

Proposal for Parking Consultant Services

To: Jade Riley, City of Ketchum
From: Dixon Resources Unlimited
Date: March 1, 2021
Subject: Proposed Scope of Work for the City of Ketchum

Proposed Scope of Work

Dixon Resources Unlimited (DIXON) is pleased to submit this Proposal to provide parking consultant services to the City of Ketchum (City). Our uniquely qualified firm specializes in supporting municipal parking and mobility programs across the country, consistently proving our ability to identify and implement operations, management, and technology recommendations to transition municipal parking operations to long-term, sustainable programs.

The DIXON team is adaptive to the City's needs. We will work with the City and, based upon the evolution of the Project, we will adjust our deliverables to ensure ongoing alignment with project goals and overall project plan priorities.

Task 1. Parking & Curb Study Data Analysis

DIXON will work with the City, based on the immediate objectives, to finalize locations for targeted data collection, data types, and collection frequency.

A data collection plan for the Parking & Curb Study Area ("Study Area") will be coordinated with the City and data will be collected by the City parking enforcement officers. The Scope of Work for data collection will include:

- An initial inventory within the Study Area to verify existing curb space/marked parking spaces and posted policies such as time limits, hours of operation, parking rates (as applicable), and parking restrictions. If any data gaps are identified during this phase, DIXON will make recommendations on the quantity and timing of additional data counts.
- Delivery of data in raw excel format, as well as a GIS format (Geodatabase) to allow for map overlay.
- An outline of potential parking management considerations.

Task 1 Deliverables:

- DIXON will analyze parking occupancy and utilization data collected to understand parking occupancy, turnover, and curbside trends. Data analysis results will be incorporated into a brief report. The data analysis results and findings will be summarized in various formats including charts, graphs, and heat maps and will incorporate license plate recognition (LPR) data, if the City proceed with the LPR technology pilot.
 - If the City proceeds with the LPR pilot, DIXON can assist with the project management, deployment and associated implementation processes.

- DIXON will evaluate the data collection results and provide an outline of potential parking management considerations.

Task 2. On Call Support

As the need for parking management policies increases throughout the City, DIXON will provide a variety of support on an as needed, on call basis and can support a variety of efforts including but not limited to: working with City staff to develop brief, high-level summaries specifying draft goals and priorities; working with technology providers to present infrastructure to support the City's goals and priorities; identifying how lessons learned from other curb management programs might inform the City's initial direction and, policy recommendations that can lead to a comprehensive Parking Action Plan.

The scope of DIXON's project coordination services will be subject to the City's evolving priorities and ongoing needs. DIXON will schedule project update calls with designated staff to provide status updates and work through any issues that may arise.

Task 2 Deliverables:

- On Call Support will be task oriented with not-to-exceed budget thresholds, defined deliverables with a designated schedule that are mutually agreed upon with the City.

Cost Proposal

This cost proposal is based upon a Time & Materials (T&M) approach to ensure that the project is managed in the most cost-effective and efficient manner. Each task is listed with a NTE amount, and we will deliver within that budget, customizing our solution to focus on what the project needs to achieve its objectives and adapting in order to ensure that the project is completed within the agreed upon budget and timing. The budget amounts include all required travel or related expenses, which are based upon GSA standards and will be billed per City requirements and guidelines. The DIXON bill rate schedule for each job classification is provided below:

Classification	Labor Rate Per Hour
Principal Consultant	\$225/hour
Senior Associate	\$175/hour
Associate	\$145/hour
Junior Associate/Analyst	\$105/hour

The estimated budget per task is outlined below:

Task	Description	Not to Exceed (NTE)
1	Parking & Curb Study Data Collection/Analysis (6 months)	\$10,000
2	On Call Support	TBD