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October 30, 2019

**Revised: November 1, 2019**

Annette Stone  
Economic and Community Development Director  
Town of Carrboro  
301 W. Main Street  
Carrboro, NC 27510

Re: Parking Planning Services  
Carrboro, NC

Dear Ms. Stone:

Walker Consultants (Walker) appreciates this opportunity to provide the Town of Carrboro this scope of services for parking planning services. Included bellow is our understanding of the project, suggested scope of services, schedule, and fee for your consideration.

## PROJECT UNDERSTANDING

The Town of Carrboro (the Town) has been proactive in considering the impact of parking within the downtown business district, including completing a Downtown Parking Plan in July 2017. At the time of the study, paid parking was not recommended, in part possibly due to a survey of downtown visitors that indicated a majority of the respondents had negative views of paid parking.

The Town provides a mix of public parking, including owned and leased parking spaces, offered at no cost to the user with time limits varying from 2 to 3 hours during typical business hours. The Town is considering options for potentially implementing some paid parking strategies to better manage parking within the downtown business district and provide some incentive for private owners to share parking and off-set operating costs. Other options include improving enforcement of the existing time-limits

The goals of this study include:

1. Provide a scalable and manageable system focused on the potential options for implementing paid parking in select areas with a focus on utilizing and understanding technology options to allow flexibility, including, smart meters, parking apps, and integrating time-limit enforcement.
2. Consideration for the potential inclusion of private parking lot owners to participate in the overall parking management plan through paid parking.
3. Evaluate the current parking supply and demand to determine adequacy. Review options for maintaining or improving the parking supply, with consideration of the costs and potential revenues of proposed programs being considered.

To this end, Walker has prepared the following scope of services for consideration.

## SCOPE OF SERVICES

1. **Kick-off Meeting:** Meet via Skype to with key staff to kick-off the project and make initial introductions. During this meeting we will discuss the goals of the study, review the process, scope of work, timeline, concerns, and schedule.
2. **Stakeholder Engagement:** Stakeholder engagement includes in person meetings with key staff and select individuals in conjunction with our initial trip during the parking inventory and occupancy data collection. After collecting and analyzing the initial data and developing some potential alternatives, a second trip will be made to conduct a public stakeholder outreach meeting. We envision offering up to two public sessions to share the intital findings and potential alternatives. During these meetings, we will gain input and insight on public parking perceptions in the downtown district, hear concerns related to paid parking, and receive input on the potential alternatives. These meetings will be coordinated in advance by the Town with input from Walker with potential strategies for meeting. Recommended Stakeholder group meetings include:
  - a. Business Owners
  - b. Property Owners
  - c. City Staff – Planning, Finance, Enforcement
  - d. Residents
  - e. Other downtown development groups
3. **Data Review and Analysis:** Conduct a parking supply and demand analysis matching the previous study area to determine parking adequacy. Included in this item are updating inventory, conducting occupancy counts during a typical weekday and weekend period and performing a turnover analysis for selected areas to compare with posted time limits. This analysis will assist in identifying changes since the last study as well as parking issues within the study area and include demand from any known future developments. A second weekday occupancy count will be completed during the second trip to Carrboro either before or after the public stakeholder meetings as an added option based on feedback from the Town. This determination will take into account the intial findings as well as data from the 2017 study.
4. **Enforcement Operations and Maintenance:** Review best practices and options for enforcement, operations, and maintenance procedures. This includes integrating enforcement and citations, and options for managing the public parking, including using technology to enforce existing time limits. Examples from up to six comparable cities from North Carolina or other agreeable area will be included to show how other cities are managing public parking.
5. **Parking Technology, Payment Systems and Scalability:** Review paid parking technologies suitable for surface lots, parking structures, and on-street locations. Included in this review are options to allow for multiple payment options, such as parking apps, credit card, and cash for gated and ungated systems with their associated benefits and disadvantages. Include options for integrating these technologies with private sector parking owners where applicable.
6. **Capitla Costs and Revenue:** Provide an opinion of cost to implement the options for paid parking with preliminary potential revenue projections based on findings from the parking supply and demand analysis, as well as industry expertise. As part of this analysis, include a review of costs add to the existing parking supply, including adding a parking structure. Costs include construction, soft costs, and on-going operational costs along with recommended long-term maintenance costs.

7. Analysis of Equity Impacts: Provide an assessment of the public parking before and after implementation of paid parking as experienced by businesses and patrons. Include a comparison between the current paradigm (where businesses generally provide parking at no charge to the users, but the underlying cost of that parking affects the rest of their business and the price customers pay, even those who do not access an establishment by car) versus a paid parking paradigm (where drivers pay for parking, both customers and employees) and the associated impacts that would have on prices (those seen by consumers) and land rents.
8. Provide draft memorandums in PDF format of key elements during the process and a complete draft report of the findings for review and discussion.
9. Revise and finalize the full report based on the input received.
10. Present the recommendations to the group and provide a copy of the power point slides.

## SCHEDULE

We are prepared to have an initial project kick-off call upon approval. During this call will formalize the schedule and discuss stakeholder involvement and the overall process. A draft report can be delivered within 8-10 weeks for review and discussion with summary memorandums provided in the interim for discussion and review. A final report can be provided within one week of receiving comments on the draft with a formal presentation following the completion of the project.

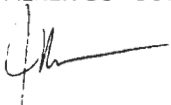
## PROFESSIONAL FEE

We propose to perform this scope on a lump sum basis, including all expenses to complete the scope of services listed above. Our lump sum fee, including expenses, is \$49,940 for the base, plus an additional \$2,000 if a second day of weekday counts are deemed necessary during the stakeholder trip, for a total of \$51,940. Three trips to Carrboro are included in this fee by Walker staff to complete Stakeholder meetings, data collection, and a final presentation. Additional services outside of this scope can be completed as needed on an hourly basis or as negotiated.

We are happy to discuss this proposal and address any questions you may have regarding our proposed scope of work. To proceed, please provide a sign and return a copy for our records.

Sincerely,

WALKER CONSULTANTS



Jon Martens, AICP, CAPP  
Parking Consultant

cc: Joey Rowland

Enclosures      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.

**TOWN OF CARRBORO, NORTH CAROLINA**

Accepted by David Andrews  
Printed Name David Andrews  
Title Town Manager  
Date 11/8/19