



City of Ketchum

April 18, 2022

Mayor Bradshaw and City Councilors
City of Ketchum
Ketchum, Idaho

Mayor Bradshaw and City Councilors:

Recommendation to approve professional services Contract #22082 and authorize an expenditure not to exceed \$25,000.

Recommendation and Summary

Staff is recommending the Council approve **Contract #22082** and authorize an expenditure not to exceed \$25,000 by adopting the following motion:

"I move to accept Contract #22082 and authorize an expenditure not to exceed \$25,000 for continued Parking Consulting Services."

The reasons for the recommendation are as follows:

- Consulting services are necessary to assist with updating the Downtown Parking Plan
- Consultant has diverse experience as it pertains to industry best practices with comparable mountain/resort communities
- Scope of Work – Task Order 2 outlines tasks to be completed

Introduction and History

Dixon Consulting has considerable experience with comparable mountain/resort communities as well as with industry technologies. In October 2021, the City Council approved Dixon Consulting to initiate consultation work to assess current conditions and recommend improvements.

Sustainability

A well-managed public parking system decreases the instances of vehicular miles due to individuals circling blocks looking for parking availability. National best practice is to ensure each city block has adequate parking availability (on average less than 85% occupancy).

Financial Impact

Professional Services Funds exist for continuing the consultation services.

Attachments

Scope of Work – Task Order 2



CITY OF KETCHUM
 PO BOX 2315 * 480 EAST AVE. * KETCHUM, ID 83340
 Administration 208-726-3841 (fax) 208-726-8234

PURCHASE ORDER
 BUDGETED ITEM? ___ Yes ___ No

PURCHASE ORDER - NUMBER: 22082

To: 5619 DIXON RESOURCES UNLIMITED 3639 MIDWAY DRIVE, SUITE B345 SAN DIEGO CA 92110	Ship to: CITY OF KETCHUM PO BOX 2315 KETCHUM ID 83340
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P. O. Date	Created By	Requested By	Department	Req Number	Terms
04/12/2022	bancona	bancona		0	

Quantity	Description	Unit Price	Total
1.00	PARKING CONSULTANT SERVICES- TA 01-4193-4200	25,000.00	25,000.00
	SHIPPING & HANDLING		0.00
	TOTAL PO AMOUNT		25,000.00

 Authorized Signature

Proposal for Parking Consultant Services (Task Order 2)

To: Jade Riley, City of Ketchum
From: Dixon Resources Unlimited
Date: April 7, 2022
Subject: Parking Consultant Services for the City of Ketchum – Task Order 2

Proposed Scope of Work

Dixon Resources Unlimited (DIXON) is pleased to submit this task order to continue providing 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.

Task 1. Project Management and General Project Support

DIXON will continue to engage City staff throughout the duration of this task order to support a collaborative project management approach. We will also provide general project support and coordination, particularly as the City transitions to Data Ticket.

Task 1. Deliverables

- DIXON will conduct bi-weekly project meetings for the duration of this task order. During each meeting, DIXON will provide a project overview and status, highlight problems and corrective measures, and present next steps.
- DIXON will support the transition to Data Ticket

Task 2. Downtown Signage and Wayfinding Plan

DIXON will develop an effective Downtown Signage and Wayfinding Plan, allowing the City to better promote and direct drivers to designated parking locations and help maximize the use of any underutilized parking assets. This will include consideration for signage branding and placement. DIXON will work closely with City staff to develop transportation and parking signage that is easily identifiable and improves the overall customer experience.

Task 2. Deliverables

- DIXON will prepare a Downtown Signage and Wayfinding Plan, which will include a variety of signage design mock-ups and recommendations for sign placement throughout Downtown Ketchum.

Task 3. On-Street Curb Space Analysis

DIXON will leverage curb space maps prepared by the City, to conduct an analysis of the on-street parking based on current and future conditions. We will make recommendations regarding on-street zones boundaries, time limits, loading zones, and opportunities to remove parking spaces for alternative uses. DIXON will consider how future development will impact the curb space and will review how these changes impact occupancy. DIXON will prepare several scenarios for consideration, and provide recommendations for future development requirements.

Task 3. Deliverables

- DIXON will prepare an analysis of on-street curb space and provide a memorandum with recommendations based on current and future conditions.

Task 4. Downtown Parking Action Plan – (Roadmap Outline)

DIXON’s primary goal for this task order will be to develop a Downtown Parking Action Plan (Roadmap Outline) that addresses the City’s holistic parking challenges. The Plan will present a series of parking strategies organized by near, medium, and long-term planning horizons with an emphasis on-street parking, off-street parking, and the overall parking operation. Recommendations will be organized by phase with a list of implementation steps, highlighting any required follow-up actions and rough cost ranges.

All recommendations developed during the project will be incorporated into a Draft Downtown Parking Action Plan Outline. These recommendations will include the following:

- Policies, regulations, rates, practices, and strategies will be recommended for on-street and off-street parking areas individually and for the integration of these areas within the existing parking system;
- Rate structures will take into consideration long-term capital improvements and best-practice recommendations;
- Enforcement staffing, beats/routes, policies, and technologies that may optimize the enforcement program. Recommendations may include any citation and permit management enhancements and procedural adjustments to support both current and future initiatives;
- Staffing resources needed to support the implementation of recommendations;
- Parking demand management recommendations to maximize the use of existing and future parking supply. Potential phased adjustments to time limits, hours of operation, operating days, and paid parking rate models will be considered to address the City’s overall objectives and priorities;

- Employee parking requirements, including considerations for potential permit programs, affordable service worker permits, and other options for the overall management of employee parking;
- General wayfinding recommendations that improve guidance to parking options;
- Ongoing education and outreach strategies to continually solicit stakeholder feedback and ensure that the community is adequately informed and prepared for upcoming and future program adjustments; and,
- Ongoing data collection opportunities that will facilitate future data-driven decisions and improve transparency of the parking operation.

Task 4. Deliverables

- Based on the recommendations identified and evaluated throughout the project, DIXON will prepare a Draft Downtown Parking Action Plan (Roadmap Outline Format) that presents a series of parking strategies broken down by near, medium, and long-term planning horizons. The deliverable will be formatted as a streamlined outline rather than an extensive report, which will highlight key recommendations, and maximize the City's available budget. Recommendations in the Plan will support the City's overall parking program, including off-street parking systems, on-street parking systems, policy and municipal code updates, staffing and organizational changes, and best practices.
- DIXON will circulate the draft report for staff comment.
- DIXON will incorporate staff comments so that a public review draft can be prepared and circulated to the general public.
- DIXON will present the Draft Downtown Parking Action Plan to City Council during a City Council meeting or workshop (virtual presentation).
- Based upon input received from the City Council, staff, and through public outreach efforts, DIXON will revise and finalize the Downtown Parking Action Plan for formal acceptance by City Council. This could include a final presentation to City Council (virtual presentation or Site Visit #2).

Task 5. Rapid LPR Tool

DIXON's Rapid LPR Tool offers an accurate and cost-effective option that utilizes the City's mobile LPR data to gain insight into the overall performance of the program. The Tool can assess parking occupancy and turnover down to the block face level. Rather than investing in dedicated data collection methods that are expensive and under representative, we utilize the information that is already available to you. DIXON can convert your ongoing LPR data and create exportable dashboards that will reflect up-to-date parking conditions. We can provide visualizations of parking occupancy and turnover so you can remain smart and adaptive for important policy decisions. The Tool can also monitor parking enforcement efficiency and optimize enforcement resources by identifying locations that require monitoring.

DIXON's LPR reporting tool provides valuable occupancy and turnover analysis by leveraging existing Mobile LPR data.

- Quarterly Reporting (Downtown Core):** For this task order, DIXON will run one (1) quarterly analysis to reflect up-to-date parking conditions within designated collection areas, which includes over 120 on-street block faces and three paid surface lots. The Downtown Core has three subareas and data can be reported by zone in addition to as a whole for the Downtown Core. PDF reports displaying collection dates and various occupancy and turnover tables/charts will be provided to satisfy project and data objectives. Reports can be provided for any requested date range or relevant portion of the data set as needed, with features including detailed occupancy and turnover comparisons, geo-referenced heat maps, sweep reports, and historical summaries by location.

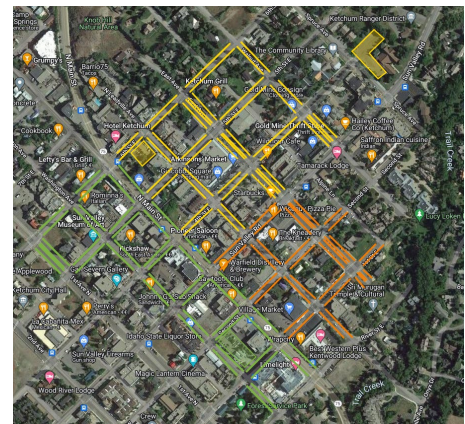


Figure 1: Downtown Core Study Area

Task 5. Deliverables

- DIXON will coordinate with the City's existing LPR vendor to pull in recently collected LPR data. DIXON will process the LPR data to provide one (1) quarterly PDF report displaying collection dates, and various occupancy and turnover tables/charts will be provided to satisfy project and data objectives.

Cost Proposal

This budget accounts for only the tasks outlined in this specific task order. Additional requests can be accommodated, but this may require a change order, based upon the specific request. 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. The budget amounts include all required travel or related expenses, which are based upon GSA standards and will be billed per requirements and guidelines. Our terms are negotiable, adaptable and can be customized based upon the City's priorities. The bill rate schedule for each job classification is provided below:

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

Description	Not to Exceed
Task Order Two (Tasks 1-5)	\$25,000