

SECTION 2: SCOPE OF WORK

2.1 Study Overview

The Consultant shall work with the City of Madison in conducting a study of Bicycle and Moped parking in the Downtown area of the City of Madison—see area identified in Map 1. The Consultant will provide a bicycle and moped parking demand and supply study, quantifying existing public and private bike and moped parking supply, identify areas where bike and moped parking demand exceeds supply and identify responses to correct deficiencies including providing increased public and private parking. The consultant will also undertake a review of parking systems management and operations and review bicycle and moped parking zoning requirements for sufficiency. The consultant will identify locations for bike and moped parking in coordination with City Staff, State Street Mall concourse operators and business stakeholders. Note that Wisconsin State Statutes treat mopeds as bicycles for parking purposes and allow mopeds to be parked anywhere a bicycle may be parked. Recent changes in the state statutes now allow local jurisdictions to regulate moped parking independently of bicycle parking.

The Consultant shall work with the City of Madison Traffic Engineering and Parking, City Engineering, Parks Department and Planning Unit Staff to oversee the planning process, study and recommendations.

The purpose of the study is to:

- Provide a provision and management plan for bicycle and moped parking in downtown Madison;
- Identify areas deficient in bicycle and moped parking by time of day, considering typical weekday needs, evening entertainment hours, and weekend special events. Identify both long term and short term bicycle and moped parking needs of downtown residents, employees, as well as shoppers, diners, theater goers and other visitors;
- Identify pros and cons of potential bicycle and moped parking solutions and solicit and organize feedback from area stakeholders, business interests, the bicycling community, advocacy groups and maintenance agencies;
- Develop a map of existing bicycle and moped parking facilities, locations where bicycles and mopeds are being parked outside of available facilities, and areas where additional bicycle and moped parking can be provided, including identify any impact to existing sidewalk and street infrastructure, furnishings, or sidewalk cafes and vending sites;
- Develop an overall bicycle and moped parking siting and implementation plan and determine costs based on study recommendations;
- Review bicycle and moped parking requirements as part of the zoning code;
- Recommend potential local ordinance changes to address an identified conflicts between bicycle and moped parking.

The City of Madison has long been one of the best places to bicycle in America. Madison continues to improve conditions for cycling and is committed to making bicycling an integral part of daily life. Building comprehensive bicycling infrastructure contributes not only to the building of a sustainable community but also strengthens resident's quality of life. Bicycle facilities are essential elements of the transportation system. Every bicycle trip begins and ends with the need for a safe and secure place to park one's bike. At the same time the number of mopeds used in the downtown area has increased placing pressure on the available bicycle and moped parking supply. A lack of secure and convenient parking can discourage people from biking. To increase bicycle use it is important that bicyclists have safe locations to park and store their bicycles.

2.2 Study Area

The study area focus is centered on the Capitol Square and State Street, extending approximately two blocks in each direction around the square, down State Street to the Library Mall and on Wilson St down to Blair and John Nolen Drive. See map 1 for the defined study area.

2.3 Study Objectives

Specific objectives of the study are:

- A. Determine current supply and location of bicycle and moped parking facilities by standard City block number in the study area, including both public and private bicycle and moped parking areas--including covered and outside parking.
- B. Quantify both bicycle parking and moped usage and space turnover, considering peak daytime weekday and weekend hours, peak evening weekday and weekend hours, and special events such as Farmer's market and Overture events.
- C. Identify areas where bikes are being parked but no bicycle parking facilities are provided or existing bicycle parking supply is insufficient, both in the public right-of-way and on private property. Identify similar areas for mopeds as well as areas where mopeds and bicycles are competing for the same parking spaces.
- D. Determine the demand for bicycle and moped parking by standard City block number in the study area for each of the three categories noted below. Demand will be determined for peak weekday, and weekend daytime hours, peak evening weekday and weekend (entertainment) hours and for an Overture and Farmer's Market / Capitol Square event such as Taste of Madison, Art Fair On The Square, or other major special event.
 - 1) long term parking, residential and employee;
 - 2) short term parking, shopper and diners;
 - 3) special event parking

Identify where demand exceeds supply

- E. Recommend ways in which these demands can be met using:
- 1) city supplied parking in the public right-of-way, i.e in the terrace or parking lane
 - 2) city supplied parking in City Parking Utility ramps
 - 3) bicycle parking structures solely aimed at bicyclists (eg bicycle centers)
 - 4) property or business owner supplied parking on private property
 - 5) special event temporary/bicycle valet parking
 - 6) separating bicycle and moped parking
- F. Identify and review comparable moped and bicycle parking systems management and operating models, evaluate the feasibility of fee based parking to meet some of the identified demands including the level of fees users would be willing to accept for these types of parking facilities, quantify any subsidies that would be required for each type of facility:
- 1) Covered, enclosed bicycle cages
 - 2) Bicycle lockers for either short term use (hourly, on-demand such as BikeLink lockers) or for long term rental (month, annual)
 - 3) Bicycle Centers
 - 4) Metered moped parking space, on street or in existing parking structures
 - 5) Moped permit to be able to park in designated on or off street moped parking areas
- G. Review bicycle and moped parking zoning requirements for sufficiency.
- H. Develop and provide a final written report that identifies and sites parking by type and which helps and assists City staff, elected officials, business stakeholders, and bicyclists in providing and securing bicycle and moped parking.
- I. Develop a process, steps, and actions to garner input and review by the various stakeholders, bicycling community, residents, landlords, businesses owners, BFW, DMI, BID, city staff and elected officials, to help inform and guide the study and recommendations.

2.4 General Timeline & Major Tasks

Task 1 (Months 1-3). Quantify Existing Conditions and Gather Stakeholder Input.

Develop a draft inventory of existing bicycle and moped parking conditions and deficiencies and seek stakeholder input on issues and opportunities related to bicycle and moped parking, development, and bicycling interests and perceptions.

Develop a draft list, map and summary of issues and opportunities, from all of the various stakeholders.

Task 2 (Months 2-4). Quantify Bike Parking Demand.

Identify areas deficient in bicycle and moped parking by time of day and considering weekday and weekend special events including evening entertainment hours. Identify both short and long term temporal parking needs.

Task 3 (Months 4-6). Develop, Review & Refine Options to Meet Identified Demand
Identify pros and cons of potential parking solutions, consider all options for providing additional parking as noted in 2.3 E & F. Solicit feedback from affected stakeholders and maintenance agencies. Determine costs and possible options available for funding and cost recovery.

Task 4 (Months 6-8). Develop Site specific Bicycle & Moped Parking Siting & Implementation Plan with Costs.

Develop a refined list of parking sites and develop detailed large scale map for bicycle and moped parking sites within the study area.

Task 5 (Months 8-10). Review Zoning Plan for Bicycle & Moped Parking Requirements & Sufficiency.

Task 6 (Months 10-12). Final Reviews.

Provide final review by stakeholders and respective governmental entities, staff and elected officials.

2.5 Project Management

Work with the City of Madison Project Management Staff Team to ensure clear communication and subsequent task management. Throughout the project the consultant will be responsible for:

- A. The work scope, schedules, budgets, progress reports and invoicing over the course of the study.
- B. Coordination of stakeholder and study committee meetings.
- C. Preparation of materials for stakeholder and study committee meetings including presentations, reports, data, maps, etc. as appropriate.
- D. Minutes or notes as appropriate to stakeholders, study committee, City Committees and Commissions. Where City staff currently provide minutes for standing committees, the consultant will not be tasked to provide minutes.

2.6 Public Involvement

To build understanding in the community and stakeholder groups of the purpose and course of the study, its findings and recommendations, community involvement will be an important component of the project.

The Consultant shall solicit input from the City, UW, business stakeholders, DMI, BID, BFW etc. as well as residents, property owners/managers, neighborhoods, and other stakeholders throughout the study process. The Consultant shall work with the City and major stakeholders to identify and develop a plan and opportunities to engage input and review.

The consultant should plan for the following public input processes:

- Develop with the Project Staff Team an approach to working with the community, interested stakeholder and advocacy groups. The consultant may be required to create individualized presentations for some or all of these subgroups along with a more general presentation for general use.
- Meet with the Project Staff Team to provide updates and project plan and schedule and discuss next steps. The consultant will work with the study team to develop a public participation/outreach strategy that will inform and solicit wide participation from throughout the planning study area. This may include the use of standardized surveys, such as Survey Monkey, to obtain input from various groups on study issues and recommendations.
- Provide content for posting to a project website and/or sharepoint site for information and document dissemination.
- Conduct two (2) Open Houses that will identify study issues and opportunities; solicit input of preliminary strategies; and solicit comments on draft and final plan recommendations. The consultant is responsible for planning, coordinating, and facilitating open houses.
- Conduct one Stakeholder Focus group meeting to solicit input from respective stakeholder groups of the City. The intent of the focus groups are to garner specific, and neighborhood specific interests as part of the input process to integrate all of the various perspectives into the overall study issues, opportunities and recommendations. The consultant is responsible for planning, coordinating, and facilitating focus meetings.
- Provide materials that help inform/educate the stakeholders and public on the planning process and how individuals/organizations can become involved in providing input during all stages of the planning process, including the adoption process. Materials will be available in a format to post on a Study/ Project Website.
- Coordinate public meetings, including presentations, promotional materials, boards, handouts.
- Track and document public comments, summaries of comments to be provided to the steering committee as required.
- Meet monthly with Project Staff Team throughout duration of project (up to 8 meetings). Consultant to discuss progress of study and provide all visuals, handouts, and as required meeting minutes.
- Present findings to Boards and Commissions. Consultant shall present progress and results of study to up to 6 total City Board, Committee and Commission meetings. Consultant to provide all visuals, handouts and brief summary of written and verbal

responses received at the public meetings.

2.7 Project Deliverables

The primary deliverables for this project shall consist of the items noted above, in particular a Downtown Bicycle and Moped Parking Plan for funding and implementation for all of the stakeholder interests involved.

- 1) Interim reports will be provided including:
 - a. Project Management Plan
 - b. Public Involvement Plan
 - c. Existing Conditions and Stakeholder Input Report and Map
 - d. Site Opportunities Report and Map
 - e. Bicycle & Moped Parking Zoning Requirements Sufficiency Report
 - f. Recommendations on a local moped parking ordinance
 - g. Final Reviews and Report and Maps
- 2) Prepare Draft Final Reports and Maps
- 3) Solicit comments from Project Staff Team
- 4) Prepare Draft Final Report and Maps for approval by City.
- 5) Prepare Final Report and Maps.

2.8 Final Study Production

The final, adopted study, and all of its various parts and work notes, etc., shall be submitted electronically, in a format agreed to by the City of Madison, so that all text, maps and graphics can be independently edited. Twenty (20) hard copies of the study, in color, shall also be provided. All work material generated, including but not limited to data analysis, photographs, illustrations, maps and the plan document will be the sole property of the City of Madison for use as each deems appropriate.

2.9 Payment Schedule

Contracts will be on a time and materials basis with a not-to-exceed dollar value. The City desires monthly invoicing. The City will retain 10% of each invoiced amount, payable upon successful conclusion of the contract. Payments will be made upon completion of major tasks, phases and deliverables. This is intended to be tied to the tasks outlined above.

Task 1.0 Overall Project Plan and Public Involvement Plan

Task 1.1 Report on Existing Conditions and Stakehold Input

Task 1.2 Quantify Bike & Moped Parking Demand

Task 1.3 Develop, Review and Refine Options to Meet Identified Demand

Task 1.4 Develop Site specific Bike & Moped Parking Siting and Implementation Plan with Costs.

Task 1.5 Zoning Plan Sufficiency Report

Task 1.6 Draft Final Report and Final Reviews.

2.10 Project Schedule/Timeline

The City desires the Study to be completed no later than January 31, 2014.