

WALKER
PARKING CONSULTANTS

September 29, 2017

Paula Vandehey, P.E.
Director of Public Works
City of Appleton
Appleton, WI 54911

WALKER PARKING CONSULTANTS
850 West Jackson Blvd.
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Chicago, IL 60607

Office: (312) 633-4260

Transmitted via email: paula.vandehey@appleton.org

Re: *Proposal to Perform Parking Consulting Services
Downtown Appleton Parking Study Update
Appleton, WI*

Dear Paula:

Walker Parking Consultants ("Walker") is pleased to submit for your review this proposal to provide Parking Consulting Services to evaluate current and future parking needs in downtown Appleton, Wisconsin. Included herein is Walker's understanding of the project, along with our proposed scope of services, fee, and schedule. We appreciate and thank you for requesting this proposal.

PROJECT UNDERSTANDING

The primary goal of this engagement is to determine future parking adequacy in downtown Appleton considering the impending removal of 401 parking stalls from the current downtown parking supply. In combination with the removal of the Blue parking ramp, near-term downtown plans include the absorption of vacant commercial space that will increase daily parking demand. The parking evaluation will consider these changing dynamics in downtown Appleton and the impact on public and private parking assets.

Specific questions this study will address include:

How many additional parking spaces are needed in the defined downtown study area?

Where is the optimal location for constructing a new parking ramp, ramps, lots, or a combination?

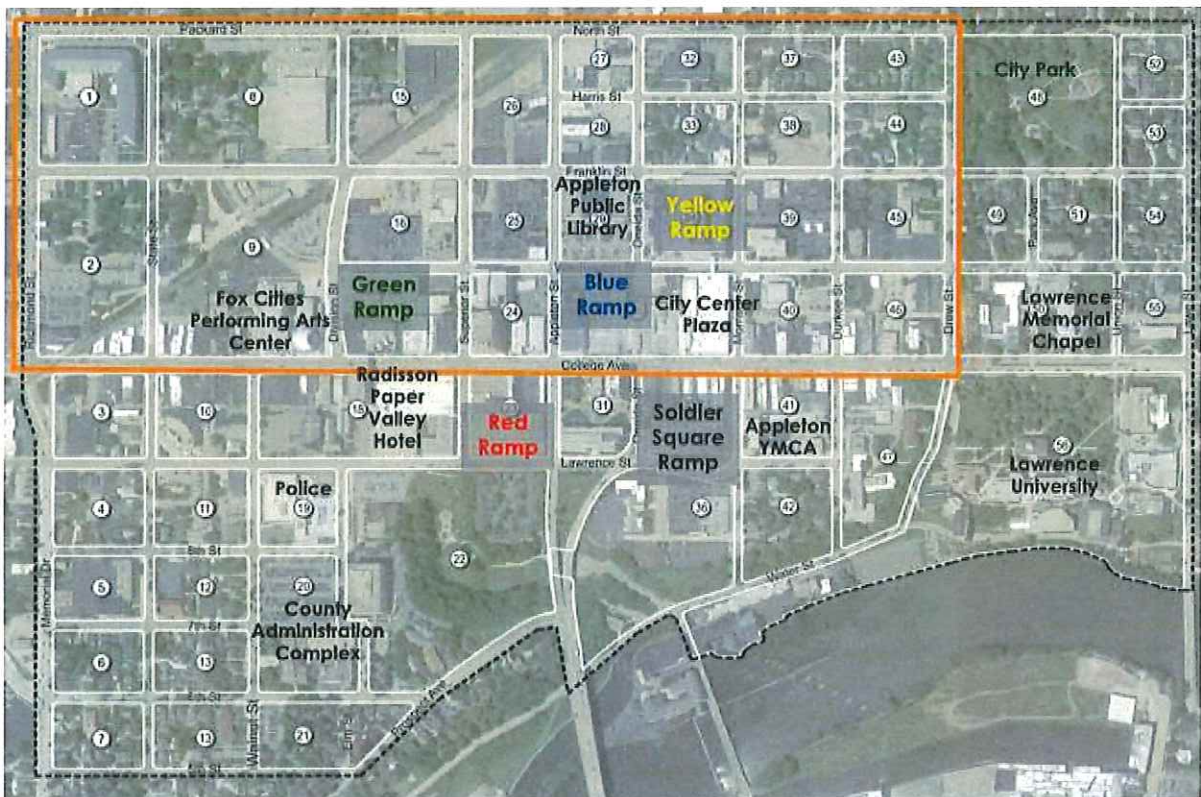
What is the projected cost to build, maintain, and operate a new parking ramp, ramps, lots, or a combination?

How do similar size communities address requests for marked stalls in public ramps?

PROPOSED STUDY AREA

The proposed study area is bounded by Richmond Street to the west, North Street to the north, Drew Street to the east, and College Avenue to the south.

Exhibit 1: Proposed Study Area



Legend
 Proposed Study Area — Former Study Area (2014 Walker Study) - - - - -



Source: Walker, Google Earth

SCOPE OF SERVICES

TASK 1 – PARKING SUPPLY AND DEMAND ANALYSIS

1. Attend a kick-off meeting with representatives of development community and the City of Appleton to discuss the study objectives, review the scope of work, and confirm the project schedule.
2. City will provide all relevant land use and local market information that may impact the analysis. This information would include but not be limited to electronic copies of recent market studies, transportation studies and plans, pedestrian counts, Comprehensive Plan (including housing study and vacancy study), TIF 11 and TIF 12 project plans, and master plans that may impact the study area.
3. Review and update current parking inventory denoting the physical parking capacity, user characteristics, and restrictions for all on- and off-street parking facilities within the study area.
4. Conduct parking occupancy counts on a weekday for all on- and off-street parking within the study area. The parking occupancy counts will be performed hourly on a typical weekday between 8:00 AM and 6:00 PM.
5. Determine the surplus or shortfall within the study area under current conditions, and create a tabular and graphic illustration of the public and private parking adequacy on a block-by-block basis.
6. Project future parking needs to be derived from anticipated changes in the defined study area. Future parking demand projections will consider up to three (3) market condition scenarios to be developed in coordination with City staff.
7. Present the calculated parking surplus or shortfall within the study area for up to three future market condition scenarios.
8. Review Task 1 results with City staff and obtain feedback.

TASK 2 – SITE ANALYSIS

1. Review parking inventory and utilization data collected in Task 1. If data indicates opportunities for demand management solution, recommend management and policy changes that could reduce congestion in affected areas, particularly in areas near the Blue and Soldier Square parking ramps.
2. Identify up to three (3) potential areas for new parking ramps, lots, or combination. Site selection criteria will consider but not be limited to the surrounding development density, proximity to demand generators, proximity to existing parking, proximity to proposed new development, land cost, project cost, land assembly cost and time, cost per net space gained, and the opportunity for mixed use development.

3. Prepare conceptual parking ramp layout for each site identifying the total number of spaces, functional design, entry/exit locations, and number of supported levels
4. Rank development options based on the quantitative and qualitative analysis.
5. Present Task 2 results to City staff for review and comment.

TASK 3 – PRELIMINARY FINANCIAL ANALYSIS

1. Using Walker's database of operating expenses, project annual operating expenses for a ten-year period, including but not limited to: direct labor, utilities, supplies, daily maintenance (contracts and equipment), and routine structural maintenance.
2. Provide a probable estimate of constructions cost, contingency costs, consulting fees, and financing costs.
3. Calculate the average annual debt service for the improvements based on financing inputs provided by City staff.
4. Recommend a parking rate structure to be charged at a new parking ramp.
5. Projected the annual operating revenue for a new parking ramp.
6. Based on the findings from previous tasks and the recommended rate structure, develop up to three (3) ten-year financial pro forma and net operating income for a new parking ramp.
7. Prepare a parking ramp implementation plan, including phasing of funding, design, and construction timeline.

TASK 4 – FINAL REPORT

1. Prepare a draft report in PDF format and submit via email to City staff for City staff and development community review and comment.
2. Attend one on-site work session with City staff to discuss Walker's parking supply/demand findings, site and financial analysis, and recommendations contained in the draft report, and obtain consolidated comments on the material provided for review.
3. Prepare a final report in PDF format, submitted via email, that appropriately incorporates City staff's review comments into the final report.

SCHEDULE

We are prepared to begin work immediately upon receipt of written acceptance of this proposal and notice to proceed. The overall project is anticipated to take approximately five (5) to six (6) weeks.

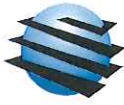
Task Description	Week 1-2	Week 3-4	Week 5-6
Task 1: Project Kick-Off, Inventory and Occupancy Counts, Parking Supply and Demand Analysis			
Task 2: Site Analysis			
Task 3: Preliminary Financial Analysis			
Task 4: Final Report			

Please note that the schedule provided above is preliminary and will be confirmed with the Client during the first week of the project to account for local key dates, holidays/events, and project goals.

We anticipate receiving one set of consolidated comments/questions on the draft report within ten (10) business days of sending. In the event that no comments and or questions are received within twenty (20) business days, we will assume that the Client is satisfied with the document and we will reissue as a final report to complete our scope of service for the project.

PROFESSIONAL FEES

Walker proposes to perform the tasks outlined in the above scope of services for a lump sum fee of thirty thousand dollars (\$30,000), which includes reimbursable expenses. Other terms of our agreement will be in accordance with the attached General Conditions of Agreement.



Walker appreciates the opportunity to provide you with this proposal for Parking Consulting Services. We are fully committed to understanding your requirements for this project. If this proposal does not meet your requirements, we ask that you please bring it to our attention so that we can further customize our scope of services to meet your specific requirements better. If you need additional information, or if you have questions on the information presented in this proposal, please do not hesitate to call me at (312) 533-5385.

Sincerely,
WALKER PARKING CONSULTANTS

A handwritten signature in black ink that reads "Philip J. Baron".

Philip J. Baron
Director of Studies

Enclosure: *General Conditions of Agreement 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.

City of Appleton

Accepted by (Signature): _____

Printed Name: _____

Title: _____

Date: _____

SERVICES

Walker Parking Consultants ("WALKER") will provide the CLIENT professional services that are limited to the work described in the attached letter ("the services"). Any additional services requested will be provided at our standard hourly rates or for a mutually agreed lump sum fee. The services are provided solely in accordance with written information and documents supplied by the CLIENT, and are limited to and furnished solely for the specific use disclosed to us in writing by the CLIENT. No third-party beneficiary is contemplated. All documents prepared or provided by WALKER are its instruments of service, and any use for modifications or extensions of this work, for new projects, or for completion of this project by others without WALKER's specific written consent will be at CLIENT's sole risk.

PAYMENT FOR SERVICES

Prior to commencement of services the CLIENT agrees to make an Initial Payment to WALKER in an amount equal to 20% of the total fee or as stated in the attached letter. This amount will be credited to the last invoice(s) sent to the CLIENT. WALKER will submit monthly invoices based on work completed plus reimbursable expenses. Reimbursable expenses 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. Payment is due upon receipt of invoice. If for any reason the CLIENT does not deliver payment to WALKER within thirty (30) days of date of invoice, WALKER may, at its option, suspend or withhold services. The CLIENT agrees to pay WALKER a monthly late charge of one and one-half percent (1½%) per month of any unpaid balance of the invoice.

STANDARD OF CARE

WALKER will perform the services in accordance with generally accepted standards of the profession using applicable building codes in effect at time of execution of this Agreement. WALKER's liability caused by its acts, errors or omissions shall be limited to the fee or \$10,000, whichever is greater.

Any estimates or projections provided by WALKER will be premised in part upon assumptions provided by the CLIENT. WALKER will not independently investigate the accuracy of the assumptions. Because of the inherent uncertainty and probable variation of the assumptions, actual results will vary from estimated or projected results and such variations may be material. As such, WALKER makes no warranty or representation, express or implied, as to the accuracy of the estimates or projections.

PERIOD OF SERVICE

Services shall be complete the earlier of (1) the date when final documents are accepted by the CLIENT or (2) thirty (30) days after final documents are delivered to the CLIENT.