Downtown Parking Garage

Public Engagement and Scope for Parking Study

March 10, 2020
Overview

OVERVIEW  PUBLIC ENGAGEMENT PLAN  TIMELINE  CRITERIA  SCOPE  QUESTIONS
Communications and Public Engagement

Goals
• Reaching the broadest audience possible.
• Giving committed stakeholders the opportunity to meet the consultant.
• Ensuring people have an opportunity to ask specific, technical questions.
• Designing a level of engagement appropriate for this stage of the project.

Methods
• Digital survey
• Office hours
• Stakeholder Presentations
• Facebook Live
• Open House
Communications and Public Engagement

Distribution
- News release
- Cards
- Weekly City newsletter
- Website
- GISD Newsletter
- Social Media & GTV
- What’s Up Georgetown
- HOA leaders

Stakeholders
- City Council and appointed board, commission, and committee members
- Downtown Business Owners, Employees, and Merchants
- Georgetown residents
- Downtown/Old Town property owners
- Visitors
- Preservation Georgetown
- Downtown Georgetown Association
- Media
Stakeholder Engagement

Ensure we continue to add to the vibrant, profitable and diverse business community
Timeline

24 Mar.
Finalized Scope/Contract for Consultant Submitted for Approval

1 Apr.
Public Engagement Begins + Criteria Survey

Summer
Survey Results

Summer/Fall
Consultant Evaluates Survey Results

Last Quarter
Site Selection
Criteria

Please rank the following statements based on your priorities for a potential location for a parking garage downtown. Use 1 to indicate the most important statement, and 6 to indicate the least important, relative to the listed options.

Council should prioritize locations for a parking garage that ...

• _____ Would cost the least.
• _____ Are located to serve the greatest parking demand.
• _____ Are located close to a major street.
• _____ Wouldn’t require demolishing structure(s) of historic significance.
• _____ Fit the surrounding uses and character.
• _____ Can be built within the next two years.
• Other (limit five to 10 words):
WGI

Contract with Consultant
Scope Overview

Update 2015 parking study
Public input on criteria of what success looks like

Create parking garage concept design that is applicable to any location
Scope - Update 2015 Parking Study

- Parking need and availability
- ADA parking for special events
- Paid parking options
- Evaluate short and long-term options
Scope

• Assist the City with public input to establish criteria for what success looks like
  • Include attendance/assistance with 1 City run public meeting
• Evaluate sites that meet the established criteria
  • Include in the updated parking study
• Assist City with public input on sites that meet established criteria
  • Include attendance/assistance with 3 City run Public Meetings
• Present Updated Parking Study and Site evaluation to City Council
  • Include 2 presentations to City Council
Scope -
Parking Structure Considerations

• Utilize criteria created with public input
• Retail options
• Meet Downtown Design Guidelines
• HARC Approval
• Impact on neighbors (Retail &/or Residential) DURING and AFTER construction
• Traffic Flow
  • Traffic Impact
  • Multiple Entry/Exit options
• Valuation of City Owned Lot included in evaluation
## Scope-Costs

<table>
<thead>
<tr>
<th>Project Phase</th>
<th>Lump Sum Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASE SERVICES</strong></td>
<td></td>
</tr>
<tr>
<td>Phase 1A – Parking Study Update</td>
<td>$91,670</td>
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<tr>
<td>Phase 1B – Traffic Study Update</td>
<td>$23,000</td>
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<tr>
<td>Phase 2 – Site Analysis, Recommendations and Selection</td>
<td>$42,530</td>
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<tr>
<td><strong>TOTAL BASE SERVICES</strong></td>
<td><strong>$157,200</strong></td>
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<tr>
<td><strong>OPTIONAL SERVICES</strong></td>
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<tr>
<td>Conceptual Parking Layout per Each Additional Site</td>
<td>$5,000</td>
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<tr>
<td>(See Phase 2C, Item 3)</td>
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</tr>
<tr>
<td>Each additional meeting/trip (one day with one person</td>
<td>$2,000</td>
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<tr>
<td>attending)</td>
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Next Steps

• Council approval of contract change in scope with Wantman Group on March 24
• Public Survey on criteria beginning April 1
• Regular check-ins with Council on progress and feedback
Questions?
Thank You