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June 25, 2015

Ms. Paula Vandehey, P.E.
Director of Public Works
City of Appleton
100 North Appleton Street
Appleton, WI 54911

Re: *Proposal for Parking and Revenue Control Consulting
Retrofit of Ramps to Pay-on-Exit
Appleton, Wisconsin*

Dear Paula:

Walker Parking Consultants is pleased to submit for your review this proposal for professional services intended to result in the retrofit of the Green, Yellow and Red parking ramps to a pay-on-exit design. Benefits to pay-on-exit will include flexibility to build a more equitable fee structure, reduced queuing and potential for increased revenue.

PROJECT UNDERSTANDING

We understand that each of these ramps are currently designed such that transient parkers pay a fixed fee upon entry, and park for an unlimited stay. The desire is to change to pay-on-exit, where a patron receives an encoded ticket upon entry and then pays a variable fee in the lane or on foot to exit.

We will provide expert services to understand the City's requirements and to design a system well-suited to these needs. We will then proceed to develop a specification, RFP and other bid documents, participate in the bidding process, and finally, oversee the installation. See Scope of Services, following, for a more complete description.

SCOPE OF SERVICES

- 1) Data Collection
 - a) Examine available documents, including structural and electrical drawings, relevant plans and studies to help guide efficient design.
 - b) Meet with stakeholders to understand desires and concerns that may affect the new design. Consider "must-have" and "nice-to-have" options for inclusion in the bid documents.



- 2) Bidding
 - a) Prepare Specifications and Request for Proposal (RFP) documents for use by potential bidders.
 - b) Provide consultation to the City to invite qualified bidders.
 - c) Answer bidders questions in consultation with City personnel.
 - d) Provide advice for the qualification, evaluation and award of the Bid.

- 3) Contract Administration
 - a) Organize and participate in weekly construction meetings by teleconference:
 - i) Include vendor's Project Manager, City representative, others as-needed.
 - ii) Ensure timely and correct implementation of contracted services by vendor.
 - b) Provide acceptance criteria and observe final acceptance testing of system components. Provide report describing results and any needed remediation.

SCHEDULE

- 1) Data Collection: July – August 2015
- 2) Bidding: September – December 2015
- 3) Contract Administration: January 2016 – March 2016

Note that this schedule is subject to change based on the begin-date and potential seasonal limitations on installation.

PROFESSIONAL FEE

This is a Lump Sum fee proposal. Each task will be billed upon completion.

Task	Proposed Fee
Data Collection	\$15,500
Bidding	\$15,500
Contract Administration	\$15,500
TOTAL FEE PROPOSED	\$46,500

This total fee is inclusive of reimbursable expenses for up to six (6) trips to the City by one (1) Walker parking consultant. It is anticipated there would two (2) trips for each Task, subject to change to best suit the project's goals. It is also inclusive of all reasonable and typical expenses for photographs and renderings, document reproduction, postage and delivery costs, long distance telephone and facsimile.



Extraordinary reimbursable expenses in excess of that described, above, will be billed at 1.15 times the cost of travel and living expenses, purchase or rental of specialized equipment, photographs and renderings, document reproduction, postage and delivery costs, long distance telephone and facsimile charges, additional service consultants, and other project related expenses.

Thank you for the opportunity to be of continued service to the City of Appleton.

Sincerely Yours,

WALKER PARKING CONSULTANTS

Brian McGann, PCIP
Parking Consultant

Philip J. Baron
Senior Project Manager

Enclosures: *General Conditions of Agreement for Consulting Services*
Standard Billing Rates for Consulting Services

AUTHORIZATION

Trusting that this meets with your approval, we ask that you sign in the space below to acknowledge your acceptance of the terms contained herein, and to confirm your authorization for us to proceed. Please return one signed original of this agreement for our records.

COMPANY NAME

Accepted by (Signature): _____

Printed Name: _____

Title: _____

Date: _____
