018)

| ON-STREET | | PARKING DEMAND | | | PARKING OCCUPANCY | | |
|-----------------|--------------|----------------|--------------|------------|-------------------|------------|------------|
| SUB-AREA | SPACES | 9A-11A | 1P-3P | 5P-7P | 9A-11A | 1P-3P | 5P-7P |
| LaVilla | 56 | 30 | 27 | 17 | 54% | 48% | 30% |
| Church | 245 | 133 | 126 | 71 | 54% | 51% | 29% |
| Core | 587 | 511 | 515 | 268 | 87% | 88% | 46% |
| Cathedral | 79 | 23 | 32 | 18 | 29% | 41% | 23% |
| Riverfront West | 434 | 214 | 164 | 153 | 49% | 38% | 35% |
| Institutional | 120 | 74 | 93 | 39 | 62% | 78% | 33% |
| Stadium | 37 | 0 | 1 | 28 | 0% | 3% | 76% |
| River Park | 0 | 0 | 0 | 0 | | | |
| Riverfront East | 0 | 0 | 0 | 0 | | | |
| Southbank | 53 | 9 | 15 | 7 | 17% | 28% | 13% |
| Brooklyn | 51 | 35 | 34 | 27 | 69% | 67% | 53% |
| TOTAL | 1,662 | 1,029 | 1,007 | 628 | 62% | 61% | 38% |

Source: Timothy Haahs & Associates, 2019

We observed a peak-hour demand of 1,029 vehicles parked in the 1,662 surveyed on-street meter spaces within the study area between 9am and 11am which is a common peak hour in central business districts throughout the U.S. While this represents an average occupancy of 62% for the entire survey area, the specific occupancy for each sub-area should be noted. As expected, the parking occupancy in the Core sub-area was observed consistently above 85% throughout the day and business hours.

One main reason for the high utilization of the on-street parking spaces is due to the current pricing structure. At the time of our data collection, the cost to park at an on-street metered space was considerably less expensive than parking in one of the off-street public or private parking lots and garages. Due to the price differential between the on-street and off-street parking facilities, motorists would rather search for a less expensive and more convenient on-street parking space instead of parking in a more expensive and less convenient off-street parking facility. The current downtown pricing structure is similar to if the Jacksonville airport charged more for their remote economy lot than their garage that is located right next to the terminal – everyone would be crowding into the garage.

Best practices in the parking industry dictate that the on-street parking spaces are the most valuable asset in the system. As such, the parking rates at the on-street meter locations should be priced high enough to encourage turnover which enables those parking spaces to be utilized by many different users throughout the day. In many cases, maximum time limits are also utilized (as in Jacksonville) to discourage long-term users from parking in the most valuable parking spaces. The other benefits of properly pricing the parking assets is that it discourages motorists from excess driving and “circling” the blocks in search of a vacant on-street parking space. Removing vehicles from the roadways and converting the motorists to pedestrians as quickly as possible reduces the number of potential vehicular-pedestrian conflicts, reduces carbon emissions, and increases pedestrian activity (which in turn improves overall safety and the economic vitality of the local businesses).

Off-Street City-Owned Public Parking Demand and Occupancy

Within the City-owned facilities, we observed a peak-hour demand of 2,225 vehicles which represents a peak-hour occupancy of 68 percent. The following table outlines the City-owned off-street parking demand and occupancy.

Table 5: 2018 City-Owned Off-Street Parking Demand and Occupancy by Facility (May 8-10, 2018)

| CITY-OWNED PARKING | | | PARKING DEMAND | | | PARKING OCCUPANCY | | |
|---------------------|---------------|--------------|----------------|--------------|------------|-------------------|------------|------------|
| FACILITY NAME | SUB-AREA | SPACES | 9A-11A | 1P-3P | 5P-7P | 9A-11A | 1P-3P | 5P-7P |
| Water Street Garage | Core | 1,497 | 1,130 | 1,129 | 216 | 75% | 75% | 14% |
| Library Garage | Core | 626 | 332 | 339 | 102 | 53% | 54% | 16% |
| Ed Ball Garage | Core | 340 | 271 | 261 | 40 | 80% | 77% | 12% |
| Yates Garage | Riverfront W. | 626 | 398 | 421 | 99 | 64% | 67% | 16% |
| Forsyth Street Lot | Core | 88 | 26 | 28 | 8 | 30% | 32% | 9% |
| Bay & Ocean Lot | Riverfront W. | 80 | 31 | 47 | 55 | 39% | 59% | 69% |
| TOTAL | | 3,257 | 2,188 | 2,225 | 520 | 67% | 68% | 16% |
| | Core | 2,551 | 1,759 | 1,757 | 366 | 69% | 69% | 14% |
| | Riverfront W. | 3,883 | 2,586 | 2,646 | 619 | 131% | 136% | 32% |

Source: Timothy Haahs & Associates, 2019

Off-Street Privately-Owned Parking Demand and Occupancy

The following table outlines the privately-owned (and available for general public use) off-street parking demand and occupancy.

Table 6: 2018 Privately-Owned Off-Street Parking Demand and Occupancy (May 8-10, 2018)

| PRIVATELY OWNED OFF-STREET | | | PARKING DEMAND | | | PARKING OCCUPANCY | | | |
|----------------------------|-----------|---------------|----------------|--------------|--------------|-------------------|------------|------------|------------|
| SUB-AREA | LOCATIONS | SPACES | 9A-11A | 1P-3P | 5P-7P | OFF-STREET | 9A-11A | 1P-3P | 5P-7P |
| LaVilla | 2 | 303 | 32 | 35 | 22 | LaVilla | 11% | 12% | 7% |
| Church | 3 | 119 | 127 | 118 | 76 | Church | 107% | 99% | 64% |
| Core | 7 | 2,904 | 1,585 | 1,612 | 560 | Core | 55% | 56% | 19% |
| Cathedral | 5 | 254 | 187 | 206 | 74 | Cathedral | 74% | 81% | 29% |
| Riverfront West | 6 | 1,685 | 543 | 678 | 295 | Riverfront West | 32% | 40% | 18% |
| Institutional | 1 | 42 | 28 | 41 | 14 | Institutional | 67% | 98% | 33% |
| Stadium | 10 | 4,542 | 312 | 337 | 326 | Stadium | 7% | 7% | 7% |
| River Park | 1 | 84 | 0 | 3 | 0 | River Park | 0% | 4% | 0% |
| Riverfront East | 1 | 621 | 0 | 0 | 8 | Riverfront East | 0% | 0% | 1% |
| Southbank | 1 | 169 | 15 | 68 | 72 | Southbank | 9% | 40% | 43% |
| Brooklyn | 1 | 29 | 29 | 10 | 10 | Brooklyn | 100% | 34% | 34% |
| TOTAL | 38 | 10,752 | 2,858 | 3,108 | 1,457 | TOTAL | 27% | 29% | 14% |

Source: Timothy Haahs & Associates, 2019

Within the privately-owned facilities, we observed a peak-hour demand of 3,108 vehicles, which represents a peak-hour occupancy of 29 percent. As previously mentioned, it is likely that a portion of the available parking spaces are already sold as monthly parking. In addition, the total occupancy is impacted by the 4,000+ paved parking areas near the stadium that are not as proximate as other facilities located closer to the core but included in the analysis.

Effective Parking Supply

Prior to calculating the parking adequacy (surplus or shortage), a cushion is applied to the parking supply in order to compensate for misparked vehicles, spaces lost due to maintenance or construction, and the flow of vehicles in and out of parking spaces. After the cushion has been applied to the parking supply, the result is the effective parking supply or how many spaces can 'effectively' be utilized at one point in time within a parking system. Industry standards typically apply an effective supply factor of 0.85 and 0.95 (a cushion between five and 15 percent).

For the purpose of this study, we have applied a factor of 0.85 to all on-street parking facilities as they are distributed throughout the study area. The last few vacant spaces are more difficult to locate with the number of one-way streets; motorists tend to circle their destination anytime the on-street parking system is operating above 85% occupied. The resulting total effective supply of the on-street parking spaces is 1,412 effective spaces (a 249-space reduction) as summarized in the following table.

Table 7: 2018 On-Street Parking Effective Supply by Sub-Area

| ON-STREET | | EFFECTIVE SUPPLY FACTOR | EFFECTIVE SUPPLY |
|-----------------|--------------|-------------------------|------------------|
| SUB-AREA | SPACES | | |
| LaVilla | 56 | 85% | 48 |
| Church | 245 | 85% | 208 |
| Core | 587 | 85% | 499 |
| Cathedral | 79 | 85% | 67 |
| Riverfront West | 434 | 85% | 369 |
| Institutional | 120 | 85% | 102 |
| Stadium | 37 | 85% | 31 |
| River Park | 0 | 85% | 0 |
| Riverfront East | 0 | 85% | 0 |
| Southbank | 53 | 85% | 45 |
| Brooklyn | 51 | 85% | 43 |
| TOTAL | 1,662 | | 1,413 |
| | | <i>Reduction</i> | <i>249</i> |

Source: Timothy Haahs & Associates, 2019

We applied an effective supply factor of 90% to all off-street city-owned parking facilities, which results in an effective supply of 2,931 spaces, or a reduction of 326 spaces. The following table summarizes the effective supply calculations.

| Table 8: 2018 City-Owned Off-Street Effective Parking Supply | | | EFFECTIVE SUPPLY FACTOR | EFFECTIVE SUPPLY |
|---|-----------------|---------------|--------------------------------|-------------------------|
| CITY-OWNED PARKING | | | | |
| FACILITY NAME | SUB-AREA | SPACES | | |
| Water Street Garage | Core | 1,497 | 90% | 1,347 |
| Library Garage | Core | 626 | 90% | 563 |
| Ed Ball Garage | Core | 340 | 90% | 306 |
| Yates Garage | Riverfront W. | 626 | 90% | 563 |
| Forsyth Street Lot | Core | 88 | 90% | 79 |
| Bay & Ocean Lot | Riverfront W. | 80 | 90% | 72 |
| TOTAL | | 3,257 | | 2,931 |
| | Core | 2,551 | | 2,296 |
| | Riverfront W. | 3,883 | | 3,495 |
| | | | <i>Reduction</i> | 326 |

Source: Timothy Haahs & Associates, 2019

Finally, we applied an effective supply factor of 85% to all off-street, privately-owned parking facilities to account for monthly permit holders that were not present during our visit. This results in an effective supply of 9,139 spaces, or a reduction of 1,613 spaces. The following table summarizes the effective supply calculations.

| Table 9: 2018 Privately-Owned Off-Street Effective Parking Supply | | | EFFECTIVE SUPPLY FACTOR | EFFECTIVE SUPPLY |
|--|---------------|--|--------------------------------|-------------------------|
| PRIVATELY OWNED OFF-STREET | | | | |
| SUB-AREA | SPACES | | | |
| LaVilla | 303 | | 85% | 258 |
| Church | 119 | | 85% | 101 |
| Core | 2,904 | | 85% | 2,468 |
| Cathedral | 254 | | 85% | 216 |
| Riverfront West | 1,685 | | 85% | 1,432 |
| Institutional | 42 | | 85% | 36 |
| Stadium | 4,542 | | 85% | 3,861 |
| River Park | 84 | | 85% | 71 |
| Riverfront East | 621 | | 85% | 528 |
| Southbank | 169 | | 85% | 144 |
| Brooklyn | 29 | | 85% | 25 |
| TOTAL | 10,752 | | | 9,139 |
| | | | <i>Reduction</i> | 1,613 |

Source: Timothy Haahs & Associates, 2019

Current Parking Adequacy

On-Street Parking Adequacy

With the previously calculated effective parking supply, we can use the observed demand in order to determine the current parking adequacy for the on-street parking spaces. The result is a 384-space surplus which was observed between 9am and 11am on a weekday. Of note, the Core sub-area experienced an on-street parking shortage of 12 to 16 spaces during the work hours and the very busy conditions continued until after many of the downtown businesses were closed and employees departed the area. The high utilization of the on-street parking spaces is a direct result of the current pricing structure of the on- and off-street parking facilities in the area as motorists seek the most convenient and least expensive location. As expected, the on-street parking adequacy significantly increased after business hours for all sub-areas.

Table 10: 2018 On-Street Parking Adequacy by Sub-Area

| ON-STREET SUB-AREA | EFFECTIVE SUPPLY | PARKING ADEQUACY | | |
|-----------------------|---------------------|------------------|------------|------------|
| | | 9A-11A | 1P-3P | 5P-7P |
| LaVilla | 48 | 18 | 21 | 31 |
| Church | 208 | 75 | 82 | 137 |
| Core | 499 | (12) | (16) | 231 |
| Cathedral | 67 | 44 | 35 | 49 |
| Riverfront West | 369 | 155 | 205 | 216 |
| Institutional | 102 | 28 | 9 | 63 |
| Stadium | 31 | 31 | 30 | 3 |
| River Park | 0 | 0 | 0 | 0 |
| Riverfront East | 0 | 0 | 0 | 0 |
| Southbank | 45 | 36 | 30 | 38 |
| Brooklyn | 43 | 8 | 9 | 16 |
| TOTAL | 1,413 | 384 | 406 | 785 |

Source: Timothy Haahs & Associates, 2019

Off-Street City-Owned Public Parking Adequacy

As with the on-street parking, we compared the effective supply against the parking demand to determine the current parking adequacy. At the time of our observances, the City-Owned off-street parking facilities experienced a 706-space parking surplus.

Table 11: 2018 City-Owned Off-Street Parking Adequacy

| CITY-OWNED PARKING | | EFFECTIVE SUPPLY | PARKING ADEQUACY | | |
|---------------------|---------------|---------------------|------------------|------------|--------------|
| FACILITY NAME | SUB-AREA | | 9A-11A | 1P-3P | 5P-7P |
| Water Street Garage | Core | 1,347 | 217 | 218 | 1,131 |
| Library Garage | Core | 563 | 231 | 224 | 461 |
| Ed Ball Garage | Core | 306 | 35 | 45 | 266 |
| Yates Garage | Riverfront W. | 563 | 165 | 142 | 464 |
| Forsyth Street Lot | Core | 79 | 53 | 51 | 71 |
| Bay & Ocean Lot | Riverfront W. | 72 | 41 | 25 | 17 |
| TOTAL | | 2,931 | 743 | 706 | 2,411 |

| | | | | |
|---------------|-------|-----|-----|-------|
| Core | 2,296 | 537 | 539 | 1,930 |
| Riverfront W. | 3,495 | 909 | 849 | 2,876 |

Source: Timothy Haahs & Associates, 2019

Off-Street Privately-Owned Public Parking Adequacy

Again, we compared the effective supply against the parking demand to determine the current parking adequacy. At the time of our observances, the privately-owned off-street parking facilities (available for general public use) experienced a 6,031-space parking surplus.

| Table 12: 2018 Privately-Owned Off-Street Parking Adequacy by Sub-Area | | | | |
|--|------------------|------------------|--------------|--------------|
| SUB-AREA | EFFECTIVE SUPPLY | PARKING ADEQUACY | | |
| | | 9A-11A | 1P-3P | 5P-7P |
| LaVilla | 258 | 226 | 223 | 236 |
| Church | 101 | (26) | (17) | 25 |
| Core | 2,468 | 883 | 856 | 1,908 |
| Cathedral | 216 | 29 | 10 | 142 |
| Riverfront West | 1,432 | 889 | 754 | 1,137 |
| Institutional | 36 | 8 | (5) | 22 |
| Stadium | 3,861 | 3,549 | 3,524 | 3,535 |
| River Park | 71 | 71 | 68 | 71 |
| Riverfront East | 528 | 528 | 528 | 520 |
| Southbank | 144 | 129 | 76 | 72 |
| Brooklyn | 25 | (4) | 15 | 15 |
| TOTAL | 9,139 | 6,281 | 6,031 | 7,682 |

Source: Timothy Haahs & Associates, 2019

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Summary of Current Conditions

The table below summarizes all of the 2018 observed peak-hour parking conditions by parking facility type and by parking sub-area.

| 2018 PARKING CONDITIONS | PARKING SUPPLY | EFFECTIVE SUPPLY | PEAK DEMAND | PARKING ADEQUACY |
|-------------------------|----------------|------------------|--------------|------------------|
| On-Street | 1,662 | 1,413 | 1,007 | 406 |
| City Off-Street | 3,225 | 2,909 | 2,225 | 684 |
| Private Off-Street | 10,752 | 9,139 | 3,108 | 6,031 |
| TOTAL | 15,639 | 13,461 | 6,340 | 7,121 |

| 2018 PARKING ADEQUACY | ON-STREET | CITY OFF-STREET | PRIVATE OFF-STREET | TOTAL ADEQUACY |
|-----------------------|------------|-----------------|--------------------|----------------|
| LaVilla | 21 | 0 | 223 | 243 |
| Church | 82 | 0 | (17) | 65 |
| Core | (16) | 543 | 856 | 1,384 |
| Cathedral | 35 | 0 | 10 | 45 |
| Riverfront West | 205 | 141 | 754 | 1,100 |
| Institutional | 9 | 0 | (5) | 4 |
| Stadium | 30 | 0 | 3,524 | 3,554 |
| River Park | 0 | 0 | 68 | 68 |
| Riverfront East | 0 | 0 | 528 | 528 |
| Southbank | 30 | 0 | 76 | 106 |
| Brooklyn | 9 | 0 | 15 | 24 |
| TOTAL | 406 | 684 | 6,031 | 7,121 |

Source: Timothy Haahs & Associates, 2019

During our field surveys, the largest amount of unused parking inventory was located in private off-street facilities and in the Stadium.

For most of the sub-areas, there is an ample supply of on-street parking with the exception of the Core sub-area, which is currently operating at a level above recommended industry standards. Anytime an on-street parking system exceeds 85% occupied, motorists spend more time circling the roadways in search of one of the last remaining spaces. This circling of vehicles causes roadway congestion, higher incidents of vehicle-pedestrian conflicts, carbon emissions/poor air quality, and driver frustration. Based on our visits and observations, the current on-street pricing structure is likely one large factor in the high on-street utilization rate.

Pricing guidelines should follow the general rule of applying the highest fees to the most convenient spaces in order to encourage turnover of those spaces, allow a greater number of short-term users to have access to local businesses, and distribute demand throughout the system. At this time, the \$0.50 hourly rate on-street is lower than almost every public and privately-owned off-street parking facility with the lowest charging \$1.00 per hour. Shifting users to off-street parking areas and encouraging turnover of on-street parking spaces is very difficult when the pricing structure is reversed as it is currently in Jacksonville.

Future Parking Conditions

We have considered several factors into the analysis of the estimated future parking conditions including population growth, anticipated development, and displaced parking facilities.

Normal Growth

Based on data from the U.S. Census Bureau, the City of Jacksonville has experienced positive growth over the past five years and is anticipated to continue to grow in the future. For the purpose of this study, we have assumed a 1.0% annual growth due to normal or population growth for the next five years. Historical population figures are included in the table on the following page.

| YEAR | POPULATION | ANNUAL GROWTH |
|------|------------|---------------|
| 2013 | 843,383 | |
| 2014 | 859,479 | 1.9% |
| 2015 | 866,856 | 0.9% |
| 2016 | 880,893 | 1.6% |
| 2017 | 892,062 | 1.3% |

Source: U.S. Census and Timothy Haahs & Associates, 2019

Changes in Mobility

There are currently two trends in mobility that we believe will impact future parking demand in downtown environments: Ride-sharing and the concept of autonomous or driverless vehicles.

The first trend, ride-sharing, or services such as Uber and Lyft, has already caused disruption in some parking markets. Some airports and hotels have already experienced a decrease in the number of people choosing to drive and park as ride-sharing is sometimes less expensive and more convenient with door-to-door service. Ride-sharing is also impacting entertainment districts where alcohol is served, as some patrons can enjoy drinking without the need to designate a driver. In order to accommodate more users using ride-sharing services, we recommend incorporating additional drop-off and loading zones, as appropriate, which will help alleviate roadway congestion as the number of trips increases in the future.

The second trend, autonomous vehicles, is transitioning from concept to a reality. There is a great deal of uncertainty regarding the timeline, how those vehicles will be used/sold, how these vehicles will be regulated, and what the true impact will be on the parking industry. Two of the possible uses that are notable for the parking industry are:

1. The purchase of driverless vehicles by ride-share companies to create a large fleet of on-demand vehicles. This model would potentially allow households to downsize the number of vehicles due to the cost of owning a vehicle being greater than the cost of using the service. As a result, the need for employee parking, for example, could decline as the ride-sharing vehicles would only drop-off and pick-up passengers as needed. (There would be a need to charge and service those vehicles but it would likely be at a low-cost location and not in a dense area with valuable land.)
2. The wide-spread purchase of driverless vehicles by individuals. In this model, a single autonomous vehicle could be used by multiple household members as it could drop a person off at work, return home, and drive a second person to their place of employment or shopping. Unless the cost of parking was minimal, the users would simply have their vehicle go back home to park until they needed to go somewhere else. As in the first model, demand for parking would be reduced as would the rate that a facility owner could demand.

There are many other models and scenarios that could potentially occur with respect to autonomous vehicles. Ultimately, we do not know what that impact will be and to what extent it will affect parking. We do know that autonomous vehicles are being developed and that, eventually, downtown parking systems will need to adapt.

Representatives from JTA also shared their plans and vision of a new Skyway system that is capable of incorporating autonomous transit vehicles into their existing system. The new system is referred to as the Ultimate Urban Circulator, or U2C, and will be capable of extending the service area by allowing the passenger cars to descend to a dedicated at-grade travel lane. As with all other changes in technology, the expanded Skyway system will provide an additional linkage to various destinations without the need of a private vehicle.

It is now more critical than ever for municipalities to maximize the efficiency of the existing parking assets to their fullest potential through smart management. When an owner is evaluating building a parking structure, special considerations should be given to the term of any debt, the ability to meet debt service payments during a (somewhat likely) decline in demand, and how easily the structure can be converted into another use. We have assumed the changes in mobility will reduce demand by 1% annually over the next five years.

Increased Office Occupancy

According to Colliers International's 2018 Q3 report, downtown office buildings are currently at a 7% vacancy. There are 867,780 vacant SF in the Northbank buildings and 199,722 SF in the Southbank buildings for a total of 1,067,502 vacant SF. We have assumed 2% of the current office vacancy will be leased with new tenants each year for the next five years and each of those tenants will require five parking spaces per ksf leased. The following table summarizes the anticipated impact of increased office occupancy.

| Table 15: Estimated Impact from Future Office Occupancy Increases | | | | | | |
|--|-------------|-------------|-------------|-------------|-------------|--------------|
| YEAR | 2019 | 2020 | 2021 | 2022 | 2023 | TOTAL |
| New SF Leased | 21,350 | 21,350 | 21,350 | 21,350 | 21,350 | |
| Sub-Total | | | 64,050 | | 42,700 | 106,750 |
| | | | | | | |
| Parking Demand Increase | 107 | 107 | 107 | 107 | 107 | |
| Sub-Total | | | 320 | | 214 | 534 |

Source: Colliers International and Timothy Haahs & Associates, 2019

Future Development

The DIA provided a list of 20 anticipated development projects within the next five years. Development assumptions beyond five years were not provided. For each of the developments, we were directed to assume the required number of parking spaces per the zoning code would be provided. We performed a preliminary analysis of each project within our shared-parking model to determine whether each of the developments would impact the weekday, daytime peak-hour demand (1pm to 3pm).

Of the 20 projects, only two are anticipated to exceed their parking capacity per code: the Doro Block development located in the Stadium sub-area may increase the peak hour parking demand by 30 to 40 spaces, and the Jones Brothers Building development located in the Core sub-area may increase the peak-hour demand by 40 to 50 spaces.

In addition, two of the projects will impact the parking supply: the Jones Brothers Building development will displace the 88-space Forsyth Street City parking lot and the Shipyards/Met Park development will displace the 750-space Maxwell House, as well as Lot X, H, and K, that are currently used to park approximately 1,500 vehicles during events.

Table 16: Future Development Projects

| NAME | PROGRAM | PARKING REQUIRED BY CODE | ESTIMATED IMPACT ON PARKING | SUB-AREA | TIMELINE IN YEARS |
|--|--------------|--------------------------|-----------------------------|-------------------|-------------------|
| The District | | 4,265 | None | Southbank | 3-5 |
| 1,170 | multi-family | 2,517 | | | |
| 200 | hotel rooms | 200 | | | |
| 268,500 | retail | 806 | | | |
| 20,000 | restaurant | 60 | | | |
| 200,000 | office | 600 | | | |
| 125 | marina slips | 83 | | | |
| Lofts of LaVilla | | 281 | None | LaVilla | 1-3 |
| 130 | multi-family | 281 | | | |
| Broadstone River House | | 569 | None | Southbank | 1-3 |
| 264 | multi-family | 569 | | | |
| Parkview Plaza | | 200 | None | Brooklyn | 1-3 |
| 200 | hotel rooms | 200 | | | |
| Houston Street Manor | | 156 | None | LaVilla | 1-3 |
| 72 | multi-family | 156 | | | |
| Nuvo Self Storage | | 19 | None | Brooklyn | 1-3 |
| 94,345 | industrial | 19 | | | |
| Lofts of Monroe | | 233 | None | LaVilla | 1-3 |
| 108 | multi-family | 233 | | | |
| 200 Riverside | | 705 | None | Brooklyn | 1-3 |
| 308 | multi-family | 663 | | | |
| 14,000 | restaurant | 42 | | | |
| Southbank Ventures | | 646 | None | Southbank | 1-3 |
| 300 | multi-family | 646 | | | |
| Arkest | | 87 | None | Brooklyn | 1-3 |
| 40 | multi-family | 87 | | | |
| JTA | | 129 | Minimal | LaVilla | 1-3 |
| 43,000 | office | 129 | | | |
| Doro Block | | 164 | 30-40 Spaces | Stadium | 3-5 |
| 22,250 | retail | 67 | | | |
| 22,250 | restaurant | 67 | | | |
| 10,000 | office | 30 | | | |
| LST | | 607 | None | Core | 1-3 |
| 27,569 | retail | 83 | | | |
| 10,000 | restaurant | 30 | | | |
| 150 | hotel rooms | 150 | | | |
| 35,630 | office | 107 | | | |
| 110 | multi-family | 238 | | | |
| Home Street | | 324 | None | Southbank | 1-3 |
| 150 | multi-family | 324 | | | |
| Loft (Jefferson Station) La Villa | | 287 | None | LaVilla | 1-3 |
| 133 | multi-family | 287 | | | |
| Knine | | 35 | Minimal | | 1-3 |
| 7,348 | day-care | 35 | | | |
| Real Estate Office | | 15 | Minimal | | 1-3 |
| 5,000 | office | 15 | | | |
| Hyatt Place | | 108 | None | Core | 1-3 |
| 108 | hotel rooms | 108 | | | |
| Shipyards / Met Park | | 5,247 | None | River Park | 3-5 |
| 400 | marina slips | 267 | | | |
| 1,000,000 | office | 3,000 | | | |
| 356 | hotel rooms | 356 | | | |
| 662 | residential | 1,324 | | | |
| 70,000 | retail | 210 | | | |
| 30,000 | restaurant | 90 | | | |
| Jones Brothers Building | | 92 | 40-50 Spaces | Core | 1-3 |
| 28 | residential | 56 | | | |
| 6,050 | retail | 18 | | | |
| 6,050 | restaurant | 18 | | | |

Source: City of Jacksonville DIA and Timothy Haahs & Associates, 2019

2021 and 2023 Estimated Future Parking Conditions

At this time, the City controls only a small portion (966 spaces) of the current on and off-street parking surplus of 6,325 spaces observed during our field surveys. The anticipated impact from normal population growth (1% per year) is essentially eliminated with the anticipated impact from changes in mobility (-1% per year).

We do not anticipate a significant impact from the proposed developments based on the assumption that each of those projects will provide on-site parking to meet their needs per the existing code. We have included the impact from development within the table later in this section of the report. Since this analysis was initially performed, we understand some of those developments may receive or have received a parking reduction. However, most of the development programs include multi-family residential, which experiences peak demand during the evening and weekend hours and because of that, we do not believe those reductions will impact our three and five-year recommendations.

We do recommend the consideration of a payment in lieu of parking (PILOP) program where developers would contribute a fixed amount per parking space not provided within their development. PILOP programs reduce the burden to the City for subsidizing the parking associated with private development. PILOP funds are typically earmarked to support parking improvements, transit, and mobility initiatives.

We do not anticipate a significant impact from new office leases; however, should a large employer move to Jacksonville, the impact may be more significant. We believe the recommended changes previously mentioned (relocation of all jurors, activating economy lots, and implementing a circulator/shuttle) will allow employers to locate a block of parking suitable to meet their needs and not hinder their relocation to downtown Jacksonville. We have not incorporated the impact of the additional 534 office vehicles (320 in 2021 and another 214 in 2023) in the summary table at the end of this section of the report.

Table 17: Future Parking Conditions w/o Office Impact

| 2021 PARKING CONDITIONS | PARKING SUPPLY | EFFECTIVE SUPPLY | PEAK DEMAND | PARKING ADEQUACY | 2023 PARKING CONDITIONS | PARKING SUPPLY | EFFECTIVE SUPPLY | PEAK DEMAND | PARKING ADEQUACY |
|-------------------------|----------------|------------------|--------------|------------------|-------------------------|----------------|------------------|--------------|------------------|
| On-Street | 1,662 | 1,413 | 1,007 | 406 | On-Street | 1,662 | 1,413 | 1,007 | 406 |
| City Off-Street | 3,137 | 2,830 | 2,270 | 560 | City Off-Street | 3,137 | 2,830 | 2,270 | 560 |
| Private Off-Street | 10,752 | 9,139 | 3,108 | 6,031 | Private Off-Street | 10,002 | 8,502 | 3,143 | 5,359 |
| TOTAL | 15,551 | 13,382 | 6,385 | 6,997 | TOTAL | 14,801 | 12,745 | 6,420 | 6,325 |

| 2021 PARKING ADEQUACY | ON-STREET | CITY OFF-STREET | PRIVATE OFF-STREET | TOTAL ADEQUACY | 2023 PARKING ADEQUACY | ON-STREET | CITY OFF-STREET | PRIVATE OFF-STREET | TOTAL ADEQUACY |
|-----------------------|------------|-----------------|--------------------|----------------|-----------------------|------------|-----------------|--------------------|----------------|
| LaVilla | 21 | 0 | 223 | 243 | LaVilla | 21 | 0 | 223 | 243 |
| Church | 82 | 0 | (17) | 65 | Church | 82 | 0 | (17) | 65 |
| Core | (16) | 419 | 856 | 1,259 | Core | (16) | 419 | 856 | 1,259 |
| Cathedral | 35 | 0 | 10 | 45 | Cathedral | 35 | 0 | 10 | 45 |
| Riverfront West | 205 | 141 | 754 | 1,100 | Riverfront West | 205 | 141 | 117 | 463 |
| Institutional | 9 | 0 | (5) | 4 | Institutional | 9 | 0 | (5) | 4 |
| Stadium | 30 | 0 | 3,524 | 3,554 | Stadium | 30 | 0 | 3,489 | 3,519 |
| River Park | 0 | 0 | 68 | 68 | River Park | 0 | 0 | 68 | 68 |
| Riverfront East | 0 | 0 | 528 | 528 | Riverfront East | 0 | 0 | 528 | 528 |
| Southbank | 30 | 0 | 76 | 106 | Southbank | 30 | 0 | 76 | 106 |
| Brooklyn | 9 | 0 | 15 | 24 | Brooklyn | 9 | 0 | 15 | 24 |
| TOTAL | 406 | 560 | 6,031 | 6,997 | TOTAL | 406 | 560 | 5,359 | 6,325 |

Source: Timothy Haahs & Associates, 2019

Based on the existing conditions observed and assumptions previously outlined, we anticipate the current market will be capable of meeting the peak-hour weekday parking needs for the next five years. The perception of a downtown parking shortage is actually an accessibility and proximity issue that can be mitigated by implementing best practices in parking, mobility, and transit.

Stakeholder Interviews

As part of this study, our team, at the direction of the DIA and the Office of Public Parking, extended invitations to over 30 stakeholders, entities, and organizations to solicit input on downtown parking. During our three-day visit to conduct stakeholder interviews, we were able to meet with a wide representation of public and private stakeholders in order to gather insight from all perspectives and interest groups. The following individuals agreed to meet with our team as part of this study.

Table 18: Parking Study Stakeholder Meeting List

| DATE & NAME | ENTITY/ORGANIZATION |
|----------------------------------|--|
| Monday, August 6, 2018 | |
| Christina Parrish-Stone | Hemming Park |
| Keith Meyerl | Northbank Riverwalk |
| Liz Craig | Riverplace Tower (Commonwealth Commercial) |
| Council Member CM Anderson | City of Jacksonville |
| Tuesday, August 7, 2018 | |
| Mark Rimmer | Everbank Center (RTA Consulting) |
| Sally Lockett | Bank of America Tower (Hertz Investment Group) |
| W. Wade Powers | Bank of America Tower (Colliers Int'l) |
| Robert Selton, III | Bank of America Tower (Colliers Int'l) |
| Brad Thoburn | Jacksonville Transportation Authority |
| Council Member Jim Love | City of Jacksonville |
| Wednesday, August 8, 2018 | |
| Council Member Lori Boyer | City of Jacksonville |
| Council Member Reggie Gaffney | City of Jacksonville |
| John Spassoff | The Peninsula |
| Jessica Ferguson | San Marco Place |
| Numa C. Saisselin | Florida Theatre |

Source: Timothy Haahs & Associates, 2019

Valuable insight and input was provided by each of the above stakeholders, and their participation was appreciated. All of their comments and recommendations have been considered and incorporated into the recommendations for this study, as appropriate. A summarized list of the feedback received during the stakeholder meetings is included on the following page. The comments listed do not represent those of TimHaahs, the Downtown Investment Authority, or the City of Jacksonville.

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Table 19: Parking Study Stakeholder Meeting Input

STAKEHOLDER INPUT

Public policies should support a large scale mobility strategy vs. a narrow- and short-term view.

A pay by phone payment option is needed.

Monthly parking needs to decrease to \$50-\$60 per month to attract new downtown tenants and keep them from moving to the suburbs.

The cost of operating a trolley is less than the cost to build a parking garage.

On-street is the cheapest place to park and it hasn't been very well enforced.

Traffic patterns during NFL games and other events at the stadium discourage visitors from staying and patronizing businesses in downtown. A free downtown shuttle to and from the stadium may encourage visitors to visit downtown before and after events and boost sales for local businesses.

Downtown needs more parking available within the core for C-Level employees and should consider building a garage.

The downtown is too spread out, where is the "center?"

The Riverwalk is not connecting pedestrians as well as it could and should. Heavily underutilized city asset.

Pedestrian safety should be addressed.

Residential guest parking is a major obstacle as most residential towers do not have sufficient parking on-site for those users.

There is a low perception of safety during the evening hours but the actual number of incidents does not support that perception.

Theater patrons do not typically complain about parking as there are over 1,500 spaces within a 1-block radius.

There has historically been a communication failure between transit and the various City departments.

The City should apply smart parking concepts.

On-street parking meters are bagged too early in advance of events; the City should reconsider their procedures to allow those parking spaces to be utilized more before the actual events.

The skyway does not operate on most weekends. A special request can be made to JTA to operate during large events.

The Library Garage is not manned on the weekends and only accepts credit card payment which has frustrated some patrons. In addition, many patrons are not aware that the Library Garage is open and available to the public on the weekends.

Some properties on Southbank are currently selling their surplus parking as monthly permits and the parking demand is expected to increase with the road diet plan.

Consideration should be made for making more of the spaces public in the MPS Courthouse Garage as they are currently holding 400 spaces for the jurors to use one day a month.

There is a need to look at the MPS facilities to see how those can be better utilized.

The office market desires 5 parking spaces per thousand square feet leased but most building owners do not have that supply of parking available.

The skyway is underutilized but hopefully the UUC will help.

Some building owners are considering an increase to their parking rates.

According to ULI, there are many underutilized assets in downtown.

The City should explore the use of remote lots for employee parking, especially for the commercial businesses near residential neighborhoods.

Business closing times should be better regulated when they are in close proximity to neighborhoods.

Source: Stakeholder Meeting Input (August 6, 7, and 8, 2018)

Catalog of Buildings

According to City representatives, downtown Jacksonville has struggled to attract new employers to fill office vacancies. One major reason cited is the shortage of dedicated and on-site parking at the various office buildings. Office leasing agents have confirmed that they are faced without control of enough parking spaces to meet prospective new tenant demands. To exacerbate their parking challenges, the traditional office design has evolved and adapted as a result of the recent economic recession. Today, most tenant spaces are designed as an open office layout with shared work areas instead of private offices, smaller collaboration spaces in place of large conference rooms, and flexible lobby areas. The evolution of today’s office design has resulted in a higher density of employees (i.e. more employees per square foot of leased space), which is then translated into a larger number of parking spaces required for each tenant.

Most office buildings are designed to accommodate 2.5 to 3.0 parking spaces per thousand square feet (KSF) of leased space, which was appropriate for the office layout 20 years ago. However, with the newer “open office” design, employers are seeking 4.0 to 5.0+ parking spaces per KSF leased.

Historically, Jacksonville leasing managers have been capable of securing additional long-term monthly leases for new tenants in other nearby private parking facilities. With the increased office density, the number of available private parking facilities has been diminished considerably. Securing parking leases is made even more difficult as prospective tenants do not wish to make their employees walk more than a few blocks, which further narrows down the list of available parking facilities.

In order to understand the downtown building market, we started by compiling a list of all buildings. For consistency, we used the same block identifier as was used in the parking inventory. Maps showing the block identifiers are included in **Appendix D** at the end of this report.

In the following tables are the 66 buildings, greater than 40,000 square feet, located in the Southbank (10 buildings) and Northbank (56 buildings) areas of downtown. In addition to the block identifier, we have identified their physical address, gross square feet (as listed on the Duval County property appraiser’s database), and the total number of stories. While building names are included, several buildings have been known by multiple names and, therefore, our data is based on the physical address.

| BLOCK | BUILDING NAME | PHYSICAL ADDRESS | GROSS SF | STORIES |
|-------|-----------------------------|---------------------------|-----------|---------|
| 286 | Riverplace Tower | 1301 Riverplace Boulevard | 630,784 | 28 |
| 286 | The Strand | 1401 Riverplace Boulevard | 1,192,067 | 28 |
| 288 | AvMed Building | 1300 Riverplace Boulevard | 123,697 | 8 |
| 288 | San Marco Place | 1478 Riverplace Boulevard | 141 units | 21 |
| 289 | Stein Mart | 1200 Riverplace Boulevard | 248,549 | 10 |
| 291 | Prudential | 701 San Marco Boulevard | 539,698 | 20 |
| 294 | Aetna Building (Prudential) | 841 Prudential Drive | 609,508 | 22 |
| 295 | Baptist Medical Pavilion | 800 Prudential Drive | 102,689 | 5 |
| 304 | Baptist Health Buildings | 1650 Prudential Drive | 85,074 | 4 |
| 305 | Duval County Public Schools | 1701 Prudential Drive | 123,152 | 5 |

Source: Duval County Property Appraiser and Timothy Haahs & Associates, 2019

Table 21: 2018 Catalog of Downtown Jacksonville Buildings - Northbank

| BLOCK | BUILDING NAME | PHYSICAL ADDRESS | GROSS SF | STORIES |
|-------|----------------------------|-------------------------|-----------|---------|
| 3 | Old JEA | 424 Pearl Street | 182,000 | 13 |
| 5 | JEA Office Building | 233 W. Duval Street | 171,070 | 18 |
| 6 | City Hall at St James | 117 W. Duval Street | 338,904 | 4 |
| 7 | City Hall Annex | 407 N. Laura Street | 63,561 | 6 |
| 7 | JEA | 421 N. Laura Street | 171,080 | 7 |
| 10 | County Courthouse | 501 W. Adams Street | 823,530 | 7 |
| 11 | State Attorney | 311 W. Monroe Street | 250,713 | 5 |
| 12 | US Courthouse | 300 N. Hogan Street | 326,485 | 14 |
| 14 | Museum of Contemporary Art | 333 N. Laura Street | 54,834 | 5 |
| 14 | Public Library | 303 N. Laura Street | 329,412 | 5 |
| 16 | Edward Ball Building | 214 N. Hogan Street | 441,672 | 11 |
| 17 | Greenleaf Building | 208 N. Laura Street | 57,000 | 12 |
| 17 | | 201 N. Hogan | 46,014 | 4 |
| 18 | Police & Fire Pension | 1 W. Adams Street | 43,563 | 3 |
| 18 | Police & Fire Pension | 2 W. Adams Street | 96,928 | 7 |
| 18 | 11 East Forsyth | 11 E. Forsyth Street | 153,000 | 17 |
| 22 | | 300 W. Adams Street | 51,077 | 6 |
| 24 | | 126 W. Adams Street | 40,464 | 7 |
| 24 | Barnett Tower | 112 W. Adams Street | 171,401 | 18 |
| 24 | Furchgott's | 130 W. Adams Street | 56,984 | 5 |
| 24 | | 100 N. Laura Street | 167,455 | 10 |
| 24 | 121 Atlantic Place | 121 Forsyth Street | 63,611 | 5 |
| 25 | Farah & Farah Building | 10 W. Adams Street | 42,210 | 3 |
| 31 | Everbank | 301 W. Bay Street | 1,164,000 | 30 |
| 32 | BB&T | 200 W. Forsyth Street | 307,630 | 18 |
| 33 | Bank of America | 50 N. Laura Street | 1,034,653 | 43 |
| 33 | iBeriabank | 135 W. Bay Street | 45,715 | 5 |
| 34 | Allegiance | 1 W. Bay Street | 298,417 | 9 |
| 37 | Federal Building (Bennett) | 400 W. Bay Street | 257,504 | 11 |
| 38 | Omni | 245 Water Street | 296,671 | 16 |
| 38 | One Enterprise Center | 225 Water Street | 370,112 | 22 |
| 39 | Sun Trust | 76 S. Laura Street | 432,970 | 23 |
| 39 | Life of the South | 100 W. Bay Street | 73,326 | 6 |
| 40 | Wells Fargo | 1 W. Independent Drive | 992,501 | 37 |
| 41 | CSX | 550 Water Street | 244,848 | 14 |
| 43 | Times-Union CPA | 300 Water Street | 239,327 | 3 |
| 44 | Landing | 2 W. Independent Dr. | 147,669 | 2 |
| 46 | CSX | 500 Water Street | 4,788,987 | 17 |
| 47 | Florida Times Union | 1 Riverside Avenue | 222,638 | 3 |
| 48 | Haskell | 111 Riverside Avenue | 273,193 | 3 |
| 49 | Raymond James | 245 Riverside Avenue | 138,014 | 5 |
| 51 | | 602 Riverside Avenue | 68,398 | 6 |
| 51 | Alfred Dupont Trust | 510 Alfred Dupont Place | 69,327 | 5 |
| 51 | Everbank | 501 Riverside Avenue | 296,148 | 13 |
| 52 | Fidelity National Tower 2 | 601 Riverside Avenue | 287,670 | 8 |
| 55 | Blue Cross Blue Shield | 532 Riverside Avenue | 622,923 | 20 |
| 101 | Convention Center | 1000 W. Bay Street | 299,005 | 2 |
| 102 | Federal Reserve Bank | 800 Water Street | 219,724 | 3 |
| 165 | Residences at City Place | 311 W. Ashley Street | 205 units | 16 |
| 179 | JEA Tower | 21 W. Church Street | 347,811 | 19 |
| 188 | Cathedral Terrace | 701 N. Ocean Street | 174,855 | 21 |
| 192 | Cathedral Towers | 601 N. Newman Street | 181,796 | 17 |
| 200 | Cathedral Townhouse | 501 N. Ocean Street | 179 units | 18 |
| 229 | Hyatt Regency | 225 E. Coast Line Drive | 671,414 | 18 |
| 229 | City Hall Annex | 200 E. Bay Street | 228,289 | 15 |
| 232 | Berkman Plaza I | 400 E. Bay Street | 206 units | 22 |

Source: Duval County Property Appraiser and Timothy Haahs & Associates, 2019

The following table summarizes the 41 buildings where we were able to identify the parking assets associated with each building. We understand that several building owners have secured parking in addition to the locations listed below. We also understand that a portion of the 25 buildings without any identified parking have also secured off-site parking. Many of the building owners were not open to sharing that information publicly given the competitive nature of the market.

Table 22: 2018 Catalog of Parking Assets for Downtown Jacksonville Buildings

| BLOCK | BUILDING NAME | PHYSICAL ADDRESS | SPACES | PARKING ID |
|-------|-----------------------------|---------------------------|--------|------------------|
| 5 | JEA Office Building | 233 W. Duval Street | pvt. | 5A |
| 7 | JEA | 421 N. Laura Street | gated | 7B |
| 10 | County Courthouse | 501 W. Adams Street | 1570 | 21A |
| 14 | Public Library | 303 N. Laura Street | 626 | 7A |
| 16 | Edward Ball Building | 214 N. Hogan Street | 340 | 16A |
| 31 | Everbank | 301 W. Bay Street | 880 | 29A |
| 32 | BB&T | 200 W. Forsyth Street | 656 | 23A |
| 33 | Bank of America | 50 N. Laura Street | pvt. | 33A |
| 37 | Federal Building (Bennett) | 400 W. Bay Street | 181 | 37A |
| 38 | Omni | 245 Water Street | 1100 | 38B |
| 38 | One Enterprise Center | 225 Water Street | 285 | 38C |
| 39 | Sun Trust | 76 S. Laura Street | pvt. | 39A |
| 40 | Wells Fargo | 1 W. Independent Drive | pvt. | 40A |
| 41 | CSX | 550 Water Street | pvt. | 41, 41, 45, 46 |
| 44 | Landing | 2 W. Independent Dr. | 140 | 44A |
| 47 | Florida Times Union | 1 Riverside Avenue | 649 | 47A |
| 48 | Haskell | 111 Riverside Avenue | 517 | 48A |
| 49 | Raymond James | 245 Riverside Avenue | pvt. | 49B, 49C, 50A |
| 51 | Everbank | 501 Riverside Avenue | 639 | 51A |
| 52 | Fidelity National Tower 2 | 601 Riverside Avenue | 462 | 52A |
| 55 | Blue Cross Blue Shield | 532 Riverside Avenue | pvt. | 55A, 55B, 55C |
| 101 | Convention Center | 1000 W. Bay Street | dnc. | 101A, 101B |
| 102 | Federal Reserve Bank | 800 Water Street | gated | 102 |
| 165 | Residences at City Place | 311 W. Ashley Street | pvt. | 165B |
| 179 | JEA Tower | 21 W. Church Street | gated | 179 |
| 188 | Cathedral Terrace | 701 N. Ocean Street | pvt. | 188 |
| 192 | Cathedral Towers | 601 N. Newman Street | pvt. | 192 |
| 200 | Cathedral Townhouse | 501 N. Ocean Street | pvt. | 200 |
| 229 | Hyatt Regency | 225 E. Coast Line Drive | 600 | 228A |
| 229 | City Hall Annex | 200 E. Bay Street | closed | 231A |
| 232 | Berkman Plaza I | 400 E. Bay Street | pvt. | 232B |
| 286 | Riverplace Tower | 1301 Riverplace Boulevard | 792 | 286A |
| 286 | The Strand | 1401 Riverplace Boulevard | pvt. | 286B |
| 288 | AvMed Building | 1300 Riverplace Boulevard | 354 | 288A, 288B, 288D |
| 288 | San Marco Place | 1478 Riverplace Boulevard | pvt. | 288C |
| 289 | Stein Mart | 1200 Riverplace Boulevard | 561 | 289A |
| 291 | Prudential | 701 San Marco Boulevard | pvt. | 292A |
| 294 | Aetna Building (Prudential) | 841 Prudential Drive | 1150 | 294C |
| 295 | Baptist Medical Pavilion | 800 Prudential Drive | pvt. | 294D, 295B, 296A |
| 304 | Baptist Health Buildings | 1650 Prudential Drive | 577 | 304A |
| 305 | Duval County Public Schools | 1701 Prudential Drive | 404 | 305A |

Source: Duval County Property Appraiser and Timothy Haahs & Associates, 2019

Benchmark Rate Survey

We researched the downtown parking rates from seven (7) other municipalities relatively similar to Jacksonville, either in characteristics or geographic location. In addition to gathering data on the publicly owned facilities, we also collected hourly data, as available, for the privately-owned parking facilities in each of the municipalities. The table below outlines the city's 2017 population (per the U.S. Census Bureau), the public rates for monthly permits, on-street hourly parking, and the off-street hourly parking rates. In the last column, marked in green, are the private off-street hourly rates. During our research, we noted that the rates in the core areas were sometimes much higher than on the periphery. Those variances were noted by listing the lowest and highest rates for each location.

| CITY | 2017 POPULATION | PUBLIC PARKING SYSTEM | | | PRIVATE OFF-STREET HOURLY |
|-------------------------|-----------------|--------------------------|------------------|---|---------------------------|
| | | MONTHLY PERMIT | ON-STREET HOURLY | OFF-STREET HOURLY | |
| Gainesville, FL | 132,249 | \$25.00 | \$0.25 - \$0.50 | \$0.25 - \$0.50 | \$2.00 - \$3.00 |
| Savannah, GA | 146,444 | \$40.00 - \$85.00 | \$1.00 - \$2.00 | \$1.00 - \$2.00 | \$2.00 - \$20.00 |
| Birmingham, AL | 210,710 | \$43.00 - \$110.00 | \$1.00 | \$1.00 | \$2.00 - \$10.00 |
| St. Petersburg, FL | 263,255 | \$16.05 - \$65.00 | \$1.00 | \$1.00 | \$2.00 - \$5.00 |
| Orlando, FL | 280,257 | \$70.00 - \$110.00 | \$1.00 | \$1.00 - \$2.00 | \$2.00 - \$10.00 |
| Tampa, FL | 385,430 | \$27.00 - \$86.00 | \$0.25 - \$1.50 | \$1.00 - \$1.60 | \$2.00 - \$9.00 |
| Miami, FL | 463,347 | \$50.00 - \$155.01 | 1.50-1.75 | \$1.75-\$7.00 first hr; \$2.00-\$6.00 add'l | \$4.00 - \$20.00 |
| Jacksonville, FL | 892,062 | \$50.00 - \$80.00 | \$0.50 | \$1.00 (\$3.00 Library Garage) | \$1.00 - \$6.00 |

Source: Timothy Haahs & Associates, 2019

Jacksonville's on-street parking rates are VERY low compared to the peer cities. In fact, only the most remote locations in Tampa, Florida, that are being used as long-term parking are lower than Jacksonville's rates in the busiest area of downtown. The only other City with reported rates below \$0.50 per hour is Gainesville, Florida, which is on a much smaller scale compared to Jacksonville. A by-product of Jacksonville's low on-street parking rates is increased traffic congestion as motorists will circulate around their destination, sometimes for multiple loops, until they are able to find a vacant on-street parking space. The large number of one-way streets within downtown may further increase the distance a vehicle drives to circulate around their destination. **We recommend the implementation of an on-street rate of at least \$2.00 per hour.**

Jacksonville's off-street hourly rates are relatively in line with the other benchmark cities but due to the amount of buildings that do not control sufficient on-site parking to meet their needs, **we recommend a rate increase to all public off-street locations.** A rate increase will: 1. Appropriately value the existing parking resources; 2. Distribute the existing parking demand to underutilized parking assets located outside of the core area; and 3. Generate additional revenue that is needed for ongoing maintenance, capital improvement projects, and reinvested into the management and operation of the parking system (i.e. procurement of system to allow for digital permitting and license plate recognition, LPR, parking enforcement).

Through our meetings and interviews with various City representatives, we understand the City currently discounts City employee parking rates. While we appreciate the desire to provide a parking benefit to City employees, the practice of subsidizing parking for any user group creates market inefficiencies, negatively impacts transit ridership, and ultimately increases traffic congestion. In alignment with best practices in urban and transportation planning, **we recommend eliminating the parking subsidy completely or replacing it with a new program that only discounts employee parking in economy/remote parking facilities.**

Duval County jurors are utilizing the Courthouse garage located on the southwest corner of Adams and Clay Street. At this time, the parking operator for that facility must maintain 300 parking spaces for county jurors. However, by holding 300 spaces for juror parking (which only typically occurs on Mondays), the operator is unable to sell additional monthly parking permits. In addition, the hourly demand during the other days of the week does not generate the same volume of revenue as would be generated with the selling of monthly permits. Therefore, the net result of the current policy is a loss of potential revenue at this facility, and, due to the City's agreement with Metropolitan Parking Solutions, the City must contribute towards the shortfall.

We recommend relocating juror parking to economy parking facilities located at the stadium. Jurors are an easy group to relocate as they are receiving free parking, their visits are not often, and they receive notice well in advance of their visit to allow for planning their trip. **We recommend using the downtown circulator/shuttle for jurors as well as downtown employees.** We do recommend requiring jurors to show proof to utilize the remote parking facility and shuttle service, adjusting the hours of operation as dictated by the court, and limiting the free parking benefit to the remote location only (jurors wishing to park at the Courthouse Garage would do so at the hourly rates).

Parking Management and Operations

The City is not currently utilizing the most efficient tools available in their parking operations. While we have not explored all aspects of the City's management practices in detail, we do believe the implementation of License Plate Recognition equipment may improve the efficiency of the parking enforcement officers. In addition, we recommend the use of pay-by-plate payment applications for all new parking meters and pay stations to allow for further simplification of revenue control and enforcement.

License Plate Recognition

License Plate Recognition (LPR) technology uses digital cameras and lasers to perform vehicle recognition (size, shape and color) and combined with accurate GPS, automatically detects and notifies the Parking Enforcement Officer (PEO) of unmoved vehicles. Pictorial evidence is present to the PEO for violation assessment. Despite its sophisticated technology, LPR systems appear reliable in every day operation and in all temperatures and weather. Parking enforcement productivity can increase significantly with LPR enforcement systems thereby allowing PEO's time for enforcing other high priority activities. It also allows enforcement regardless of weather conditions.

Some additional advantages are:

- LPR systems are capable of tracking vehicles with outstanding tickets, fines, warrants.

- LPR equipment allows enforcement officers to monitor time limits and prohibit moving or "shuffling" into an adjacent space to bypass time restrictions.

- Vehicle mounted LPR allows for a smaller, but equally effective, enforcement staff.

The use of license plate recognition has grown substantially and has proven to be a highly efficient method of identifying users using their license plate information. These systems allow a parking department to easily determine whether users exceed time limits by the use of auto-chalking, have paid for parking by comparing their license plate information against the data from pay stations and pay-by-cell systems, and locate users with outstanding tickets or fines. Typically the system includes both hardware (cameras) and software (decoding the images into data which can be compared against a real-time database of valid users). LPR can also be utilized to convert to a paperless or digital permitting system. In a digital permit system, monthly parkers would purchase and manage their monthly permits online. In the online system, the user would input their vehicle information including the license plate for their vehicle(s) and submit payment. With a digital permit, the use of parking access equipment can be eliminated and the parking enforcement officer would be capable of easily patrolling facilities with an LPR system to determine if all vehicles are authorized. In instances of unauthorized use, the vehicle would be issued a citation.

In addition to the cost savings from removing or limited use of parking access equipment in a digital permitting system, the administrative costs are significantly reduced as physical permits, access cards, hangtags, and stickers are no longer necessary, mailing and distributing new permits is eliminated, and permit holders can manage their own information updates and submit their payment all online. From a permit holder's perspective, they no longer have to worry about moving their permit when they drive another vehicle as they can enter multiple vehicles into their profile online. They also don't need to permanently affix any stickers or worry about someone stealing their permit hangtag from their vehicle.

The cost of an LPR system is low enough to provide a reasonable return on investment for most municipalities and **we highly recommend the purchase of an LPR system to more efficiently manage the parking system in Jacksonville.**

With the purchase of an LPR system, the City would have the option of converting the off-street parking lots and garages from gated to gateless. A gateless system means that vehicles can easily flow in and out of the parking facility which eliminates queuing issues and potentially backing up traffic onto the roadways or within the parking deck. When a motorist enters the deck, they will park their vehicle at any open space (as designated by the Parking Department), exit their vehicle and pay at the nearby pay station by entering their license plate number along with payment. The pay station will record the payment and the database of valid vehicles will be updated to include the paid vehicle. As the PEO drives through the parking deck in their vehicle with mounted LPR cameras, the cameras will read each license plate and compare it against the database of valid vehicles. The system will alert the PEO if a vehicle is identified that has not paid for parking or their time has expired at which time the PEO will issue a parking citation.

There are numerous other ways LPR can be used in gated and gateless facilities to manage parking however the above method is one of the least expensive as the amount of equipment (and the maintenance) is minimized significantly.

Pay-by-Plate

The debate over the use of single space parking meters versus paystation has been ongoing with various advantages and disadvantages of each. Ultimately, the only product available that supports pay-by-plate (PBP) transactions is a paystation. Establishing a parking system where every vehicle is paying for their use of parking using their license plate information, allows a manager to integrate all of the revenue systems (digital monthly permits, mobile payment, and paystation transactions) into a single database. By simply driving around, a parking enforcement officer can automatically detect if every vehicle is paid on-street and within parking facilities. Furthermore, parking managers can access real time data on the utilization and occupancy of various parking facilities, which allows for better decision making and planning for future needs.

While it is possible to enforce within a hybrid system of mobile PBP, single space meters, and monthly access cards, the efficiency of enforcement and the tracking of systemwide utilization is significantly reduced.

As parking equipment is replaced, **we recommend converting all on-street parking areas from single space meters to a PBP paystation or a mobile-payment zone.** While the upfront cost may be higher, we have found that the long-term fees and operational costs associated with a PBP system may actually be lower.

Summary of Recommendations

In order to improve the efficiency of the parking management and operations, better utilize the existing parking assets, and prepare for future growth, we recommend the following:

- Immediately disable on-street credit card transactions below \$1.00 as those transactions may actually cost the City more to process than is received from the transaction.
- Implement a mobile payment option, which will allow the city to provide customers with the ability to use a credit card for payment at all parking meters.
- Activate the stadium parking areas as a new economy parking facilities to accommodate downtown employees and customers and distribute the parking demand to these underutilized parking assets.
- Work with JTA to implement a circulator/shuttle to quickly move users from the economy parking facility(s) to the core CBD.
- Increase the hourly rate for the on-street parking meters to not only distribute the current parking demand into the off-street parking facilities, increase turnover, and reduce traffic congestion, but to also properly value this asset within the parking system.

- Increase the off-street monthly parking rates by \$10.00 to \$30.00, pending location, historical occupancy, and capacity. This will further distribute the parking demand, encourage the use of the newly-activated economy parking locations, and provide new resources for office leasing agents to secure nearby parking for new tenants.
- Relocate Juror parking to the economy parking locations to allow the MPS Courthouse Garage to sell additional monthly parking permits and reduce the City's required subsidy. The existing juror notification packet should be updated to inform all jurors of the location of the parking facilities and the locations for other PAID hourly parking facilities for those wishing to pay for convenience. Generally speaking, shifting this user group is the easiest as they are neither regular parkers nor are they paying customers. However, the implementation of a consistent and reliable circulator/shuttle is critical to the ability to relocate these users.
- Replace the City employee discount parking program with free parking at the economy parking facilities. All employees who wish to continue to park in the core and prime parking facilities would pay the market rate consistent with the overall transit and mobility plan.
- Work with the City's finance department to evaluate the current fees associated with the existing parking meters that accept credit cards in order to determine whether a cost savings may be realized by using a different clearing house process.
- Evaluate whether a cost savings may be realized by renegotiating the current single-space meter vendor agreement, or by changing vendors.
- Improve the marketing and wayfinding to City parking facilities including on the weekends and during events (i.e. the Library Garage). Improvements may be as simple as a temporary sign used to direct motorists or permanently installed signage (either static or variable message signage) that will direct patrons based on the roadway traffic conditions and event.
- Consider implementing "mobile-pay only" parking zones using the above-mentioned mobile payment option. These zones would be signed and marked as a paid parking area with the zone number and all motorists who park in these locations would be required to use the mobile parking app to pay for parking. This will allow the city to quickly implement paid parking with a minimal capital investment and operational expenses. To address concerns from motorists without a mobile device, we suggest installing a few single space meters within close proximity to the mobile-pay only locations only if another pay by cash location is not already present (public or private).
- Revise the current meter bagging procedures prior to events. This will allow for better traffic flow, increased user convenience, and additional revenue. Other municipalities post signage on special event days stating when the meters will be deactivated and any remaining vehicles towed at the owner's expense.
- Consider increasing the on-street hours of enforcement and, at a minimum, including hours on Saturday. This may not be necessary at this time but as development occurs, it will allow the City to generate revenue to support the enforcement of parking during those times.
- Purchase license plate recognition (LPR) equipment for enforcement. This will allow enforcement officers to easily verify mobile-pay vehicles and will allow for a streamline transition to digital permits and eventually pay-by-plate (PBP) transactions.
- Convert all single space parking meters to paystations with PBP capabilities. In addition, upgrade any existing paystations to allow for PBP transactions.

Table 24: Recommendation Matrix

| RECOMMENDATION | LEVEL OF EFFORT | PRIORITY | FINANCIAL IMPACT | ESTIMATED COST | COMMENTS |
|--|-----------------|----------|------------------|-------------------------------|--|
| Disable on-street credit card transactions below \$1.00 | Minimal | High | Positive | None | Eliminate transactions that may result in a net loss after fees |
| Implement mobile payment services | Minimal | High | Positive | ~\$50,000/sign | Provides additional payment method to customers & the ability to implement paid parking without parking meters. |
| Activate economy parking locations | Minimal | High | Neutral | ~\$20,000/lane (PARCS Equip.) | Activating the underutilized parking assets is the <u>first</u> step to update the parking system. |
| Coordinate with JTA on the implementation of a downtown shuttle to connect the new economy parking locations with downtown | High | High | Negative | ~\$40-\$50/hour | A shuttle to the economy parking locations is the <u>second</u> step to update the parking system. The shuttle should focus on providing a user friendly experience with frequent service. |
| Adjust parking rates as follows On-street: \$2.00/hr Off-Street: \$1.00/hr; Increase permits \$10-\$30/mo. by demand Economy: \$20.00/month | Moderate | High | Positive | None | Price adjustments are the <u>third</u> and final step to update the parking system by organically distributing demand via pricing. Properly valuing the core parking assets will shift users to other low-cost parking alternatives. |
| Relocate jurors from the Courthouse Garage to an economy parking location | Moderate | High | Positive | None | Juror packet to be updated with the new parking and shuttle information. |
| Encourage Metropolitan Parking Services to increase Courthouse Garage permit sales | Minimal | High | Positive | None | Increased revenue at the Courthouse Garage will reduce the City's financial obligation. |
| Replace City employee parking discount program with free economy parking | Moderate | High | Positive | None | Employees wishing to park in the core area for convenience may do so at their expense. |
| Evaluate the fees associated with the current on-street parking meters | Minimal | Moderate | Positive | None | It may be possible to reduce fees by using a different credit card clearing house. |
| Evaluate parking equipment vendor pricing for cost-savings | Minimal | Moderate | Positive | None | As technology improves and competition increases, lower expenses may be achieved. |
| Improve marketing/wayfinding during events | Minimal | Moderate | Positive | \$100-\$500/sign | Install directional signage to the nearest parking facility(s) |
| Revise meter bagging procedures | Minimal | Low | Positive | None | Allows for the use of valuable on-street spaces during peak daytime hours |
| Evaluate increasing the on-street hours of enforcement as growth continues | Moderate | Low | Positive | None | Will allow for better parking management during the evening hours as activity increases. Additional meter revenue will offset the additional cost for enforcement activities. |
| Explore the implementation of a payment-in-lieu of parking program for future development and redevelopment projects | Moderate | Moderate | Positive | None | Reduces the public burden to subsidize parking associated with new development by providing a parking fund to offset the costs associated with new parking facilities, additional transit routes, and mobility initiatives. |
| Purchase LPR equipment for enforcement | Minimal | Moderate | Neutral | \$50,000/vehicle | Allows for efficient enforcement of mobile-pay transactions. Return on |
| Convert systemwide equipment to PBP paystations | Moderate | Moderate | Neutral | \$7,000/paystation | Higher equipment cost is offset by fewer meters to collect, maintain, service, and operate. All transactions are accessible to the LPR equipment and streamlines the efficiency of enforcement officers. The management of parking is simplified as all data is accessible in a single system. |
| Convert monthly access cards to digital permits | Moderate | Moderate | Neutral | Varies by Software | Eliminates the issuance of monthly access cards, allows customers to self-manage their parking transactions and account, and provides additional cost-saving options on the operation of parking facilities. |

Source: Timothy Haahs & Associates, 2019

APPENDIX D
Sub-Area Maps with Block Identifiers

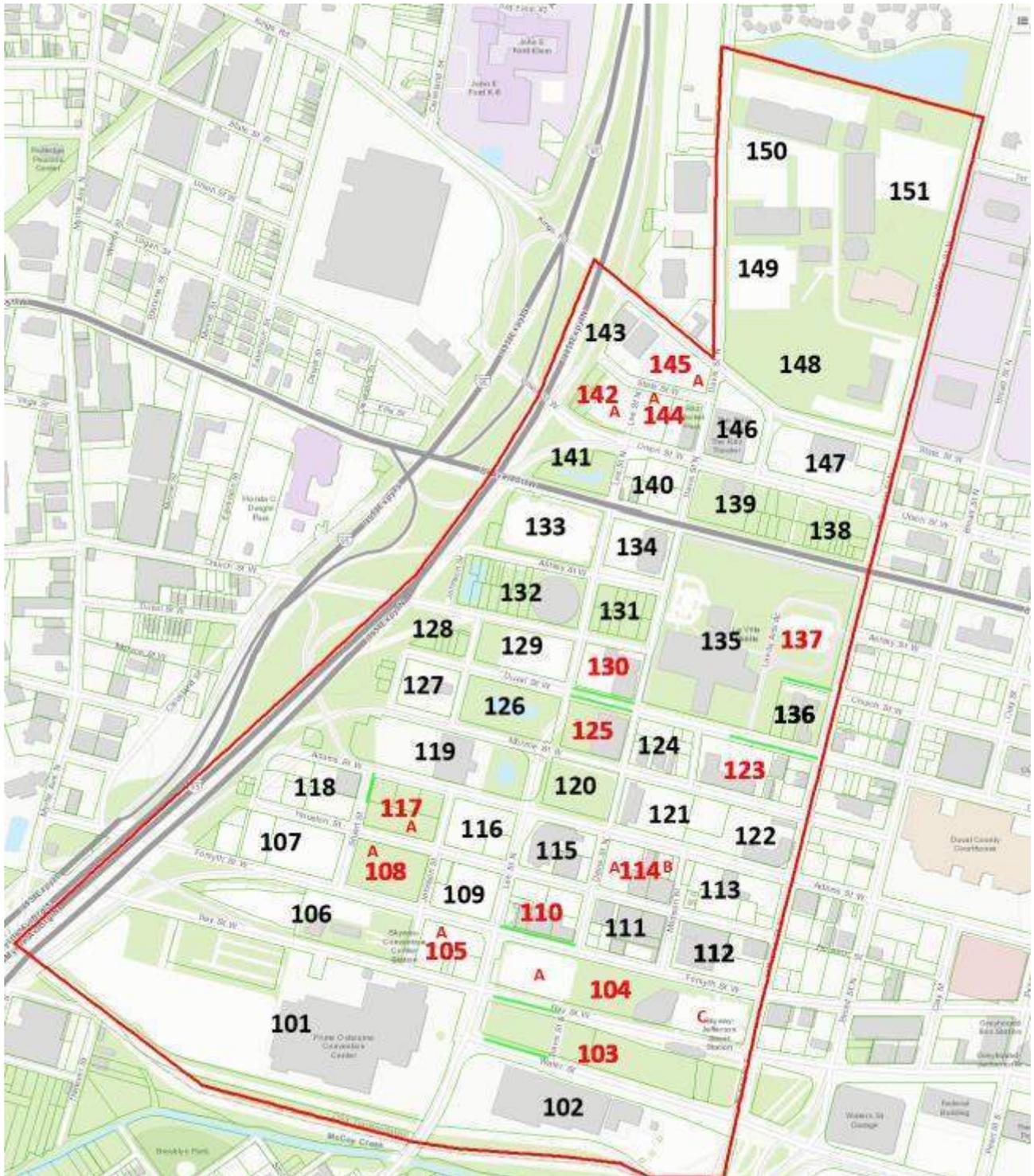
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BROOKLYN



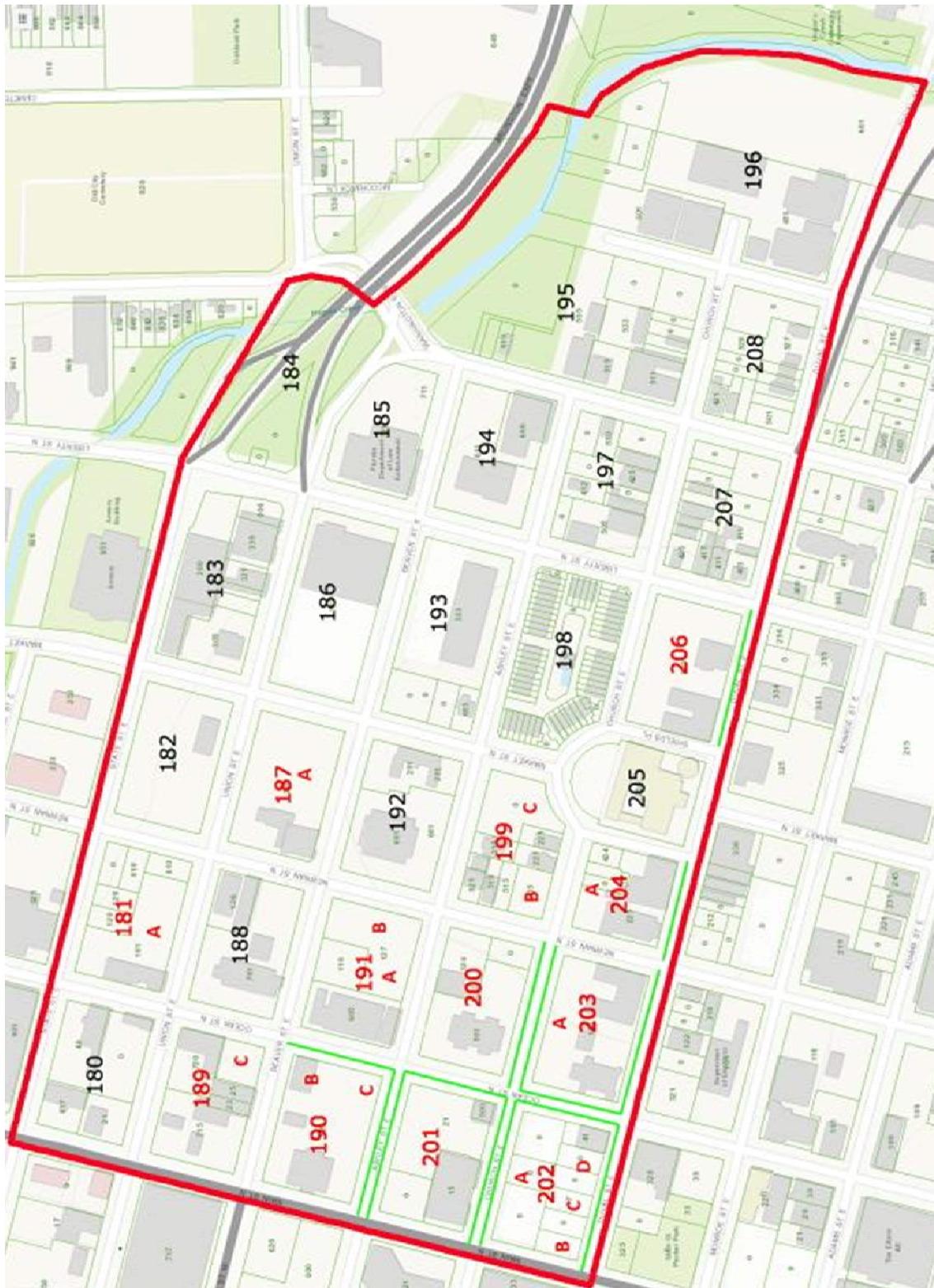
LAVILLA



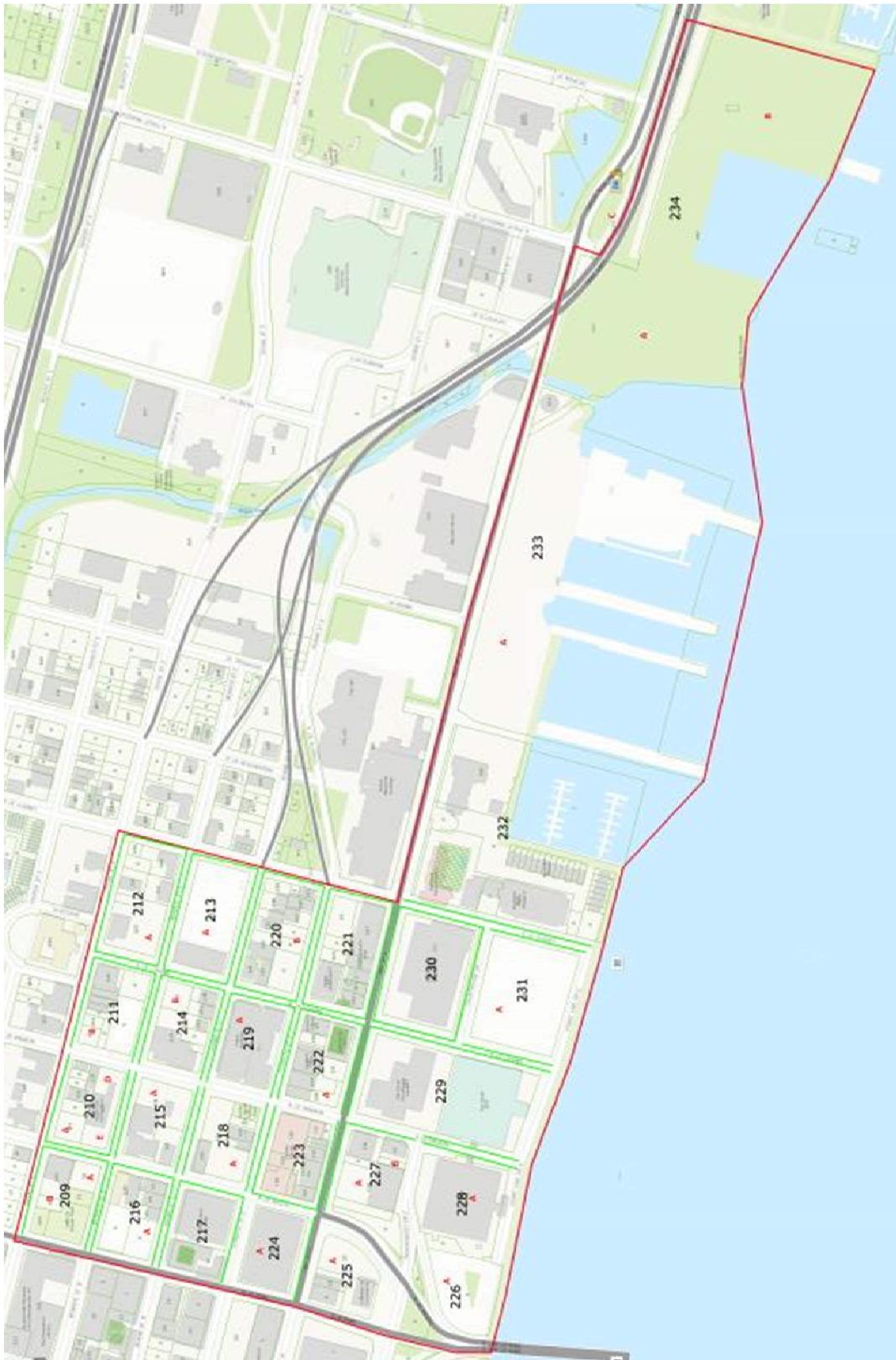
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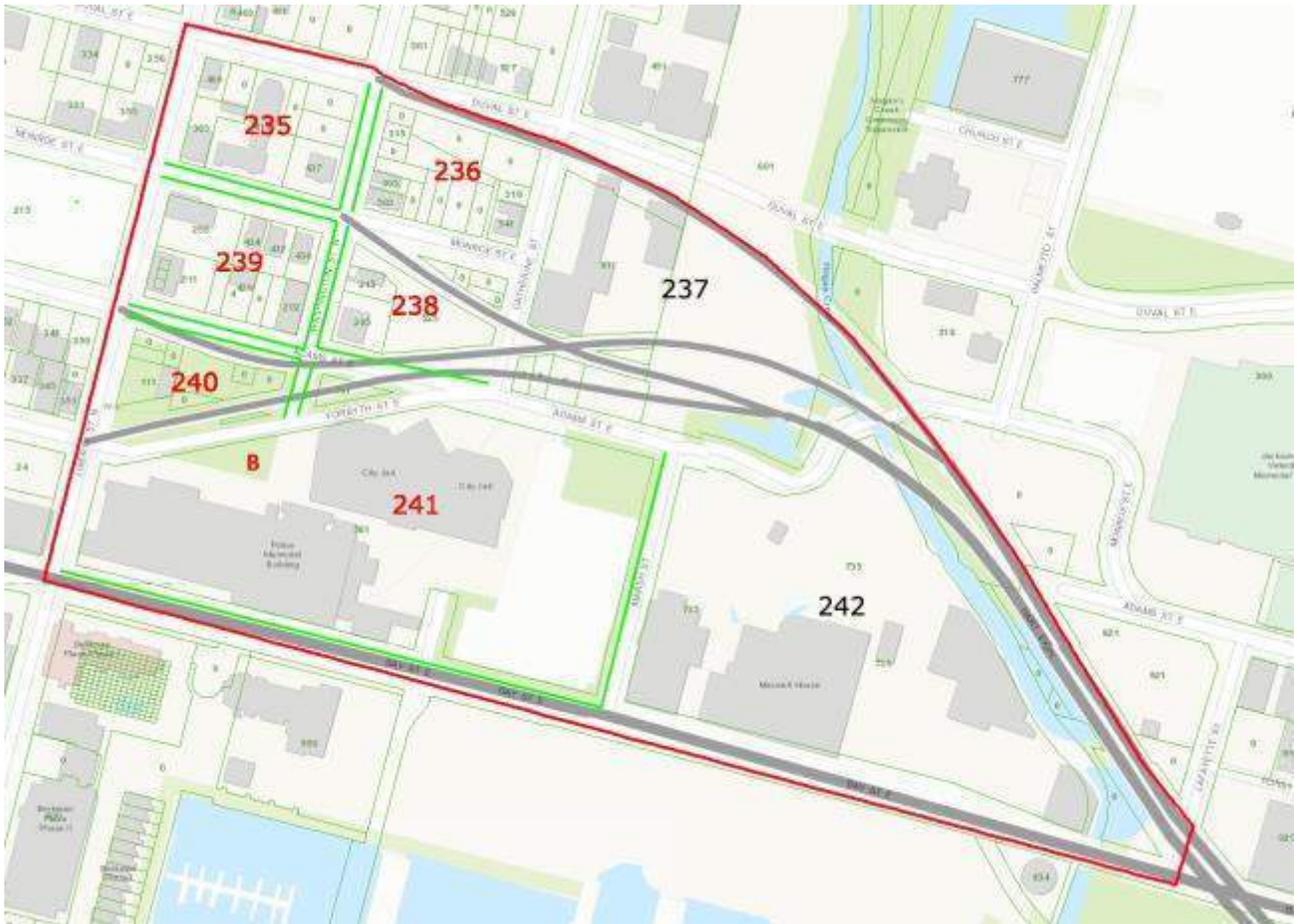
CATHEDRAL



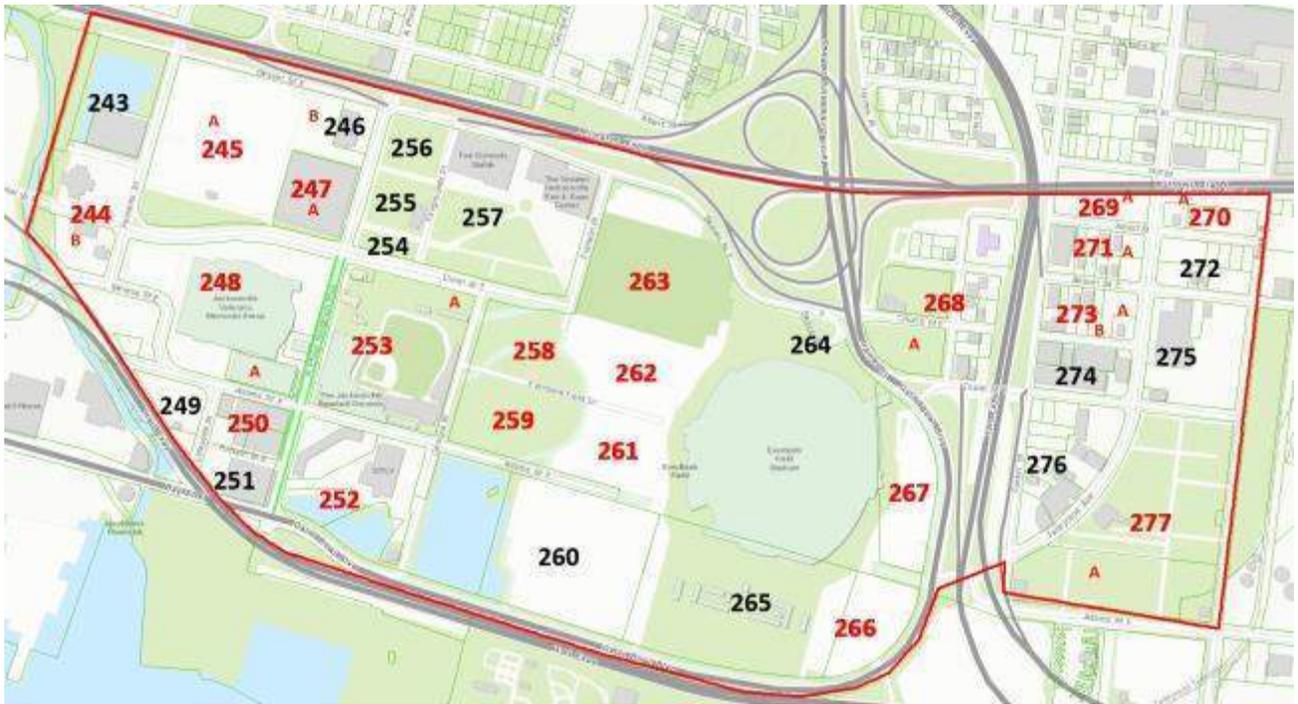
RIVERFRONT WEST



INSTITUTIONAL



STADIUM



RIVERPARK



SOUTHBANK



RIVERFRONT EAST





SECTION 6

Cost



PROFESSIONAL FEE

THA' proposes a lump sum cost of **SIXTY THOUSAND EIGHT HUNDRED THIRTY TWO DOLLARS (\$60,832.00)** for completion of all tasks that have been included in the Scope of Services. A breakdown, by percent of hours, for each individual team member assigned to this project is as follows:

| | |
|--|-----|
| Vicky Gagliano (Project Manager) | 49% |
| Nan Chen (Parking & Mobility Planner) | 47% |
| Jim Zullo (Senior Consultant) | 1% |
| Jonathan Shisler (Lead Designer) | 2% |

Michael Daniels at mdaniels@greencovesprings.com All questions must be submitted in writing no later than Monday, September 21, 2021 to be interested in submitting a proposal.

City of Green Cove Springs Downtown and US 17 Corridor Parking Study RFP Response Form

Please complete the following response form. Amounts are to be shown in both words and figures. In the case of a discrepancy, the written word shall apply.

Total Contract Sum:

\$ \$60,832.00

Total Contract Sum (in words):

SIXTY THOUSAND EIGHT HUNDRED THIRTY TWO **Dollars**

Quotes shall be honored for ninety (90) days.



SECTION **7**

References



THA REFERENCES

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SECTION 8

Forms

**SWORN STATEMENT UNDER SECTION
287.133(3) (a), FLORIDA STATUTES, ON
PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR OTHER OFFICER AUTHORIZED TO ADMINISTER OATHS.

This sworn statement is submitted to the City of Green Cove Springs Florida
[print name of public entity]

By Todd Helmer, CEO
[print individual's name and title]

For THA Consulting, Inc.
[print name of entity submitting sworn statement]

Whose business address is 550 Township Line Road, Suite 100, Blue Bell, PA 19422

And (if applicable) its Federal Employer Identification Number (FEIN) is 23-2756408 (if the Entity has no FEIN, include the Social Security Number of the individual signing this sworn statement: _____).

I understand that a "public entity crime" as defined in Paragraph 287.133(1)(g), **Florida Statutes**, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any business with any public entity or with an agency or political subdivision of any other state or of the United States, including, but not limited to, any bid or contract for goods or services to be provided to any public entity or an agency or political subdivision of any other state or of the United States and involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misrepresentation.

I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), **Florida Statutes**, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in any federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolo contendere.

I understand that an "affiliate" as defined in Paragraph 287.133 (1)(a), Florida Statutes, means:

- 1) A predecessor or successor of a person convicted of a public entity crime; or
- 2) An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted

of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

I understand that a "person" as defined in Paragraph 287.133(1)(e), Florida Statutes means any natural person or entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts for the provision of goods or services let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. **[Indicate which statement applies.]**

X Neither the entity submitting this sworn statement, nor any officers, directors, executives, partners, shareholders, employees, members, or agents who are active in neither the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members or agents who are active in management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989. However, there has been a subsequent proceeding before a Hearing Officer of the State of Florida, Division of Administrative Hearings and the Final Order entered by the hearing Officer determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. **[Attach a copy of the final order]**

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND, THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THE PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017, FLORIDA STATUTES FOR CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.



[Signature]

Sworn to and subscribed before me this 21st day of September, 2021

Personally known ✓

OR Produced identification _____ Notary Public - State of Pennsylvania

My commission expires March 9, 2024

(Type of Identification)

(Printed typed or stamped Commissioned name of Notary Public)

Commonwealth of Pennsylvania - Notary Seal
Jean S Choi, Notary Public
Montgomery County
My commission expires March 9, 2024
Commission number 1362391
Member, Pennsylvania Association of Notaries

DRUG-FREE WORKPLACE COMPLIANCE FORM

In order to have a drug-free workplace program, a business shall abide as follows: The undersigned vendor/contractor in accordance with Florida Statute 287.087 hereby certifies that THA Consulting, Inc. (name of business) does:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the company's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees or drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under proposal a copy of the statement specified in item 1, above.
4. In the statement specified in item 1, notify the employees that as a condition of working on the commodities or contractual services which are under proposal, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to any violation of Chapter 1893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that, _____

THA Consulting, Inc. (name of business) fully complies/does not comply with the above requirements.



Vendor/Contractor Signature

9/22/2021

Date

**STANDARD ADDENDUM
TO ALL
CITY CONTRACTS AND AGREEMENTS**

Any other provisions of the Contract or Agreement to which this Standard Addendum is attached to the contrary notwithstanding, the parties specifically agree that the provisions hereinafter set forth will apply exclusively with respect to the matters addressed, whether addressed in said Contract or Agreement or not, and shall be deemed an integral part of said Contract or Agreement as if duly set out therein, having a force and effect of equal or superior dignity, as applicable, with the provisions thereof; provided, that if the provisions of the Contract or Agreement address a particular matter in a manner which results in a lower cost to the City than this Standard Addendum, then such provisions of the Contract or Agreement shall control and supersede the applicable provisions hereof (as used herein, the term "Contractor" means the vendor or other party in the Contract or Agreement providing construction, labor, materials, professional services, and/or equipment to the City thereunder; the term "City" means Green Cove Springs, a municipal corporation of the State of Florida, its City Council, or any other name or label set forth in the Contract or Agreement indentifying such entity).

1. All payments for services rendered, or supplies, materials, equipment and the like constructed, delivered or installed under the Contract or Agreement (the Work) shall be made by the City in accordance with the Local Government Prompt Payment Act (the Act). Upon receipt of a proper statement, invoice or draw request, the City shall have the number of days provided in the Act in which to make payment.
2. Any work or professional services sub-contracted for by the Contractor for which the City has agreed to reimburse the Contractor shall not be marked up, but shall be payable by the City only in the exact amount reasonably incurred by the Contractor. No other such sub-contracted services shall be reimbursed.
3. In the event the Contract or Agreement is for professional services, charged on a time basis, the City shall not be billed or invoiced for time spent traveling to and from the Contractor's offices or other points of dispatch of its sub-contractors, employees, officers, or agents in connection with the services being rendered.
4. The City shall not be liable to reimburse the Contractor for any courier service, telephone, facsimile, or postage charges incurred by the Contractor, except as follows, and then only in the exact amount incurred by the Contractor [if the space below is left blank, then "NONE" is deemed to have been inserted therein]:
5. The City shall not be liable to reimburse the Contractor for any copying expenses incurred by the Contractor, except as follows, and then only at \$0.05 per page [if the space below is left blank, then "NONE" is deemed to have been inserted therein]:
6. If and only if travel and per diem expenses are addressed in the Contract or Agreement in a manner which expressly provides for the City to reimburse the Contractor for the same, then the City shall reimburse the Contractor only for those travel and per diem expenses reasonably incurred and only in accordance with the provisions of Section 112.061, Florida Statutes or as otherwise limited by Florida law. In the event the Contractor has need to utilize hotel accommodations or common carrier services, the City shall reimburse the Contractor for his, her, or its reasonable expense incurred thereby

provided prior written approval of the City Manager of the City or his or her designee is obtained.

7. With respect to drawings and/or plans prepared on behalf of the City by the Contractor under the Contract or Agreement, unless specifically provided otherwise therein, complete sets of such drawings and/or plans shall be reproduced by the Contractor without cost to the City for all bidders requesting the same, and five (5) complete sets of such drawings and/or plans shall be reproduced and delivered to the City without cost.
8. With respect to any indemnification by the City provided under the Contract or Agreement, any such indemnification shall be subject to and within the limits set forth in Section 768.28, Florida Statutes, and shall otherwise be limited as provided by law.
9. In that the City is a governmental agency exempt from sales tax, the City shall pay no such taxes, any other provisions of the Contract or Agreement to the contrary notwithstanding. The City shall provide proof of its exempt status upon reasonable request.
10. Any pre-printed provisions of the Contract or Agreement to the contrary notwithstanding, the same shall not automatically be renewed but shall be renewed only upon subsequent agreement of the parties.
11. The Contractor acknowledges that in the budget for each fiscal year of the City during which the term of the Contract or Agreement is in effect, a limited amount of funds are appropriated which are available to make payments arising under the Contract or Agreement. Any other provisions of the Contract or Agreement to the contrary notwithstanding, and pursuant to applicable Florida Statutes, the maximum payment that the City is obligated to make under the Contract or Agreement from the budget of any fiscal year shall not exceed the appropriation for said fiscal year.

CITY OF GREEN COVE SPRINGS

THA CONSULTING, INC.

By: _____
Mayor


By: Todd Helmer, CEO
(Printed Name and Title)

ATTEST:

By: _____
City Clerk

City of Green Cove Springs Downtown and US 17 Corridor Parking Study Statement of Compliance/Deviation

The proposal includes the following deviations from the Specifications, which the vendor represents and warrants as being fully equal or superior to the requirements of the Specifications, for the reason(s) set forth fully below. If there are no deviations, please state so below.

NONE

City of Green Cove Springs Downtown and US 17 Corridor Parking Study Vendor Information Form

Please complete the following. Attach additional sheets as necessary.

Our Company is:

A corporation A partnership Individually Owned Other:

SS or Fed I.D. No: (Submission is voluntary)

23-2756408

Company Name and Address: THA Consulting, Inc., 40 NW 3rd Street, Suite 1102, Miami, FL 33128

Name of Principal: Jim Zullo, President

Telephone Number: (305) 592-7123

Facsimile Number: (305) 592-7123

E-mail Address: jzullo@tha-consulting.com

References (List Three References, with names, address, and telephone numbers):

Mr. Guy Parola
Operations Manager
City of Jacksonville
Downtown Investment Authority
117 West Duval Street, Suite 310
Jacksonville, FL 32202
(904) 255-5305
gparola@coj.net

Ms. Sue Tellier
Administrative Analyst
City of Clearwater
100 S. Myrtle Avenue
Clearwater, FL 33756
(727) 562-4750
sue.tellier@myclearwater.com

Mr. Kevin Kinney
Director, Parking Department
City of Coral Gables
1 Alhambra Plaza, #617
Coral Gables, FL 33134
(305) 460-5540
trolley@coralgables.com

Date of Delivery:

9/28/2021

All sections above must be completed. All deviations from the specifications must be fully explained in writing on the following Statement of Compliance/Deviations Form. Proposers understand that the City reserves the right to reject any or all proposals, reject any or all items, and delete any item or parts of items. Provide a statement of credit or other proof of ability to perform based on financial resources.

EXHIBITS