

## Proposal for Downtown McKinney Parking Management Study

To: Rosanne Lemus, CPPB, Contract Administrator, City of McKinney  
From: Dixon Resources Unlimited  
Date: July 23, 2020  
Subject: Proposed Scope of Work and Fee Proposal for Downtown McKinney Parking Management Study, No. 20-36RFQ

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### Proposed Scope of Work

Dixon Resources Unlimited (DIXON), in collaboration with Wood Solutions Group, is pleased to submit this proposal to provide parking consultant services to the City of McKinney (City). We are submitting this Scope of Work and Fee Proposal as part of next steps in establishing a contract to perform the services detailed in the Downtown McKinney Parking Management Study (RFQ No. 20-36RFQ).

The below Scope of Work details the services and specific deliverables that will be provided as part of evaluating the City's overall parking program and providing recommendations for integrated policies, procedures, and management strategies. *We are adaptive to the City's needs and will modify the proposed project plans, timelines, and pricing in order to suit the City's evolving priorities.* We hope to continue to refine the scope with input from the City, and our Consultant Team will be flexible in order to ensure a successful project.

### Downtown McKinney Parking Management Study

The primary goal of our approach will be to identify the policies, procedures, and parking management strategies necessary to address McKinney's current and future parking needs. We will use our regional experience to prepare a Parking Action Plan tailored to your specific parking challenges. We emphasize the difference between a Parking Action Plan and a Parking Management Plan because our approach will provide you with a series of concrete steps to guide staff through project implementation along various time horizons.

We have partnered with Brett Wood, P.E., CAPP, of Wood Solutions Group, because of his recognized track record of implementing progressive parking policies. Our two firms will support a dynamic, hands-on approach to ensure that the technologies, services, and policies are adaptive to McKinney's objectives. The Fee Proposal covers labor hours and support for all of the services described in Tasks 1-4 below.

## **Task 1. Understand & Evaluate Existing Conditions/Project Management**

DIXON and Wood Solutions Group (Consultant Team) will engage City staff throughout the duration of the Project to support a collaborative project management approach. Task 1 includes costs to support the project kickoff meeting, background/existing conditions research, and ongoing project management.

### **Task 1. Deliverables**

- DIXON will assign a dedicated Project Manager to serve as the single point of contact for overall communications and project coordination with the City.
- Consultant Team will conduct a virtual project kickoff meeting in order to prioritize objectives and tasks, finalize the schedule, and request background data from the City. During this phase, Consultant Team will achieve a thorough understanding of site context in order to clarify objectives.
- In coordination with City staff, Consultant Team will obtain all relevant data to assist with the project including past studies, staff reports, City Council agenda reports, and existing parking management strategies. We will examine relevant materials, current vendor agreements, municipal codes, and/or strategic planning documents in order to prepare for the on-site assessment.
- Consultant Team will review in detail the 2019 Historic Town Center Parking Study Update and, drawing on our regional experience, conduct a brief review of peer cities' parking management strategies in order to inform parking management recommendations for McKinney.
- In coordination with the City, DIXON will finalize the schedule for project meetings, milestone deliverable due dates, details of the Community Engagement Plan, and the anticipated project completion date.
- Consultant Team will conduct bi-weekly project meetings for the duration of the project. During each meeting, DIXON will provide a project overview and status, highlight problems and corrective measures, and present next steps. The bulk of project management costs have been allocated to Task 1 in order to account for bi-weekly project meetings and follow-up action items.

## **Task 2. Conduct Operational Needs Assessment & Stakeholder Engagement**

The next step in developing recommendations will be to conduct an in-depth Operational Needs Assessment. DIXON will meet with City staff and key stakeholders on-site to review current processes and identify future needs. We will evaluate the City's parking program with an emphasis on connecting drivers to existing parking supply, identifying best practices for parking solutions, and developing parking management strategies across core functional areas, including technology and wayfinding.

## **Task 2. Deliverables**

- Consultant Team will conduct an initial Operational Needs Assessment, estimated for two days on site (Site Visit #1). We will meet with McKinney representatives, City Council, and other downtown stakeholders. During the Operational Needs Assessment, Consultant Team will conduct ride-alongs and stakeholder interviews to develop recommendations. One-on-one meetings with City staff that manage the parking program will allow our team to understand the variety of departmental services and needs.
- Consultant Team will assess core elements of the parking program, including defining the current and future parking needs of the area east of Highway 5. As part of this process, we will evaluate current conditions against best practices, with consideration for potential payment technology and improved wayfinding.
- During the stakeholder engagement process, we will attend public meetings to be held at appropriate points to present the Study background, approach, and recommendations. We have budgeted for a one-day site visit to conduct stakeholder outreach and facilitate a community meeting (Site Visit #2), in addition to a one-day site visit to present our Parking Action Plan to City Council (Site Visit #3). A total of three site visits, inclusive of the Operational Needs Assessment, have been budgeted for this Project, as reflected in the Project Timeline. Budget for all three site visits have been allocated to Task 2.
- All site visits will support proactive engagement with stakeholders, focus groups, commissions, and City Council, as needed to provide as much outreach as possible as early in and throughout the process as possible. We will coordinate meetings to maximize input from City Council and other stakeholders and incorporate this feedback to develop recommendations.
- If desired by the City, DIXON will issue an online survey, advertised through social media, in order to maximize stakeholder participation. We will develop online survey questions that inquire about community demographics, parking perceptions, parking needs, and solicit feedback for incorporation into overall recommendations. We will utilize virtual alternatives and creative methods to supplement traditional interviews, surveys, and focus groups without delay or disruption to the project. This may include virtual outreach/meetings with business owners and other primary stakeholders.
- All written findings will be presented in the Parking Action Plan as described in Task 4.

## **Task 3. Parking Management Modeling Workbook**

Our team has experience forecasting the fiscal impacts of various parking management strategies. We can leverage modeling tools for this project, particularly to develop projections based upon various future parking technology/management expenditures/scenarios.

### **Task 3. Deliverables**

- Based on project needs, DIXON will provide an analysis that may be used to forecast the fiscal impact of various parking management strategies, accessible via an online portal. The model will be an easy-to-use tool that allows for the adjustment of variables including

equipment costs, operating days/hours, permit types, occupancy rates, compliance rates, and meter/lot pricing, as applicable. Equipment costs can be forecasted based on the types of technologies considered, as well as estimated installation costs, meter warranties, software fees, and credit card processing fees, as applicable.

#### **Task 4. Parking Action Plan/Municipal Code Updates**

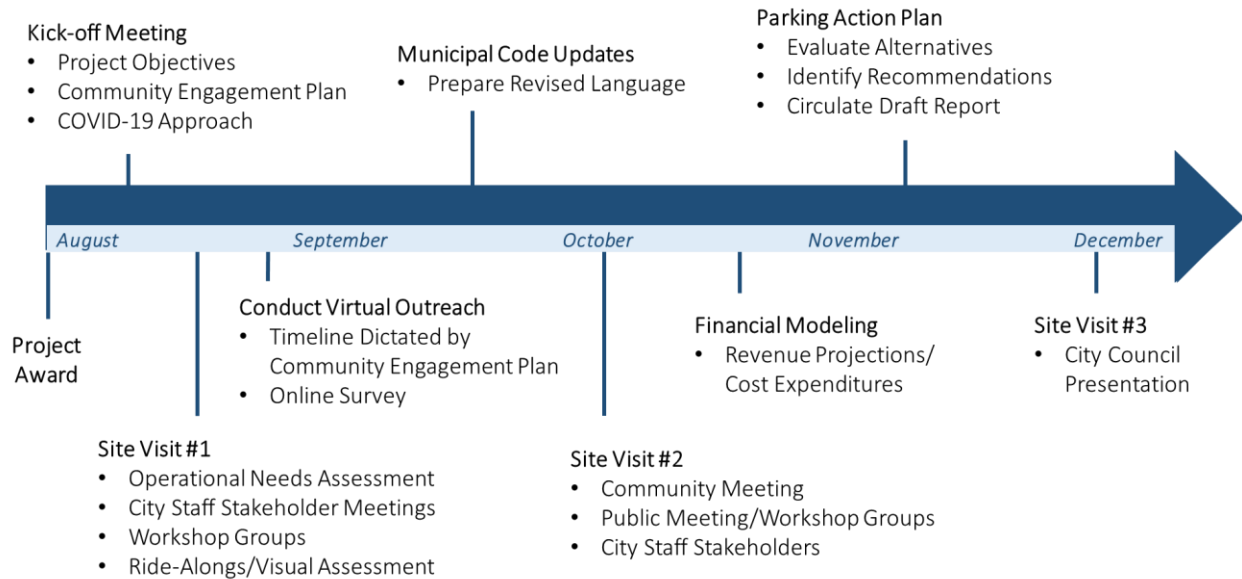
We will prepare a Parking Action Plan that lays out step-by-step guidelines specifically designed for the City's parking system.

#### **Task 4. Deliverables**

- DIXON will identify and evaluate parking recommendations for the City's overall parking program. Wherever possible, these recommendations will account for both short-term and long-term priorities based on current and projected parking demand/supply.
- DIXON will compile all relevant code sections and provide the City a revised version for consideration. This will include instances where the City may be able to simplify municipal language to improve program efficiency. Language for the revised municipal code will be incorporated into the Parking Action Plan.
- DIXON will prepare a written Parking Action Plan as the primary written deliverable recommending short-term and long-term actions based on recommendations developed throughout the Project. The Plan will evaluate estimated timeframes, potential funding mechanisms, management structures, and alternatives for the entire parking management strategy. The Plan will include specific recommendations for technology and wayfinding.
- Best practice recommendations in the Parking Action Plan will assist with the identification and development of community-specific public parking system performance goals; identify parking management strategies geared toward performance objectives; identify demand management and technology opportunities; and, guide decision making for future public parking investment. Recommendations will consider the anticipated impact of future development and redevelopment projects and key public initiatives, focusing on strategies for improving utilization of existing supply and organizational structures, including technology and wayfinding.
- DIXON will circulate a draft version of the Parking Action Plan for staff and Working Group comment and incorporate feedback so that a public review draft can be circulated to the general public. Based upon input from stakeholders, staff, and outreach efforts, DIXON will finalize and present the Parking Action Plan to City Council for review and adoption. Budget for Task 4 includes costs for preparing and revising the Parking Action Plan report. The costs associated with preparing and presenting to City Council have been incorporated into Task 2 (Site Visit #3).

## Project Timeline

The proposed timeline indicates estimated duration and completion dates for Project deliverables and milestones. The proposed Project plan and timeline will be responsive to the City’s needs and can be modified to suit the City’s evolving priorities. We will be available according to the following timeline.



## Fee Proposal

This fee proposal is based upon a Time & Materials (T&M) approach to ensure that the project is managed in the most cost-effective and efficient manner. Each task is listed with a NTE amount, and we will deliver within that budget, customizing our solution to focus on what the project needs to achieve its objectives and adapting in order to ensure that the project is completed within the agreed upon budget and timing. The budget amounts include all required travel or related expenses, which are based upon GSA standards and will be billed per City requirements and guidelines. Our terms are negotiable, adaptable and can be customized based upon the City’s priorities. The bill rate schedule for each job classification is provided below:

Classification	Labor Rate Per Hour
DIXON Principal Consultant	\$225/hour
Wood Solutions Group Principal Consultant	\$175/hour
DIXON Senior Associate	\$175/hour
DIXON Associate	\$145/hour
DIXON Junior Associate / Wood Solutions Group Project Support	\$105/hour

The estimated hours and budget per task are outlined below:

**Table 1. Downtown McKinney Parking Management Study Fee Proposal**

Task	Name	Not to Exceed
1	Understand & Evaluate Existing Conditions/Project Management <ul style="list-style-type: none"> <li>• Project kickoff meeting</li> <li>• Background/existing conditions research</li> <li>• Ongoing project management, including bi-weekly project calls</li> </ul>	\$15,500
2	Conduct Operational Needs Assessment & Stakeholder Engagement <ul style="list-style-type: none"> <li>• Two-day on-site assessment (Site Visit #1) and evaluation of core parking program elements</li> <li>• Internal and external stakeholder meetings, including meetings with City Council/commissions</li> <li>• One-day visit for Community Meeting (Site Visit #2)</li> <li>• One-day visit for City Council Presentation (Site Visit #3)</li> <li>• Virtual stakeholder engagement, including online survey, as appropriate to the Community Engagement Plan</li> </ul>	\$39,500
3	Parking Management Modeling Workbook <ul style="list-style-type: none"> <li>• Forecast the financial expenditures/impacts of various parking management strategies, accessible via an online portal</li> </ul>	\$5,500
4	Parking Action Plan Report/Municipal Code Updates <ul style="list-style-type: none"> <li>• Identify and evaluate parking recommendations for the City's overall parking program, inclusive of technology and wayfinding</li> <li>• Municipal code updates</li> <li>• Preparation of draft Parking Action Plan</li> <li>• Incorporation of staff comments and revisions</li> <li>• Report finalization</li> </ul>	\$39,500
<b>Total Budget</b>		<b>\$100,000</b>