



## MEMO

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**TO:** Municipal Services Committee

**FROM:** Paula Vandehey, Director of Public Works *PAW*

**DATE:** June 5, 2014

**SUBJECT:** Award of the Downtown Appleton Parking Study to Walker Parking Consultants in an amount not to exceed \$68,239.

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### BACKGROUND

The 2014 Parking Utility Budget includes \$100,000 for a downtown parking study. The study includes a parking supply/demand analysis, parking alternatives analysis, review of current parking policies and practices, and a financial plan.

### EVALUATION OF PROPOSALS

The Department of Public Works received proposals from four consulting firms. The proposals were rated on a 100-point scale and then ranked from 1 to 4 based on relevant experience, the project team, project understanding and approach, and project schedule.

Technical Proposals were evaluated by a review team consisting of Paula Vandehey, Director of Public Works; Ross Buetow, Deputy Director/City Engineer; Dean Gazza, Director of Parks, Recreation, Facilities and Grounds; Colleen Rortvedt, Library Director; and Jennifer Stephany, Executive Director of Appleton Downtown Inc.

Technical rankings and cost proposals were as follows:

Walker Parking Consultants	1/2	\$68,239
Rich & Associates	1/2	\$76,804
Desman Associates	3	\$69,524
Carl Walker	4	\$59,400 (does not include review of policies and practices)

Based on the technical review of the proposals, the review team held interviews with the top two ranking firms on June 4, 2014. Walker Parking Consultants demonstrated an energetic, engaging, experienced, cohesive team that we believe will best lead us through the interactive process needed for a successful downtown parking study.

### RECOMMENDATION

The Department of Public Works requests award of the Downtown Appleton Parking Study to Walker Parking Consultants in an amount not to exceed \$68,239.