



CITY OF POMONA

VEHICLE PARKING DISTRICT

STAFF REPORT

Date: June 8, 2017

Agenda Item No. : 06-08-05

To: Chair and Vehicle Parking District Board of the Commissioners

Submitted by: Kirk Pelser, Deputy City Manager *Pelser*

Prepared by: Joaquin Wong, Senior Project Manager

Subject: ENGAGEMENT OF JR PARKING CONSULTANTS (JRPC) TO PROVIDE STRATEGIC PARKING CONSULTING AND ADVICE FOR DOWNTOWN POMONA ON AN HOURLY BASIS FOR AN AMOUNT NOT TO EXCEED \$29,500.

SUMMARY

Recommendations – That the Board of Parking Place Commissioners enter into a Professional Services Agreement with JR Parking Consultants (JRPC) to provide parking consulting services and advice for Downtown Pomona on an hourly basis for an amount not to exceed \$29,500.

Fiscal Impact – The cost to engage JR Parking Consultants is based on an hourly basis with a maximum not to exceed of \$29,500. Funds are available in the 2016 / 2017 and 2017 / 2018, Fiscal Year VPD budgets. If additional funds are necessary, the VPD may re-allocate and / or appropriate additional funds from the VPD budget.

BACKGROUND

Pomona's changing Downtown requires upgrading the current parking system. As a result, the Vehicle Parking District (VPD) and Downtown stakeholders have expressed a desire for parking structures in the Downtown. As an older built-out urban community, large vacant parcels of land are scarce, particularly in the Downtown. Most of the large open spaces are VPD parking lots. With land scarcity, surface parking is becoming inefficient and does not provide for the highest and best use of the property.

Currently, the City is in discussion and considering two major development projects in the Downtown. In response to future parking needs of the community, understanding that parking facilities will support and encourage the revitalization of the Downtown, the City Council appropriated former Redevelopment bond proceeds for the development of a parking structure in the Downtown. However, parking in the Downtown is an integrated system that also requires analyzing current public and private parking needs to determine the future design of VPD Parking. As such a Request for Proposal (RFP) was issued to four parking consultants. Only JR Parking Consultants responded to the RFP.

DISCUSSION

Janis Rhodes Parking Consulting, Gibson Transportation Consulting, IDG Parkitechs and Fehr and Peers Transportation Consulting were sent Request for Proposals for parking consulting services. Only Janis Rhodes (JRPC) responded to the RFP. Gibson Transportation was unable to complete their proposal due to unforeseen circumstances and IDG was too busy to pursue additional projects. Fehr and Peers did not respond.

Essentially the assignment of the parking consultant is to analyze the City of Pomona's current Downtown parking program so as to provide review, advice, design, criteria, specifications, budget and related documents to integrate a new parking structure(s). Staff is looking to the JRPC to provide input and review comments to the design/build selection process including procurement document and selection of the design/build team. The following general scope of work was provided to the consultants:

- To assist the City team in providing design criteria and functional flow for the design of the parking structure. This process is aimed to provide a parking design that meets the needs of the Pomona community and downtown businesses and provides a design that incorporates the operational goals and components of the downtown parking system.
- Provide design requirements and specifications for parking control systems and parking operations management hardware and software.
- Develop a parking operations and maintenance budget for the proposed parking structure.
- Assist the City with selection of a parking management/operator for the existing downtown parking facilities (on-street and off-street) and the proposed parking structure.
- Review the existing management of operation of the existing downtown parking program (on-street and off-street) to provide a plan for the integrated management of all parking programs including the proposed downtown parking structure.

The preferred and most feasible location for the first Downtown public parking structure is on VPD Lot 10. To determine the feasibility of developing a parking structure with the maximum number of parking stalls fiscally and physically possible to accommodate the current and future parking requirements of the Downtown, given the physical area, fiscal constraints and surrounding land uses, The consultant will work towards a parking system that address these needs.

JRPC has assembled a team to address the Downtown's parking needs. Established in 1998, the Principal, Janis Rhodes has both municipal (Former Parking Manager for the Cities of Pasadena and West Hollywood) and private sector experience as the former president of Parson's Development Company. Additionally she served as Transportation Planner, Assistant Director, and Director for North Carolina State University for a total of 35 years of experience in the parking industry. The firm has worked throughout California as well as across the United States, consulting both public and private clients. They have provided project planning, management, and implementation of various projects and programs.

Staff and JRPC have and outlined the scope of work into six tasks, each encompassing several actions. The initial tasks will be performed on a time and material basis for an amount not to exceed \$29,500. The fee schedule is included in JRPC proposal (Attachment). If further work is necessary, staff would bring it to the VPD Commission and the City Council, if necessary, for approval.

Attachments: JRPC's Proposal



City of Pomona **Parking Consultant Services**

Scope of Service

JRPC will develop a close partnership with the City's project team lead for the successful development and delivery of the work efforts for this project. The project will begin with a kick-off meeting with JRPC's team and the City project manager and its project team. The project team for the City's project team will include the project manager, member of the City's management executives, Planning Department, Public Works, Police Department and any other City Department staff who may be involved in the planning of the proposed downtown parking structure.

The meeting introduces the project team and defines each team member's role in the project. This meeting will also allow our team to present our approach to the project, and make any final adjustments to the scope, collect background information and fully understand the local agency background as well as make any adjustments needed to the project schedule.

Weekly or bi-weekly project status conference calls will be held to update the City's project manager on the progress of the project and status of the work effort completed and underway. Any date collection and on-site meetings can easily be held when needed. These weekly calls may also include members of the City's project team as deemed appropriate by the City's project manager. These project calls may also be conducted via Skype or some other similar internet service.

Effective project management and coordination is critical to the success of this project. JRPC will lead all project management activities for which it is responsible and participate with the parking structure planning team as needed. We will work closely with the City project manager to create a mutually agreeable timeline that identifies milestones for each project task. These detailed tasks will result in the delivery of a high quality, on-time and on-budget project deliverables. JRPC values timeliness and works diligently to maintain a responsive and attentive project management plan, resulting in a well-run and efficient project that will meet the City's goals.

The result of effective project management and communication will be an action-oriented project plan that insures materials are provided to the City and/or the parking structure project team as required.



Based on information provided in the request for proposal and discussions with City staff, the following scope is proposed for meeting the project needs.

Task 1 – Selection of the Design/Build Team

1. JRPC will review the design/build team procurement documents and provide comments and input on the documents.
2. JRPC will participate with the City team to participate in pre-proposal interviews with the design/build proposers and document questions for City staff arising from the design build proposers.
3. JRPC will assist City staff in preparing responses to proposal and preparing addendums for issuance to all perspective proposers for the design/build parking structure.
4. JRPC will review the proposals submitted by design/build teams and provide comments to City staff in preparation for design/build team interviews.
5. JRPC will participate in design/build team interviews and participate in providing comments to the City about the team, their presentation and proposed plan and methodology for delivering the parking structure.

Task 2 – Design Review and Functional Design Review

1. JRPC will perform a review of the process and methodology of the management of the City's current downtown parking inventory for its lots, on-street parking and any private parking facilities.
2. JRPC will participate in one meeting with downtown business owners, property owners to obtain a view and perspective of the community's perceptions of downtown parking and its vision for the proposed parking structure.
3. JRPC will prepare a current description of the parking program for the City project manager's confirmation and discussion about the City staff's vision for the parking program and parking structure and for the proposed operational plan for the parking structure.
4. JRPC will prepare a design criteria list to be provided to design/build team based upon its review and analysis of the current downtown parking management plan, discussion with the City's project team manager and the City's staff project team. This will provide a parking criteria plan to be provided to the design/build team for development of the parking concepts for the planned parking structure.
5. JRPC will review the parking concept prepared by the design/build team and provide comments about the functional design and its appropriateness for the



proposed operation and vision for the community, functional flow of the parking structure including ingress and egress of the structure as well as internal flows, the appropriateness for the proposed “Smart” parking technology and the planned operation of the structure.

6. JRPC will review design/build plans prepared by the design/build team and provide comments and edits for parking structure plans for the Concept plans, the Design/Development plans and the construction plans at each stage of submittal to the City. This review process will provide up to five reviews of the plans.



City of Pomona **Parking Consultant Services**

Compensation

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Based on the scope of work described above, JRPC will provide these services on a time and materials basis for a not to exceed amount of \$29,500.00 based on the following allowable out of pocket expenses.

Hourly Rate Costs

JR Parking Consultants, LLC
2017 Hourly Billing Rate Schedule
Effective through December 2017

Classification	Labor Rate Per Hour
Principal	\$205.00 – 220.00
Senior Associate	\$175.00 – 190.00
Associate	\$150.00 – 170.00
Field Technician	\$110.00 – 125.00
Field Data Collector	\$ 90.00 – 105.00
CADD/Image Production	\$ 90.00 – 110.00
Administrative Support	\$60.00 – 75.00

Out of Pocket Expenses/Materials

Direct expenses for out of pocket expenses that are incurred by JRPC will be invoiced at the direct cost for the expense. Any out of pocket expenses may include printing, CAD printing of files, postage and transmittal costs and other out of pocket expenses will be invoiced at the direct costs for such services for the project.



Any production of CAD drawings will be provided by DCI Engineers which will be invoiced at their hourly rate. JRPC will invoice its clients at 1.15 time the costs of Direct expenses for any worked performed by sub-consultants.

Travel expenses will be invoiced at the Federal IRS tax rates for mileage for travel related to this project. The 2017 tax rate is 53.5 cents per mile. The tax rate is subject to change by the IRS on an annual basis.