



TOWN OF LAUDERDALE-BY-THE-SEA

ROUNDTABLE ITEM REQUEST FORM

Town Manager's Office

Bud Bentley
Assistant Town Manager *SB*

Meeting Date / Time

Deadline w/o Backup

Deadline w/ Backup

September 20, 2010 7:00 PM

Oct 13, 2010 / 7:00 PM

Oct 27, 2010 / 7:00 PM

Oct 6, 2010 / Noon

Oct 20, 2010 / Noon

Oct 1, 2010 / Noon

Oct 15, 2010 / Noon

ITEM/ITEMS*: **Parking Request for Proposals (RFP)**

The draft scope of services for the Parking Study RFP is attached (**Exhibit 1**). We would greatly appreciate the Commission's comments and direction.

Town Manager's Initials: *CB*

Attachment: Exhibit 1, Draft Parking Study Scope of Services:

***ITEMS LISTED THAT WOULD BE GOING TO REGULAR COMMISSION AGENDA REQUIRE NEW AGENDA ITEM REQUEST FORM WITH AMPLE TIME TO PRODUCE BACKUP**

Lauderdale-By-The-Sea RFP No. _____ for _____

Parking System Overview

RFP No. _____

Project: _____

PART I - STATEMENT OF WORK

A. OBJECTIVE

The Town of Lauderdale-By-The-Sea is a unique seaside community with a permanent population of about 6,000 that increases to about 9,000 during the winter season. The Town's parking system has developed over time and we want an outside evaluation to help us utilize our parking facilities to the Town's best advantage, price parking appropriately and manage the system in accord with current best practices.

To this end, the Town seeks a qualified consultant to conduct an operational analysis of the Town's parking operation.

Our parking goals are to insure that the Town's parking operation, rates and policies:

1. are supportive of desirable commercial uses,
2. enable our residents to have convenient access to the beach and downtown businesses, and
3. generate sufficient revenues to keep the parking system financially healthy and continue to contribute funds to the Town's general fund.

The Town is specifically interested in improving:

1. visitors' awareness of the Town's parking lots,
2. the utilization of currently under-utilized public parking spaces,
3. parking system users' options for payment,
4. productivity and cost-efficiency of our parking operation,,
5. the rationality of pricing parking at different locales and the parking permits we sell, and
6. management of our parking system.

B. GENERAL INFORMATION ABOUT THE TOWN'S PARKING SYSTEM

The Town currently has ___ metered parking spaces, ___ of which are located in Town-owned parking lots and ___ are street metered spaces. Exhibit ___ provides information on:

- the number of spaces, rates and parking hours limits in various locations in the Town,
- the Parking System annual revenues and expenditures,
- details about parking permits issued by the Town, and

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Parking System Overview

- recent recommendations from a planning consultant regarding parking code issues

The tourism and hospitality industries are important to both the economic vitality and character of the Town. The Town currently operates on the premise that the short-term visitor to the downtown area is the first priority "Customer" that general stays for less than two hours at downtown businesses. During the day time, we have a significant number of beach parkers and we believe they tend to seek longer parking times. In the evening we have a significant number of parkers that enjoy our night life businesses -- we do not know their parking length preference.

C. SCOPE OF WORK

The purpose of the study is to evaluate existing Town parking rates, policies, strategies and the operations of the Lauderdale-By-The-Sea parking system and to provide recommendations to improve the parking system. The areas of recommendations should include, but are not limited to, the following:

Physical Layout

Conduct a physical evaluation of each parking lot and parking area that includes:

1. Evaluating and providing recommendations on the following issues at each location:
 - a. Maintenance
 - b. Lighting,
 - c. Placement of Meters,
 - d. Signage,
 - e. Amenities such as landscaping, benches, bike racks.
2. Identifying other improvements (and their cost) needed to improve the visibility, access, safety, and convenience of parking at that locale.

Meters

Provide recommendations on meters, including but not limited to the following:

3. Recommended meter replacement policies.
4. Recommendations on types of meters to use at different locales and analysis of the amount of time it will take for the Town to recoup our investment to switch to different meters at various locales. (e.g. Would it be cost effective to install pay and display meters in the general business district?)
5. Recommendations on most cost-effective meter maintenance practices.
6. Evaluate our meter collection procedures and recommend improvements if needed.

Parking Rates & Policies

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7. Make recommendations on parking rates and parking time limitations at the Town's various parking lots and parking areas. Take into account the Town's desire to improve usage of underutilized parking lots and parking areas.
8. Evaluate the appropriateness of the Town's policies, rates and time limitations for beach, residential, hardship and employee parking permits and make recommendations to modify them in accordance with best parking practices.
9. Advise the Town whether there should be any seasonal adjustments in rates, time limitations, and employee parking arrangements.
10. Provide recommendations on the viability of variable rate parking prices for the Town (i.e. on-street parking rates set at amounts that increase based on length of time vehicles are parked to discourage employees from taking prime parking spaces).
11. Is there a need to identify an area for transit parking, which would have much longer maximum parking limits?

Parking System Management & Cost-Effectiveness

12. Does the Town have the appropriate number of positions and are they effectively and efficiently scheduled?
13. How does the Town's parking enforcement productivity compare to industry benchmarks for similar parking systems?
14. Evaluate the Town's collection and accounting procedures for parking revenues.
15. What is the public's opinion of the enforcement of parking regulations by the Town's parking enforcement officers? Is it fair, consistent, visitor friendly?
16. Advise if the Town could realize significant savings by contracting out parking operations.
17. What parking technologies we should be implementing today and what emerging technologies should we be preparing for in the near future?

Recommend strategies to increase the effectiveness of the current parking supply.

18. What is a reasonable distance for employee parking from the work place?
19. What distances are beach goers willing to park and walk?
20. What distances are tourist, restaurant and bar patrons willing to park and walk?
21. Are there on-street areas that the Town should convert to additional metered parking?
22. How should we prioritize our on-street parking vs. our off-street parking?
23. We have a number of issues concerning valet parking, due to the congestion and perceived lack of adequate parking in our downtown area. The Town has temporarily licensed a valet operation utilizing the public right of way and is curious whether there is any benefit to operating a valet service ourselves. To that end, we would like the consultant to provide input on the following:

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Parking System Overview

- a. Are there successful examples of small public parking systems operating valet services?
- b. Is it financially feasible for the Town to operate a public valet service?
- c. Should we sell permits to private valet services to operate in the public right-of-way and, if so, how should we price such permits?

DELIVERABLES

- A written report outlining all findings and recommendations, with an Executive Summary of the most important issues or issues that the Commission must act upon to implement.
- Meet with Town staff on a minimum of two occasions to discuss drafts of the final report.
- Attend two Town Commission meetings to present the report and discuss the findings of the report with the Town Commission.