

**CITY OF BEND, OREGON
DOWNTOWN PARKING MANAGEMENT PLAN
SCOPE OF WORK SUMMARY – PHASE 1**

A. Schedule

The PHASE 1 schedule is anticipated to be completed in February 2017.

B. Project Objectives

1. Provide a high level of project management and facilitation;
2. Create and manage an advisory group;
3. Create and implement a public outreach strategy;
4. Initiate an objective and comprehensive data collection effort to provide clear insights into actual parking activity and usage;
5. Introduce and propose innovative downtown parking strategies, tools, and proposals; and
6. Develop a downtown parking plan that is multi-modal, and includes access and circulation, goals, policies and implementation strategies.

C. Establish Project Management Team (PMT) and Technical Advisory Committee (TAC)

- PMT (City Staff) will oversee project approach, schedule, budget and all final deliverables/products.
- TAC (City staff and technical advisors) will provide input into data methodologies, data analysis and integration with other access and transportation systems (i.e., streets, bicycle networks, pedestrians, traffic, etc.)

D. Establish Downtown Parking Advisory Committee (DPAC)

- The DPAC is intended to be a representative committee of downtown stakeholders charged with developing priorities for parking in downtown and new parking strategies for managing the parking supply. The Consultant Team will facilitate the DPAC in developing recommended strategies, programs and decision-making frameworks.

Meeting topics will include (but not be limited to):

- Establishing Downtown Parking Area Study Boundary
- Overview of current City policies and plans
- Challenges/Opportunities - Consensus Themes
- Guiding Principles
- Review of initial parking data
- Detailed discussion of parking data

- Parking demand
- Review of existing city guidelines and policies related to parking development
- Development of initial draft parking management strategies (e.g., time stay formats, enforcement, pricing, marketing/communications and/or infrastructure).
- Identification of future parking opportunity sites
- Organizing and conducting public engagement, outreach and communication of findings and plan
- Development of final recommendations on plan and strategy

E. Data Collection and Strategy Development

The Consultant Team will conduct a detailed analysis of parking supply and demand in downtown Bend, examining both on and off-street facilities. The Team will then provide detailed analyses and interpretation of the data collection effort to the PMT, TAC and DPAC for review.

Data Collection

- Conduct an inventory of all on and off-street parking in the approved study area.
- Conduct up to three parking utilization and turnover studies for the downtown (Spring, Summer, Fall 2016)
- Develop parking demand ratios for estimating future parking demand (if land use inventory is available and provided by the City). This can serve as a basis for determining actual local parking demand (versus estimates based on regional or national demand models).
- Analyze and interpret data and summarize in a report preparation and data summary – current demand and utilization.
- Provide assessment of probable parking demands based on future build-out scenarios (it is assumed the City will provide build-out scenarios).

Strategy Development

- Evaluation of overall parking operations and enforcement practices.
- Immediate, near, mid and long-term strategy/program implementation methods.
- Management related changes/solutions that can include demand based decision-making benchmarks (using the 85% Rule), pricing, capacity management techniques, code requirements and alternative mode options.
- Identify sites for future parking supply, i.e., existing surface lots, redevelopment.
- Consideration of alternative modes off access to the downtown (e.g., transit, bike/walk and rideshare) and the relationship of desired/adopted mode split goals and the structuring of parking policies, guidelines and regulation.
- Provide detailed development and operating proformas (up to 3) for identified opportunity sites and explore a range of potential funding mechanisms that could be pursued by the City of Bend or a public/private partnership should new parking supply be pursued.
- Necessary policy and/or code changes.

F. Public Engagement Strategy and Implementation

The consultant team will work with the PMT and the DPAC to determine appropriate public communications, outreach, engagement and information gathering for the downtown element of this effort. Public engagement will be an on-going element of the parking study.

This can include business and community surveys, stakeholder interviews and public forums (e.g., Project Open House and community group presentations). The consultant will also work with the PMT to develop website and other media materials for posting and distribution.

G. Reporting

- Numerous “white papers” on strategy topics will be developed for review by the PMT, TAC and DPAC. White papers will be informed by the DPAC process, professional review of existing operations, industry best practices and data collected. Topics will include (but not be limited to):
 - Guiding Principles for Parking Management in Downtown Bend
 - Existing operations
 - Draft initial strategy recommendations
 - Parking demand
 - Parking pricing and capacity management
 - Parking development
 - Parking development and financing/funding

- Final report and adoption process. The Consultant Team will work with the PMT to schedule presentations to Commissions and City Council as appropriate to finalize and approve all there parts of the Parking Management Plan. Input from these meetings will be used to refined and revise the Draft Plan document into a Final Report for submittal to the City.