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## Memorandum

To: Honorable Mayor and City Council  
From: Linda Styczen, Procurement Officer  
Date: March 20, 2017  
Subject: Recommendation for Parking Payment Management Study

### Background

The City issued a Request for Proposal (RFP) to solicit consulting services for a parking payment management study to assess how the City manages payments for its parking inventory.

The purpose of the study is to evaluate the current parking payment management system and recommend effective improvements focusing on the acquisition of new parking technology and the implementation of administrative best practices. The City's parking inventory consists of 413 metered spaces, 178 daily spaces in lots, and 1,210 permit spaces in lots and garages. Total revenue generated through charges for parking services in FY 2015/16 was \$629,510 and the expected revenue for FY 2016/17 is projected at \$613,095.

Metered parking is currently paid for using coin-meters and daily spaces are paid for with cash using lot payment boxes. Two parking enforcement officers collect monies from the boxes and meters in addition to performing enforcement duties. The Finance Department processes permit applications for leased spaces sent via fax or email. Parking permits are paid for quarterly.

### Objectives

The objectives of the study include:

- Evaluate how the City manages payment for its inventory of paid parking (pricing, payment receipt, payment processing, and enforcement).
- Identify the most effective ways to improve payment management through best practices and new parking technology.
- Recommend pricing adjustments based on industry averages and a comparison of pricing in nearby municipalities for similar parking services.
- Technology and hardware recommendations to provide users with an increased number of payment options while streamlining payment receipt and processing for the City.
- Implementation / integration plan for the proposed parking payment management system.

### Scope of Services

The parking payment management study will provide analysis and recommendations on the following:

- Prices for on and off-street parking and parking violations in the City.
- National and international best practices for on and off-street parking enforcement.
- Deployment of new technologies for parking meters, daily spaces in lots, garages, and enforcement.
- Guidelines for maintaining and improving permit parking.
- Evaluate a possible wayfinding system or software program to allow users to identify available parking spaces from a smartphone application or website.
- Interview City stakeholders in Police, Finance, Public Works, and IT departments to discuss their role, needs, and concerns regarding the parking management system.

- Provide a final report with a summary of recommendations including an integration/implementation plan.

Evaluation of Proposals

A formal RFP was sent to five (5) pre-qualified consulting firms. Two responses were received. The criteria used in evaluating the proposals included, but was not limited to, the following:

- Cost
- Consultant qualifications
- Schedule of work
- Consultant’s portfolio of work
- References

BIDDER ADDRESS CITY, STATE	<b>Carl Walker, Inc.</b> 1920 S. Highland Avenue, Suite 210 Lombard, IL 60148	<b>Walker Parking Consultants</b> 505 Davis Road Elgin, IL 60123
Cost for Study	<b>\$ 39,260.00</b>	\$ 48,740.00

Carl Walker, Inc., and Walker Parking Consultants both submitted proposals that included not-to-exceed costs.

Recommendation

Consulting services for the study will begin in FY 2016/17 and be completed in FY 2017/18. Funding for this project includes \$15,000 in the FY 2016/17 Parking Fund Capital Project budget. Staff has requested funding in the proposed FY 2017/18 Parking Fund Capital Projects for the completion of the study. I recommend the City Council approve the attached resolution authorizing the execution of an agreement with Carl Walker, Inc., for the parking payment management study.

Agreement exhibits are on file in the City Clerk’s office and available for review.