



City of Ketchum

November 7, 2022

Mayor Bradshaw and City Councilors
City of Ketchum
Ketchum, Idaho

Mayor Bradshaw and City Councilors:

Recommendation To Approve Task Order #3 with Dixon Consulting for Parking Consulting Services

Recommendation and Summary

Staff is recommending the council approve amending Purchase Order 22082 and authorize task order 3 by adopting the following motion:

"I move to authorize task order 3 and authorize an expenditure not to exceed \$25,000 for Strategic Parking Consulting Services."

The reasons for the recommendation are as follows:

- Consultant continues to assist in summarizing/analyzing monthly parking data from LPR system
- Consulting services are necessary to assist with updating Downtown Parking Plan
- Consultant has diverse experience as it pertains to industry best practices with other mountain/resort communities

Introduction and History

Dixon Consulting has significant experience with other mountain/resort communities as well as with LPR technologies. Dixon will assist the city through (1) providing guidance on how best to acquire the field data and testing protocol; (2) analyzing the results; and (3) providing policy recommendations resulting in an updated Downtown Parking Plan.

As the downtown core continues to develop, there is an increasing need to implement additional parking best practices (e.g. custom block by block durations, residential parking permit, etc). The cornerstone of any successful public parking system is real time data to inform the best solution. The city has implemented license plate recognition technology data collection and enforcement. This new technology allows for real time data that indicate block by block parking availability, duration, and turnover ratio. This data allows for the city to set block by block maximum amounts that make the most sense based on historical data. The overall goal is to have the proper range of parking availability.

Sustainability

There is no direct sustainability impact arising from this action.

Financial Impact

Professional Services Funds exist for this contract in the approved FY23 budget within the Administration Department.

Attachments

Task Order 3 Scope of Work

Proposal for Parking Consultant Services (Task Order 3)

To: Jade Riley, City of Ketchum
From: Dixon Resources Unlimited
Date: October 24, 2022
Subject: Parking Consultant Services for the City of Ketchum – Task Order 3

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 Implementation 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 implementation support and coordination as the City transitions to Data Ticket.

Task 1. Deliverables

- DIXON will conduct monthly project meetings for the duration of this task order. DIXON will provide a project overview and status during each meeting, highlight problems and corrective measures, and present the next steps.
- DIXON will support the transition to Data Ticket for Citation Management Services (CMS), with a scheduled go-live of January 1, 2023.
- To support the implementation of the Data Ticket CMS system, DIXON will review the City's relevant code, ordinances, and fees related to parking citations and make best practice recommendations for Ketchum.

Task 2. Downtown Parking Action Plan (Roadmap Outline)

Building from the work previously drafted, DIXON will prepare 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, emphasizing 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.

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 the transparency of the parking operation.
- DIXON will leverage curb space maps prepared by the City to analyze the on-street parking based on current and future conditions. We will make recommendations regarding on-street zone 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 review how these changes impact occupancy.

Task 2. Deliverables

- 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, succinct report emphasizing the key recommendations.
- DIXON will circulate the draft report for staff comment.
- 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).

Task 3. Rapid LPR Tool

DIXON will continue to utilize the Rapid LPR Tool to analyze data collected by the City. DIXON's LPR reporting tool provides valuable occupancy and turnover analysis by leveraging existing LPR data.

- Quarterly Reporting (Downtown Core):** For this task order, DIXON will run two (2) quarterly analysis reports 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.

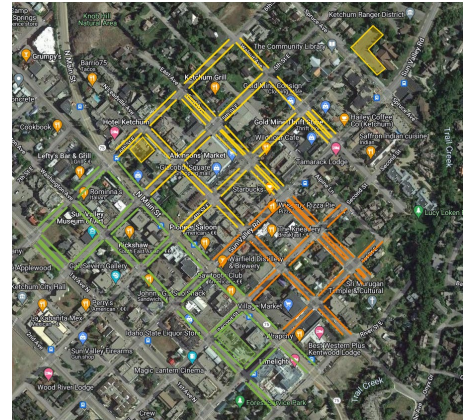


Figure 1: Downtown Core Study Area

Task 3. 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 two (2) quarterly PDF reports displaying collection dates, and various occupancy and turnover tables/charts will be provided to satisfy project and data objectives.

Timeline

2022-23	Oct	Nov	Dec	Jan	Feb
Data Collection (ongoing)	█	█	█	█	█
Project Check-in Meetings					█
Data Ticket Implementation Support	█	█	█	█	█
Quarterly Report 1		█	█		
Draft Downtown Parking Action Plan Roadmap Outline		█	█		
City Review of Draft Plan			█		
City Council Presentation			█		
Final Downtown Parking Action Plan Roadmap Outline				█	
City Council Presentation				█	
Quarterly Report 2				█	█

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 on 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 and adaptable and can be customized based on 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 Three (Tasks 1-3)	\$25,000