

ATTACHMENT A **SCOPE OF SERVICES**

The services to be performed by the CONSULTANT under this Agreement will include the following tasks:

Task 1 – Project Meetings and Community Involvement

CONSULTANT will ensure a high degree of communication and coordination with the City of Norman Staff and Cleveland County. An initial project kick-off meeting will be held with representatives from the City, County and any other key stakeholders invited by the City. During this meeting, the City/County will be requested to provide pertinent information relating to past studies and ongoing projects. A listing of existing data requested from the City/County will be provided in advance of the kick-off meeting. Coordination will be established to outline the study process, coordinate planned data collection activities, and review scheduled meetings. Periodic progress meetings will be held on approximately a monthly basis to discuss important trends that become evident through data analyses, and to review key findings and the draft study.

Cleveland County owns numerous properties in Downtown Norman, generally located in an area bounded by E. Main St. on the north, S. Jones Ave. on the west, E. Symmes St. on the south, and S. Crawford Ave. on the east. Two (2) meetings will be held to coordinate ongoing planning efforts by Cleveland County (and their consultant) and the County's potential plans for expansion, with emphasis on current and future parking needs with a study horizon of 2025. Any longer-term (outside of the horizon) development and/or expansion potential identified at this meeting will be considered with the conceptual design of the parking structure at this location and its ability to be expanded when/if future demands exceed initial capacity.

The first County/City coordination meeting will be held about 45 days after receipt of the Notice to Proceed (NTP). This meeting will focus on County plan for expansion, redevelopment, and the County's parking needs. The second meeting will be held about 90 days after the first meeting and will provide an overview of the CONSULTANT's incorporation of the County's development plans, a presentation of the conceptual design for the parking garage near the County's properties, cost estimates, and preliminary recommendations from the study. Additional meetings and teleconferences with the County/City and CONSULTANT may be necessary and will be held on an as-needed basis. The County will also be invited to take part in the periodic progress meetings (held on approximately a monthly basis).

During the study process, an open community involvement process will be utilized to solicit input and present results of the parking analysis. CONSULTANT proposes to assist the City/County in conducting one (1) public Stakeholders Meeting and one (1) Community Forum public meeting during the project. The Stakeholders Meeting will be a "coffee break" meeting held at a key milestone point during the study to provide study information and receive input from downtown merchants, property owners, residents, and other interested citizens, including the Central Business District (CBD) and Campus Corner. The Community Forum will be an evening public workshop held near the midpoint of the study to provide information for review and comment by community residents. The timing and location for these public meetings will be

determined in coordination with the City/County. The public meetings should be held at locations central to the study area. The Chamber of Commerce, Downtowner Association, Cleveland County, and Campus Corner Association will be invited to assist the City in promoting and sponsoring the public meetings. Comments received at each of these public meetings will be important input to the study process and help in the formulation of recommendations.

The CONSULTANT's primary role in the public meetings will be to present and discuss the technical work program for the Parking Study, including existing conditions, analysis of alternatives, assumptions, findings, conclusions, and recommendations. The stakeholders meeting presentation will include the following:

- 1) Overview and discussion of the Downtown and Campus Corner parking problems and prioritized issues and needs to be addressed in the parking study, preliminary discussion of improvement options, and information required from stakeholders regarding planned or potential future development projects.
- 2) Alternative site locations for the proposed parking improvements and discussion of design options (number of parking structure levels and spaces, height of structure, above grade and below grade construction, exterior materials and appearance, and inclusion of associated mixed-uses within the parking structure (such as retail, office, residential or other uses), and listening to stakeholder comments on options that should be analyzed.
- 3) Parking improvement and site location recommendations including conceptual plan, functional layout, projected utilization, financial performance, and stakeholder comments/recommendations on the preferred alternative.

In addition to the Stakeholders Meeting and Community Forum, the public information and community involvement process will include the following activities:

- Compilation of a listing of stakeholders including organizations, community leaders, and interested citizens. This list will be compiled in coordination with the City/County for use in distributing information about the parking study.
- Coordination with Cleveland County, ACOG, URS (planning consultant for commuter rail study), the Central Oklahoma Transportation and Parking Authority (COTPA), Norman Center City Vision planning efforts, and other key stakeholders, as necessary.
- Preparation of a one-page press release for distribution to local news media by the City/County to announce the initiation of the parking study.
- Parking study information for posting on the City's Internet Web Site will be provided, including the study purpose, study area, and listing of scheduled public meetings.
- Parking study information will be provided to aid the City/County staff in making interim progress reports to the City Council and Board of County Commissioners during the study process.
- Assist the City staff in making a final presentation of parking study recommendations to City Council.
- Prepare and present parking study overview and recommendations to the Board of County Commissioners for review and comment .

The City will provide primary coordination for selecting the meeting locations, setting up the meetings, and inviting the public and any other stakeholders, including the distribution of the meeting invites.

CONSULTANT will also participate in informal project meetings with the City/County Staff, for example, discussions with the Public Works Director and staff representatives of other Departments as well as the City Manager, Finance Director, and Planning Department to review project objectives, data needs, other plans, and study progress. These project meetings will be held on days coinciding with the Stakeholders Meeting, Community Forum, and other project activities when CONSULTANT's Project Manager is available to participate. The City will be requested to provide available information from existing sources including GIS mapping and data files, existing land use data and plans, known information about future development projects, utilization/revenue data for on-street metered parking spaces, and parking enforcement information including citations, fines, and adjudication data summarized monthly and annually.

Task 2 – Evaluate Existing Parking Conditions

CONSULTANT will prepare an assessment of existing parking conditions within the Central Business District and Campus Corner District Zones of Emphasis. This task will describe the existing parking supply/demand balance as well as current parking management and enforcement.

The inventory of existing parking supply will include both curb spaces and off-street parking facilities located in the Zones of Emphasis for the Central Business District and the Campus Corner Commercial District, as shown in **Figure 1**, and will include the following information for each existing parking facility:

Off-Street Parking:

- Facility location and name,
- Type of parking (surface lot, parking structure, informal),
- Number of spaces (capacity, reserved, handicapped),
- Users of the facility (public or private),
- Layout (general site geometry),
- Ingress and egress,
- Parking Fee Rates, and
- Limitations on use (daily, reserved).

On-Street Parking:

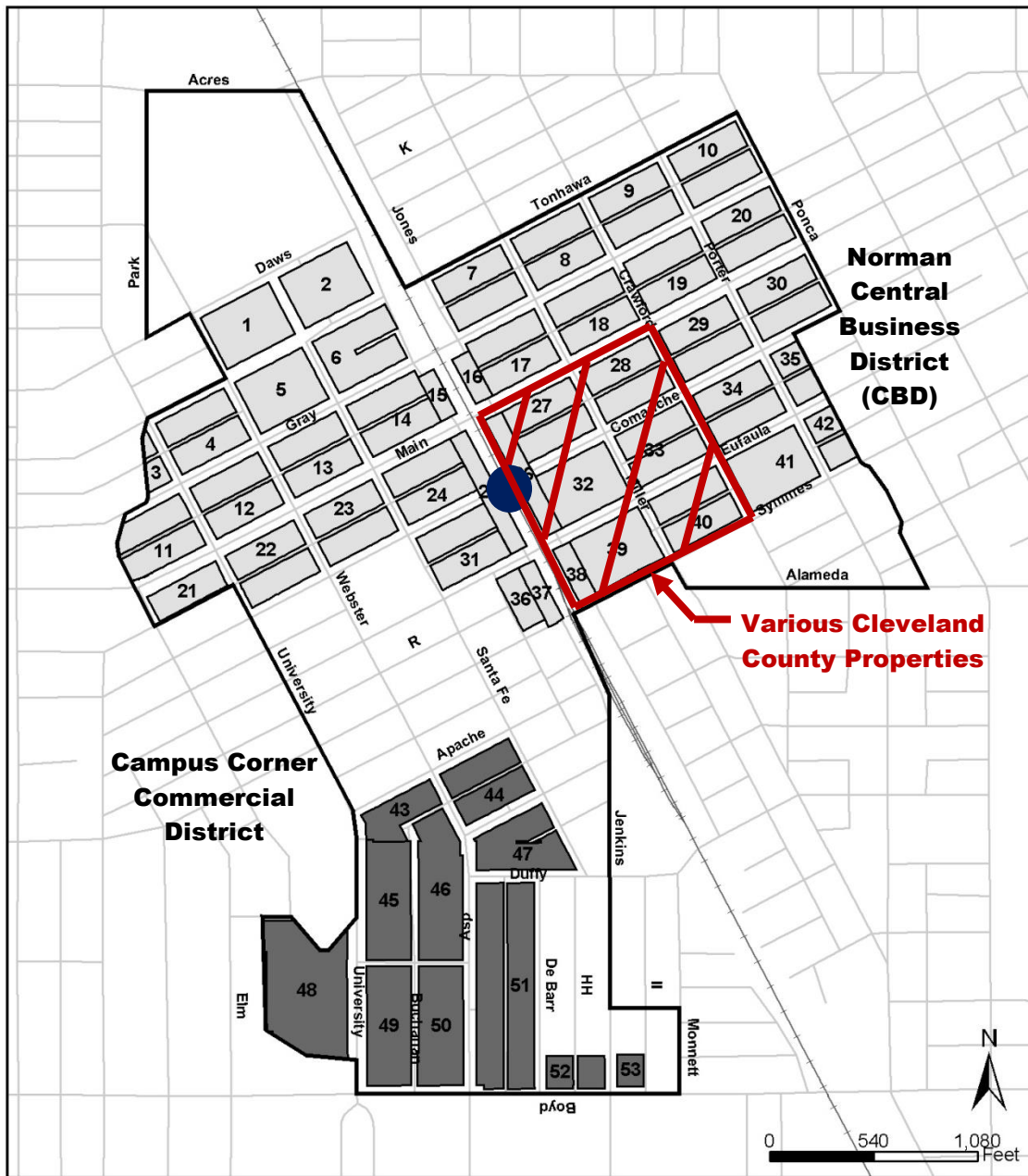
- Street and block number,
- Number of parking spaces,
- Layout (parallel or angle),
- Usage and time restrictions,
- Metered and non-metered spaces,
- Parking Fee Rates for metered spaces,
- Other curb uses (loading, service, transit stops, driveways, etc.), and
- Number of ADA spaces (if applicable).

Given the large numbers of private parking lots present, the CONSULTANT will likely require assistance from the City in seeking permission from lot owners to collect field data on their property. Land value information shall be provided by the City/County. The City will provide a detailed summary of available parking system revenue and operating expenditures for use in the financial analysis.

Existing parking characteristics and utilization of parking facilities will be determined by conducting a parking accumulation survey. Parking space occupancy counts will be conducted for selected public and private off-street parking facilities and curb spaces representative of the various types and locations of on-street and off-street supply within the zones of emphasis for the Central Business District and the Campus Corner Commercial District. The counts for the selected facilities will be performed by observing the number of occupied spaces at hourly intervals between 9:00 A.M. and 5:00 P.M. on a typical weekday (Tuesday, Wednesday or Thursday). Turnover and overtime parking will be observed by a license plate survey for selected on-street parking spaces. Available revenue and utilization data for parking meters and off-street parking facilities will be reviewed. From the collected data, accumulation and turnover will be summarized by type of parking and area. Observed parking accumulation characteristics will be used to evaluate the utilization of the existing parking supply and determine the existing parking demands, surpluses/deficiencies, and corresponding parking needs.

Field data will be collected when the University of Oklahoma and Norman area schools are in session. This assures the analysis will capture the parking demands related to student activities. Field data collection efforts will avoid any active areas of street construction. For street construction that cannot be avoided during the data collection period, established traffic engineering practices will be used to manually adjust the parking data.

Figure 1 - Parking Study Area



Legend

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|---|--------------|--|-----------------------------|--|--|
| # | Block Number | | CBD Emphasis Area | | Norman Amtrak Boarding Station
(Future Commuter Rail Station) |
| | Study Area | | Campus Corner Emphasis Area | | |

Task 3 –Parking Supply and Demand Analysis

Based on existing conditions and future land use/development plans provided by the City/County and stakeholders, the CONSULTANT will develop a parking supply/demand spreadsheet model for the study area. The model will be formatted in Microsoft Excel or other software desired by the City. Accepted practice in the parking industry is to plan the parking supply in commercial areas to be sufficient for the 30th highest hour each year (or the 85th percentile).

Parking demands will be forecast for the study area, based on estimated generation rates. Parking generation rates will be identified based upon the ITE Parking Generation Manual and procedures in the Urban Land Institute's *Shared Parking Manual*, adjusted for local conditions and user characteristics based upon the results of the parking surveys. The model will take into account local conditions such as long-term parking for employees and business owners, short-term parking for patrons and visitors, parking for evening and weekend entertainment and restaurants, nearby University parking facilities, and pedestrian traffic within the study area. Special event parking for football game days and other major events will only be considered on a very general basis. Detailed assessment, data collection, and analysis for special event parking is excluded from the scope of this project.

Special consideration will be given to the parking demands in the vicinity of Cleveland County's properties. Ongoing planning efforts and anticipated growth provided by the County will be incorporated into this parking study.

The existing parking supply that was previously determined will be compared with the parking demands for the times of day observed, and for the peak parking demands for blocks and areas. The peak demands will include short-term as well as long-term parking at curb and off-street locations. This will indicate the amount of surplus or deficiency for each block and area.

Typically, a public off-street parking lot is considered to be at capacity at 85 percent occupancy. When off-street lots or garages are being utilized at over 85 percent, drivers perceive them as being full, and move on to find another parking location. However, in the case of on-street parking spaces, a higher parking utilization can be expected and is considered to be at capacity when 90 percent occupancy is reached. These effective parking utilization rates will be used to determine the current and projected parking space needs for each area.

The CONSULTANT will identify and evaluate alternatives and candidate sites for the development of additional off-street public parking facilities in the Central Business District and in the Campus Corner Commercial District. The evaluation will include:

- Surface vs. structured parking alternatives;
- Vehicular traffic access;
- Pedestrian access and circulation;
- Net gain in parking supply;
- Functional layout;
- Projected utilization and financial performance;
- Potential for joint use (incorporating retail, office, or residential uses in the parking facility or site);
- Proximity to major generators;

- Visual and aesthetic impacts;
- Compatibility with adjacent land uses;
- Generalized environmental impacts; and,
- Alternative uses of the site.

Up to three candidate sites will be evaluated in each district and the preferred site(s) will be recommended based upon results of the evaluation. Up to two sites may be selected for further evaluation in Downtown Norman (one being the shared County/City parking area/structure) and one site will be selected for the Campus Corner District.

Task 4 – Develop Concept Plan and Cost Estimate for Recommended Improvements

The CONSULTANT will develop a conceptual plan showing the size, location, layout, access, circulation, potential joint uses, and conceptual appearance of the recommended parking improvements (up to three sites). Each concept will include the functional layout for the at-grade level, below grade level(s), and typical above grade levels of the parking structures, as well as the building section. The plan illustrations will be provided as appropriately sized illustrations for public display.

Consideration of inbound and outbound vehicular traffic to and from the parking facility will be provided with this study to the extent that a recommendation can be made regarding the number of entrance/exit lanes and recommended processing characteristics for the gates (payment types accepted, required minimum processing speeds, etc.). The evaluation of traffic impacts on the adjacent streets and intersections is NOT included in the scope for this study, but these services may be added for one, two, or all three of the recommended conceptual parking improvements through execution of a Supplemental Agreement to this contract.

The CONSULTANT will work with the City/County staff to develop recommendations on the concept plan for new parking facilities. The recommendations will consider the Downtown Central Business District and the Campus Corner Commercial District. The recommendations will include a succinct description of the basis for the study findings and conclusions.

The financial plan will include the estimated capital costs and a pro forma statement of expected operating revenues and expenses. The estimated parking development cost will include construction, land (if any), design, construction inspection, financing costs, and a contingency factor. It will also assess operating costs and revenues and provide information that can be utilized for determining shared cost percentages between the City and Cleveland County.

The CONSULTANT will prepare and submit seven (7) copies of the preliminary draft parking study report for City/County staff and stakeholder review. The report will address methodology, findings, recommendations, the preferred concept plans, financial plans, and recommendations regarding establishment of a Parking Authority to manage parking facilities, fee collection, and finances. The recommended parking concept plan will be illustrated by floor layouts and typical section. These will show the functional layout, capacity, vehicle and pedestrian access, inter-floor circulation, building massing, and site footprint. The report will include an executive summary, text, tables, and illustrations. Detailed data will be provided in an appendix.

A revised draft report will be prepared based upon review comments received from City/County staff, and 15 copies will be submitted for presentation to the City Council and Board of County Commissioners. The review comments provided by the City/County will be incorporated into the Final Report, which will be submitted in 14 bound copies and two (2) reproducible originals. One of the reproducible originals will be delivered to the City, and one will be delivered to the County. Text and electronic graphic files will also be provided as final deliverables to both the City and County.

ATTACHMENT B
COMPENSATION

The CONSULTANT will receive total compensation for the project of **\$170,000.00**. The total fee will be broken down as follows:

<u>WORK TASKS</u>	<u>COST</u>
Task 1 – Project Management and Meetings	\$ 40,000
Task 2 – Data Collection	\$ 30,000
Task 3 – Parking Supply and Demand Analysis	\$ 49,000
Task 4 – Parking Plan Development	\$ 43,000
<i>Direct Expenses</i>	<u>\$ 8,000</u>
TOTAL FEES	<u>\$ 170,000.00</u>

The CONSULTANT may submit interim statements for partial payment of Services rendered, not to exceed one per month, showing the percent completion of the work program, amount earned including labor and reimbursable expenses, and the amount payable less any previous payments made by the CITY. The statements to CITY will be for work actually completed. Each statements will be accompanied by CONSULTANT'S progress report letter containing a report of work completed and the percentage completion for the Project. The CITY shall make interim payments within 45 days of receipt of CONSULTANT's interim statements.

ATTACHMENT C
PROJECT SCHEDULE

Meetings:

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| 1. Kickoff Meeting | Within 14 days of NTP |
| 2. Progress Meetings w/ City/County | Monthly |
| 3. Initial Coordination Meeting w/ County & City | 45 days after NTP |
| 4. Stakeholder Meeting | 45 days after NTP |
| 5. Community Forum Public Meeting | 90 days after NTP |
| 6. Present Concepts and Cost Estimates to County & City | 135 days after NTP |
| 7. Presentation to City Council | T.B.D. |
| 8. Presentation to Board of County Commissioners | T.B.D. |

Milestones:

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| 1. Complete Data Collection | 30 days after NTP |
| 2. Existing Conditions and Utilization Analysis Complete | 45 days after NTP |
| 3. Assessment of Parking Demands Complete | 60 days after NTP |
| 4. Parking Alternatives Analysis | 105 days after NTP |
| 5. Develop Conceptual Plans and Cost Estimate | 120 days after NTP |
| 6. Submit Preliminary Study | 165 days after NTP |
| 7. Submit Final Study for City Council approval | 30 days after draft comments received |