

**CITY OF MADISON  
ADVERTISEMENT FOR QUALIFICATIONS & PROPOSAL  
FOR PARKING CONSULTANT SERVICES TO PROVIDE  
AN ECONOMIC & OPERATIONAL SUSTAINABILITY STUDY  
FOR THE MADISON PARKING UTILITY**

The City of Madison is issuing a Request for Qualifications and Proposal (RFQ/RPF) for Parking Consultant services for the project.

Consultants wishing to be considered for this project should submit 5 copies of the Summary of Qualifications & Proposal to Tom Woznick, Parking Operations Manager, City of Madison Parking Utility, Madison Municipal Building, Rm. 100, 215 Martin Luther King, Jr. Boulevard, Madison, Wisconsin 53703, no later than 4:00 P.M., FRIDAY, [REDACTED]. Direct questions to David Dryer at (608) 266-4761.

Copies of the Request For Qualifications & Proposal can be found on the City's website at: <http://www.cityofmadison.com/business/pw/requestForProposals.cfm>.

The City anticipates hiring a consultant in September 2012.

A copy of the basic Purchase of Services Contract that the City anticipates using for this contract is available upon request. The City does not anticipate making changes to the language in the purchase of services contract.

Respondents are notified that materials submitted to the City in response to this request become public document. The documents are then available to the public as governed by the "open records" statutes of the State of Wisconsin.

**PROJECT DESCRIPTION**

The project consists of professional services for an economic and operational sustainability study for the City of Madison Parking Utility. This study shall objectively uncover the strengths and weaknesses of existing economic and operational functions of the Madison Parking Utility, and shall make recommendations for the Madison Parking Utility to continue to operate efficiently for the next 20 years.

The economic feasibility of Madison Parking Utility shall include cost/benefit analysis to determine benefits and savings that can be expected of the existing parking system and any comparable new systems that could be implemented in the future.

The operational feasibility will include a measure of how well the existing public parking system functions and how well proposed public parking systems may increase efficiencies.

The study shall include the following program items and options:

- Analyze current and future supply and demand for parking in downtown Madison
- Finance the rebuilding of Government East, State Street Campus Lake and State Street Capitol garages during the next 20 years
- Feasibility to continue to finance Madison Parking Utility from its own revenues using the existing business model
- Cost and operational options for using alternative business models to operate and finance its operation
- Review of the Parking Utility's existing rate structure, evaluate parking fees and charges and develop pricing strategies to support current and future operations of the Parking Utility

- Identify opportunities to utilize technological advancements to increase efficiencies
- Identify automation strategies, concerns and opportunities
- Identify future capital cost needs
- Identify future operational cost needs
- Provide financial feasibility of adding floors to the top of Capitol Square North and Overture Center parking garages
- Identify new parking meter locations and potential of future meter revenue
- Identify unproductive existing meter locations and potential savings with removing these meters
- Include alternative time limits on parking meters
- Provide special event rate alternatives
- Employ flexible parking rates where feasible
- Identify congestion pricing opportunities
- Include alternative uses to unused parking space
- Include sale of underused parking assets
- Provide alternative marketing concepts
- Identify enforcement and citation options
- Include payments to other city departments, PILOT, and occupancy fee
- Include monthly and lease parking strategies
- Include partnerships with private and public entities
- TIF funding for public parking
- Include parking strategies for people with disabilities, truck and intercity bus loading and taxicab loading
- Include residential parking permits and strategies
- Provide valet parking options

The Parking Consultant shall have experience with operations of public parking garages, and shall have project management experience in parking utility economic and operational feasibility studies.

### BACKGROUND

The owner referred to in this document is the City of Madison Parking Utility. The Parking Utility is an Enterprise agency of the City of Madison that receives no tax subsidy. All of the revenues for Parking Utility use are generated through user fees. These user fees cover all operating and capital costs.

The Parking Utility's twenty-year cash flow analysis indicates a fund shortage as we replace older structures. Three of our garages are nearing or have surpassed their 50-year life expectancy. Debt service will become our fastest growing and largest expense in future years if we continue on this same path. Remediation expenses are nearing \$1M/year on an \$11M operating budget. Rebuilding the 54-year old Government East garage will cost at least \$25M or \$41,000+/stall for the 600 public stalls if we replace it in a manner consistent with the City's land use strategy. This will erode nearly all of our available reserves. Replacement of all 5 of our garages will cost in excess of \$123M at current prices. Demand peaked years ago in a stronger economy and many former customers have chosen alternative transportation modes in light of higher vehicle costs (including parking). Utility revenues and expenses have increased about 3% per year over the past 20 years with only 1 limited building project (addition to State Street Capitol garage). As gas prices continue to rise we would expect more erosion of our traditional customer base. An increasing number of individuals and groups have approached the Parking Utility with expectations of free/reduced priced parking or to secure funding for non-utility expenses. These revenue and cost predictions indicate a need for an alternative business model.

Identified stakeholders in these projects include, but not limited to:

- The City of Madison Parking Utility and its customers and employees

- The City of Madison, City Council, Commissions, Boards, Committees
- Mayor Paul Soglin, 2<sup>nd</sup>, 4<sup>th</sup>, 6<sup>th</sup> and 8th District Alderperson and other city leaders
- City of Madison Planning Department, Traffic Engineering and other agencies
- Madison Municipal Building/Government East area business neighborhood and business groups such as Downtown Madison Inc (DMI) and Business Improvement District (BID)
- Madison Municipal Building/Government East area residential neighbors and groups

**SERVICES TO BE PERFORMED BY THE PARKING CONSULTANT**

Perform the services described in this article. It is not required that the services be performed in the sequence in which they are described.

Develop a twenty-year analysis of what would likely happen if we maintain the current business model. Create a list of various business operating models and their associated revenues and costs. Develop a list of options that would increase revenues and/or reduce costs to maintain the Utility's financial sustainability.

Status Meetings: Attend bi-weekly status meetings with City of Madison staff.

Meet and confer with City staff and others as needed or requested by the City, to complete all aspects of this project.

Prepare and distribute meeting minutes.

**POTENTIAL PARKING CONSULTANTS ARE REQUESTED TO PROVIDE THE FOLLOWING INFORMATION:**

1. A description of the qualifications, experience, organization and resources of the firm including specific experience relating to parking facility restoration engineering and development of parking system financial plans for comparable municipalities.
2. A list of similar types of municipal work previously completed in the Midwest within the last five years by the team members committed to the project, with the name and address of clients for whom the work was done.
3. A description of the techniques intended to be used in approaching the project including any special training in how to effectively collaborate with stakeholder groups.
4. A list of staff that will be committed to the project, with their professional resumes.
5. A description of subconsultants, if any are contemplated, indicating what portion of the work is to be done by them. Provide a list of staff from the subconsultants that will be committed to the project, with their professional resumes.
7. Intent to comply with the Affirmative Action Ordinance of the City of Madison.
8. Intent to comply with the insurance requirements of the City of Madison, which are as follows:

Workers Compensation	Statutory
Commercial General Liability	
Per Occurrence	\$1,000,000

Annual Aggregate (per project)	2,000,000
Automobile Liability (CSL)	1,000,000
Umbrella Liability	2,000,000
Professional Liability Coverage	2,000,000

The City of Madison, its officers, officials, agents and employees shall be listed as an Additional Insured on General Liability.

9. A professional fixed fee proposal letter including a description of services to be provided by the consultant. Include a project duration schedule using calendar days and include a payment schedule. Include hourly billing rates which will be used to determine fees for extra services. Reimbursable expenses shall be included in the fixed fee for travel, telephone, data communications, reproductions, postage and deliver, and all other similar direct project related expenses.

End of Advertisement.

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David Dryer, P.E.  
City Traffic Engineer and Parking  
Manager