

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

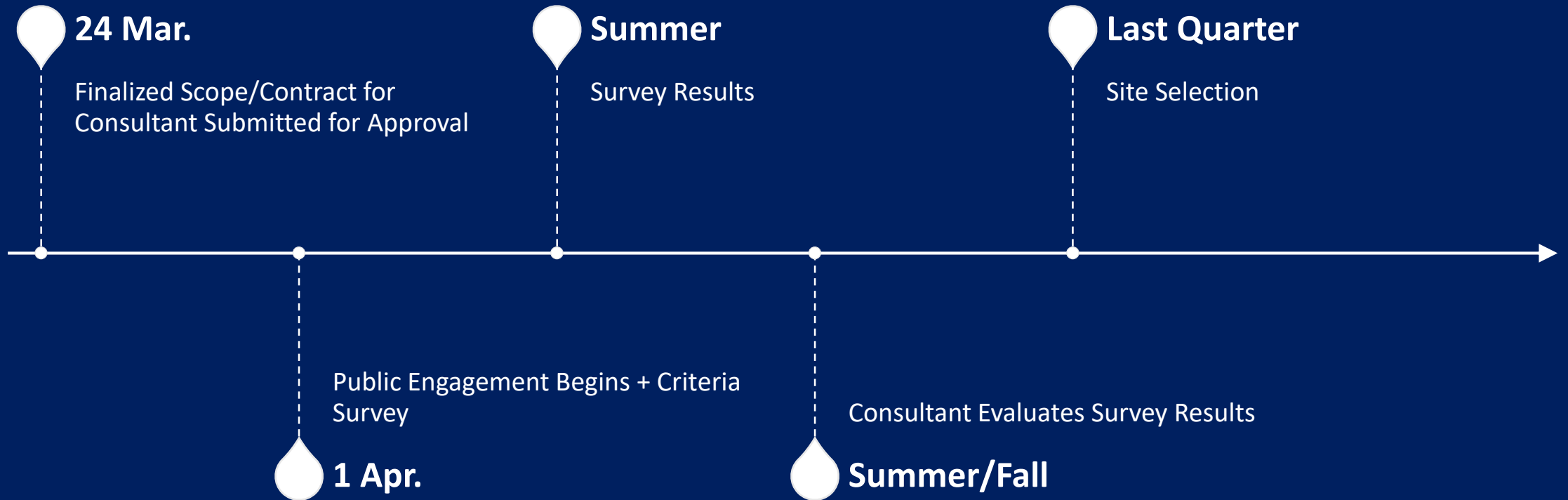
- City Council and appointed board, commission, and committee members
- Downtown Business Owners, Employees, and Merchants
- Georgetown residents
- Downtown/Old Town property owners
- Visitors
- Preservation Georgetown
- Downtown Georgetown Association
- Media

Stakeholder Engagement



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

Timeline



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

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

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