



AGENDA REPORT SUMMARY

Meeting Date: September 12, 2023

Subject Authorize the City Manager to Execute a Professional Services Agreement for a Downtown Parking Strategy

Prepared by: Nick Zornes, Development Services Director

Reviewed by: Jon Maginot, Assistant City Manager

Approved by: Gabriel Engeland, City Manager

Attachment(s):

1. RFP Response Results
2. Resolution

Initiated by:

Sixth Cycle Housing Element 2023-2031, Program 3.A.

Fiscal Impact:

The contract will be in the amount not to exceed \$198,710 and up to a 10% contingency, if needed, in the amount not to exceed \$19,871. Total funds to be used are \$218,581 which are included in the FY2023/24 budget.

Project Item	Project Budget
Proposal Amount	\$198,710
Contingency	\$19,871
Total Cost	\$218,581

Environmental Review:

Not applicable.

Summary:

Authorize the City Manager to execute a Professional Services Agreement with W-Trans to complete a Downtown Parking Strategy as required in the City's adopted Sixth Cycle Housing Element 2023-2031, Program 3.A.

City Manager

GE

Reviewed By:

City Attorney

JH

Finance Director

JD



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Staff Recommendation:

Authorize the City Manager to execute a Professional Services Agreement for a Downtown Parking Strategy with W-Trans as the most qualified responsive consultant for the project with a project budget not to exceed \$198,710 and up to 10% contingency funds, if needed, in the amount not to exceed \$19,871.

Background

The City requested proposals from qualified professionals to prepare a Downtown Parking Strategy (“Strategy”) which is included as part of Program 3.A within the adopted Sixth Cycle Housing Element 2023-2031. The program requires the City to complete this program by December 2024.

The Strategy will build on other recent and ongoing downtown plans and studies to articulate and catalyze a new future for parking Downtown. The Strategy will include a coordinated toolkit of strategies as well as a phased action plan and will help operationalize short-term and long-term improvements while ensuring that downtown can realize its vision for growth, multimodal access, and economic vitality.

The Strategy would evaluate existing parking supply and demand patterns, determine the impacts of future development on existing parking, and conduct a stakeholder engagement process intended to both inform the public of quantitative and qualitative findings related to parking and obtain input to shape the parking planning process. As a subsequent component, the Strategy would articulate best practices with regard to management of the system to improve efficiency and customer service, as well as evaluating possible sites for new parking infrastructure, parking in-lieu fees, wayfinding signage, and other innovative parking management solutions.

Discussion/Analysis

The Development Services Department released a Request for Proposals (RFP) on May 3, 2023, and closed on June 6, 2023. Six (6) proposals were received by the required due date. The response results are included in Attachment 1.

Of the six proposals received, W-Trans was selected as the most qualified respondent as it was the only response which addressed all requirements of the project objectives contained in the request for proposals. In addition to adequately addressing the minimum proposal requirements, W-Trans was the only respondent to assemble a strong project team with two sub-consultants for outreach and economic and financial feasibility assessment who specialize in these two project elements. Staff finds that the W-Trans proposal with inclusion of the two subconsultants will be key in providing a well-rounded Strategy with a robust public engagement process and financial assessment of proposed parking strategies.



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Plan to Place is included as the outreach and stakeholder engagement sub-consultant and is a firm that specializes in community engagement and communication and has strong experience that led to successful policy outcomes, including previous experience working with the Los Altos community. Strategic Economics is included as the economic and financial feasibility assessment sub-consultant and are widely recognized for their expertise in many disciplines including real estate economics, financial feasibility, economic development, fiscal impact analysis, and public finance. Strategic Economics also has previous experience working within Los Altos.

Therefore, it is recommended to authorize the City Manager to execute a Professional Services Agreement for a Downtown Parking Strategy with W-Trans as the most qualified responsive consultant for the project in an amount not to exceed \$198,710 and up to 10% contingency funds not to exceed \$19,871.