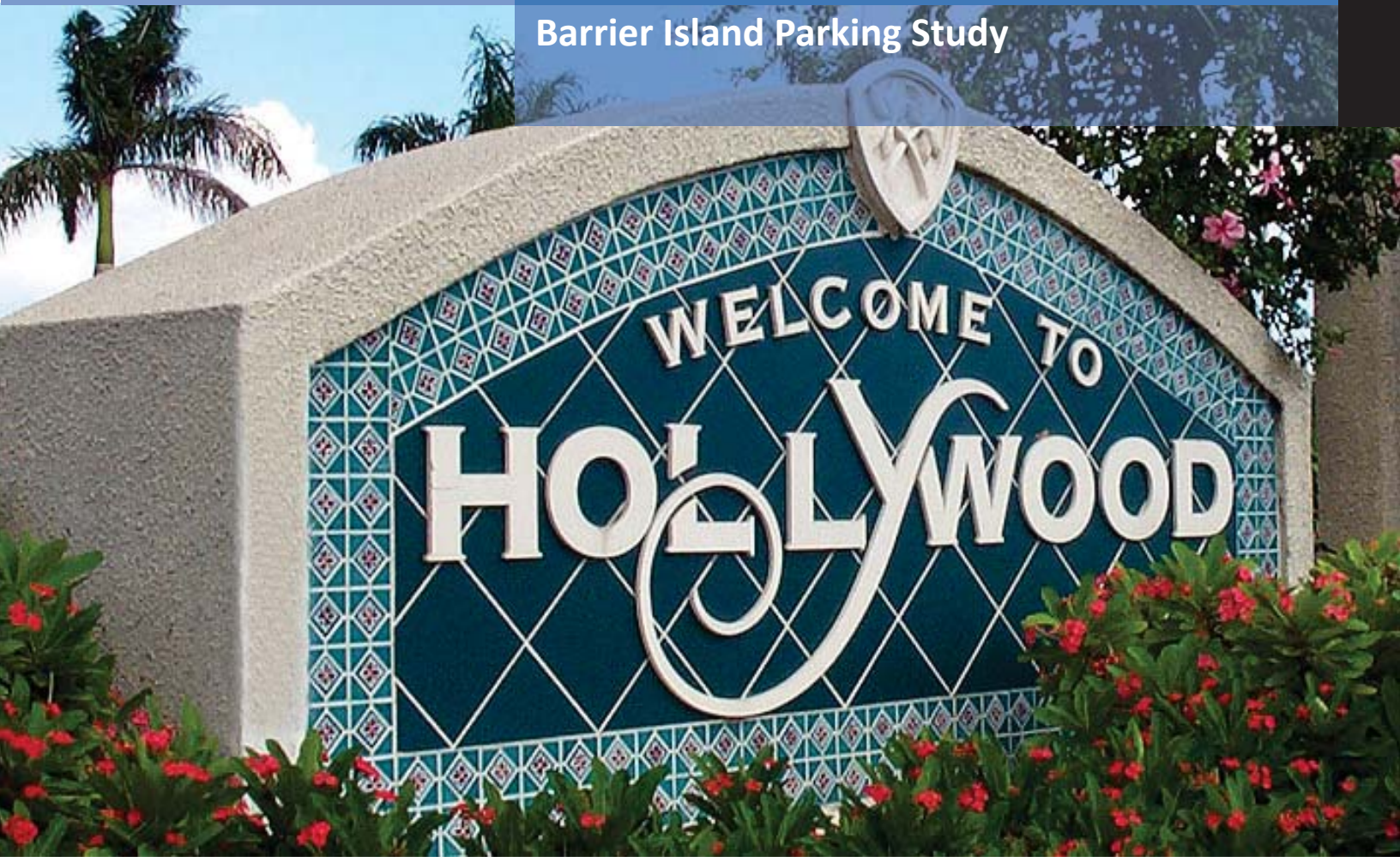




WALKER
PARKING CONSULTANTS

August 31, 2017
RFQ No.: 4559-17-JE

Barrier Island Parking Study



WALKER PARKING CONSULTANTS, INC.
4904 Eisenhower Blvd, Suite 150
Tampa, FL 33634

Contact: Gary Rider, PE, Managing Principal
Phone: 813-888-5800
Email: gary.rider@walkerparking.com

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Letter of Transmittal

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Letter of Transmittal



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August 31, 2017

City of Hollywood
Office of City Clerk, Room 221
2600 Hollywood Boulevard
Hollywood, FL 33020

Re: RFQ 4559-17-JE Barrier Island Parking Study

Dear Selection Committee Members:

Walker Parking Consultants is pleased to submit this proposal to provide a comprehensive parking study on the Barrier Island and the Lakes Community area, generally bounded by Sherman Street south to the south property line of the Diplomat Resort and Spa, and from Federal Highway east to the Atlantic Ocean. The outcome of the study should be provide the City with strategies to address future parking needs and the implementation of parking policies that use the existing parking supply more effectively. The tasks described in the City's RFQ is exactly what we do! The entire Walker team is committed and available to provide the services requested in the RFQ.

There are a number of factors that differentiate Walker from the other firms that may be pursuing this opportunity. First and foremost, it's our depth of experience. Parking has been our primary focus for more than fifty years. This singular focus has driven us to become experts in the field. Our staff has literally written the book. Now in its third edition, PARKING STRUCTURES published by Kluwer Academic Publishers, is considered by many in the industry to be one of the best resources for information about parking. But we're certainly not resting on our laurels, our staff also provides professional guidance for ULI, AIA and other professional organizations for their reference publications. Our ongoing commitment to original research has kept Walker at the forefront of the industry with the development of creative solutions that are truly ahead of the curve. We're not the jack of all trades; we're parking specialists.

Our previous experience working with the City of Hollywood, will enable Walker to avoid those "learning curve" issues that some other firms may face and should confirm that Walker has the essential qualities to ensure the success of every project: knowledge, experience and commitment. We look forward to working with the City of Hollywood again.

The undersigned is authorized to make representations for Walker Parking Consultants, Inc.

WALKER PARKING CONSULTANTS

Gary Rider, PE
Vice President / Managing Principal
4904 Eisenhower Blvd, Suite 150
Tampa, FL 33634
Phone: 813-888-5800
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Profile of Proposer

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Profile of Proposer

WHY WALKER?

Walker's fifty year history of providing parking consulting, planning and design services

The staff assigned to assist you with this project have literally walked in your shoes during their careers in the parking industry

Walker's singular focus on parking has driven us to become experts in the field

During the last five years alone, Walker has served more than 200 municipalities improve their parking and transit operations

a. State whether your organization is national, regional or local.

Walker Parking Consultants is a national consulting and design firm uniquely qualified to develop comprehensive solutions to a wide variety of challenges. Our services include market analysis, feasibility studies, management consulting, parking master planning and site analysis, parking garage design and restoration engineering.

b. State the location of the office from which your work is to be performed.

Walker's Tampa office will perform work awarded under this contract.

c. Describe the firm, including the size, range of activities, etc.

Walker Parking Consultants is the global leader in providing parking consulting and design services. Established in 1965, Walker pioneered the field of parking consulting. After more than fifty years, we've stayed true to our roots. We're not "jacks of all trades" treating parking as an auxiliary service, parking is our singular focus! Our staff members have decades of hands-on parking planning and operations management experience enabling them to go beyond the simple theoretic assumptions to arrive at meaningful conclusions and recommendations that will enhance your parking operations. With our comprehensive background and knowledge of the parking industry, we are confident to call ourselves parking experts.

Today, the firm has a staff of more than 275 employees located in 16 domestic offices across the United States and 2 international offices. Our services range from market analyses, feasibility studies, parking management consulting, parking master planning and site analysis to parking structure planning, design and restoration engineering.

Our singular focus on the parking industry is beneficial to our clients as it allows our staff the luxury of collaborating with a wide variety of public and private parking operators to develop best practices to address the specific demands of their parking operations and unlock the full potential of their valuable parking assets. When one considers the time, cost and effort necessary to ensure a project's success, working with a proven resource for a totally integrated parking solution is the most practical choice.

Our goal is to provide a quality service and product that conforms to your requirements and specific needs; anything less is unacceptable. This message is the directive for every Walker employee. The firm's high percentage of repeat clients is a testimony to Walker's ability to meet and exceed our client's requirements.

Profile of Proposer

- d. *Provide a list and description of similar municipal engagements satisfactorily performed within the past two (2) years. For each engagement listed, include the name, email, fax and telephone number of a representative for whom the engagement was undertaken who can verify satisfactory performance.*

CITY OF MIAMI BEACH PARKING DEPARTMENT

Miami Beach was incorporated on March 26, 1915. The municipality is located on a series of natural and man-made barrier islands between the Atlantic Ocean and Biscayne Bay. With a population of about 88,000, Miami Beach has been one of America's pre-eminent beach resorts since the early 20th century. Over the past decade, Walker Parking Consultants has assisted the City by conducting a series of analyses including:

- Supply/Demand Analysis
- Alternatives Analysis
- Financial Feasibility Analysis
- Valet Parking Financial Valuation Study

Contact: Saul Frances, Director, City of Miami Beach, Parking Department

Phone: 305-673-7000 ext. 6483

Email: saulfrances@miamibeachfl.gov

CITY OF DUNEDIN DOWNTOWN PARKING MANAGEMENT PLANNING

The City of Dunedin sought Walker's assistance to develop a parking management plan for the Downtown Business District to ensure an adequate, organized, affordable and safe parking supply is available to support demand created by residents, retail/dining patrons, City Hall visitors, and downtown employees.

The potential loss of nearly one half of the off-street parking spaces leased by the City due to planned development by the owners of those Downtown parcels spurred action to create a plan that would allow the City to finance the construction and operation of future parking facilities rather than rely on tax dollars as is the case with the current leases.

Walker provided comprehensive services including but not limited to:

- Parking supply/demand modeling
- Operations and financial modeling for paid parking
- Feasibility recommendations and alternatives
- Integrated district parking management plan

Contact: Robert Ironsmith, Director, City of Dunedin, CRA & Economic Development

Phone: 727-298-3204

Email: rironsmith@dunedinfl.net



Profile of Proposer

THE CITY OF SARASOTA ST. ARMAND'S CIRCLE PAID PARKING STUDY AND PLANNING

Originally settled by Charles St. Armand in 1893, St. Armand's Key was purchased by John Ringling in 1917 with a vision of turning the mangrove island into a shopping plaza that would rival those found in European finest cities. Ringling's visionary "Circle" is a thriving island destination of fine shops and gourmet restaurants. A visit to St. Armand's is sure to leave an impression on visitors, but having difficulty finding parking shouldn't be something visitors remember. The City of Sarasota and the St. Armand's Business Improvement District were contemplating alternatives to manage a shortage of parking spaces within the district.

One alternative is the development of a parking structure on one of the existing surface parking lots. To fund that development, the City of Sarasota is considering the implementation of a paid parking program. Walker has been engaged to collect and analyze parking utilization data to determine if the revenue collected from the paid parking program would be sufficient to fund the construction and operation of the proposed parking structure and ultimately retire the debt service on the project within 20 years.

Client: City of Sarasota, Parking Division

Contact: Mark Lyons, Director Parking Division

Phone: 941-954-7058

E-mail: Mark.Lyons@sarasotagov.com

THE CITY OF CORPUS CHRISTI DOWNTOWN PARKING STUDY AND PLANNING

The City of Corpus Christi engaged Walker to conduct a parking planning study to determine parking strategies and regulations to improve the availability of existing parking supply and accommodate future parking due to potential new developments

Walker provided comprehensive services including but not limited to:

- Parking supply/demand analysis
- Developed parking strategies to use the existing parking supply more effectively and to accommodate the projected future parking needs.
- Developed parking strategies, integrating best management practices to serve as a framework for parking operations and the implementation of enhancements to the parking program.
- Recommendations to engage the private parking sector to support the downtown residents, business, and visitors through a strategic public/private partnership in the form of a parking alliance.

Client: City of Corpus Christi

Contact: Alyssa M. Barrera, Business Liaison - City Manager's Office

Phone: 361-880-3500

E-mail: AlyssaB@cctexas.com



Profile of Proposer

CITY OF COCOA BEACH PARKING MANAGEMENT STUDY

The City of Cocoa Beach sought Walker's assistance to manage parking in the Downtown area to ensure an adequate, organized, affordable and safe parking supply is available to support demand created by residents, retail/dining patrons, City Hall visitors, government employees, and downtown employees while managing parking for beach patrons. Walker provided comprehensive services including but not limited to:

- Municipal parking facility fee study
- Parking demand and trip generation model
- Design guidelines and scenario testing
- Operations and financial modeling and recommendations
- Feasibility recommendations and alternatives
- Integrated district parking plan

Contact: Charles Holland, Assistant City Manager, City of Cocoa Beach

Phone: 321-868-3201

Email: cholland@cityofcocoa-beach.com

RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY

Riviera Beach is located in Palm Beach County and was incorporated September 29, 1922. The City's CRA unveiled a plan to spend \$29 million to renovate a waterfront park and City's community hall while creating a new public market and boardwalk in hope of attracting \$245 million from private developers to turn the 10-block area between Broadway and the waterfront into a district of shops, restaurants, apartments and a tourist hotel.

Walker was engaged to assist with planning the Marina District parking facilities as well as other potential parking facilities. These projects include parking garages, surface lots, metered surface parking, and integrated parking solutions for complex mixed-use projects within the CRA District. Walker received four Work Orders between 2012 and 2015 to provide a variety of parking consulting services including but not limited to:

- Municipal parking facility fee study
- Parking demand and trip generation modeling
- Design guidelines and scenario testing
- Operations and financial modeling and recommendations
- Feasibility recommendations and alternatives
- Provide integrated district parking plan

Contact: Scott Evans, Director, City of Riviera Beach CRA

Phone: 561-844-3408

Email: sevans@rbcr.com



Profile of Proposer

- e. *Provide information on any litigation (settled or pending) the firm has been involved in with the last five (5) years.*

Although Walker's involvement in claims and lawsuits is relatively infrequent due to our aggressive quality and risk management efforts, claims and lawsuits involving Walker do occur. These claims and lawsuits are typically settled through mediation.

Walker currently has three open lawsuits.

West Hollywood Library Parking Structure

Walker was the parking consultant and production architect for the parking structure that is adjacent to a new library building in West Hollywood, CA. After completion of the project, the City presented to the prime architect a list of alleged project errors on the library building and parking structure that added costs to the project. Four items on the list are related to services provided by Walker. The City filed suit against the Architect which in turn filed a cross complaint against Walker. Discovery is ongoing.

Columbia Short Street Parking Structure

Walker was the prime consultant to the City of Columbia, Missouri for the design of a 420-space parking structure. After construction was completed in November, 2013, the Contractor submitted a change order request to the City for delays and additional labor associated with concrete failures. Subsequently, in 2016, the Contractor filed a lawsuit naming the City, Walker and Central Concrete as defendants. Discovery is ongoing.

Presence Health/Fisher Injury

Walker was the lead architect/engineer to Pepper Construction Company in 2006 for the design/build delivery of a four level, 700 space parking structure at Provena Medical Center in Joliet, IL. Virgil Fisher allegedly slipped on ice and fell in the parking structure on February 25, 2012. Virgil and Teresa Fisher sued Presence Health Network, Pepper Construction Co., HDR, Walker and others. Discovery is ongoing.

Summary of Proposer's Qualifications

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Summary of Proposer's Qualifications

- a. Identify the project manager and each individual who will work as part of the engagement. Include resumes for each person to be assigned. The resumes may be included as an appendix.

At the risk of being redundant, Walker Parking Consultants is uniquely qualified to assist you with this project. The team that Walker has assembled for this project consists of senior-level people who have decades of hands-on parking planning, operations and management experience. They've literally walked in your shoes! Their real world experience is beneficial to you because it provides the contextual knowledge that allows us to go beyond the simple textbook theories in order to develop workable solutions that address the challenges the community faces every day. Our team members also have significant experience with a wide range of parking technologies including smart parking technologies, integrated parking management and data management systems, parking access and revenue control technologies, and on-street parking technologies to name just a few. With a variety of solutions to address each parking challenge, choosing the right solutions will create the proper balance that makes parking a non-event rather than a bad memory.

Our Project Manager, Jim Corbett, CAPP is an innovative parking executive with twenty years of successful parking operation leadership and fiscal governance. Jim was the Parking Director for the City of Tampa for ten years prior to joining Walker in 2015. His depth of municipal parking management experience will provide insights that others may not be able to offer.

Jaime Snyder, CAPP will serve as our Associate Project Manager. Jaime has been the project manager and lead parking consultant on a number of projects since joining Walker in 2015. Jamie previously worked with Hines, a global real estate investment firm where she honed her skills in parking operational management and organizational planning. She also served as the Regional Vice President of Operations for Winpark.

John Dorsett, AICP, CPP will serve as our Principal-in-Charge. John guides Walker's Consulting Resources Group and is responsible for leadership in parking operations consulting, planning and financial studies, and parking access and revenue control systems consulting and design. John is a hand-on working manager and a planner certified by the American Institute of Certified Planners ("AICP") and the National Parking Association (CPP).

Jon Martens, AICP, CAPP, will support the team as parking consultant and parking technology consultant. Jon specializes in parking planning and operations consulting on a variety of projects for public and private clients. Prior to joining Walker, Jon spent more than thirteen years in a variety of parking operations and management positions. Jon's assignments included City Manager for a national parking operator in Indianapolis, Indiana.

Steffen Turoff, AICP will support the team as parking policy consultant. Steffen is a member of Walker's internal Municipal Task Force charged with researching the parking issues faced by cities. His analyses frequently deal with the relationship between parking policy and related issues such as economic development, the cost of real estate, transportation alternatives and "smart growth."

Summary of Proposer's Qualifications

- b. Describe the experience in conducting similar projects for each of the consultants assigned to the engagement. Describe the relevant educational background of each individual.

Our team of parking consulting professionals has a unique balance of parking planning expertise, actual hands-on parking management experience and a proven track record of successfully working together with municipalities across Florida and the nation.

Jim Corbett has conducted more than forty similar projects since joining Walker in 2015, including studies for the cities of Fort Pierce, Corpus Christi, Sarasota, Oshkosh and Homestead. Jim earned his Bachelor of Arts Degree in Business Psychology from Miami University in Oxford, OH, and completed additional training to earn Certified Administrator of Public Parking, Accredited Parking Operation Site Reviewer, Parksmart Advisor Certification and Green Garage Certification from the International Parking Association.

Jaime Snyder has conducted a number of similar projects since joining Walker in 2015 including studies for the cities of Corpus Christi and Waco, Texas. Jaime earned her Bachelor of Arts Degree in Speech Communications from Texas A & M University and completed additional training to earn Certified Administrator of Public Parking and Accredited Parking Operation Site Reviewer through the International Parking Association.

John Dorsett has conducted literally hundreds of similar projects during his seventeen years with Walker including studies for the cities of Cincinnati, Dublin, Westfield, Charlottesville and Williamsburg since 2016. John earned his Master of Business Administration, Marketing Degree from Butler University and his Bachelor of Science, Business Degree from Indiana University. John completed additional training to earn certification from the American Institute of Certified Planners and National Parking Association.

Jon Martens has conducted more than 200 similar projects during his fourteen year tenure with Walker including studies for the cities of Miami Beach, Sarasota, Dunedin, Riviera Beach, Cocoa Beach, Jacksonville, Cincinnati, Indianapolis, and South Bend. Jon earned his Bachelor of Science Degree, Organizational Leadership and Supervision from Purdue University and completed additional training to earn certification from the American Institute of Certified Planners and the International Parking Institute.

Steffen Turoff has also conducted more than 200 similar projects during his thirteen years with Walker including studies for the cities of Newport Beach, Carmel-by-the-Sea, Pismo Beach, Huntington Beach and Long Beach. Steffen earned his Bachelor of Arts Degree, Economic History, from the University of California - Berkeley. Steffen later earned a Master of Arts in Urban Planning from UCLA, where he studied with renowned parking expert Professor Donald Shoup. Steffen completed additional training to earn certification from the American Institute of Certified Planners and his Charrette Planner Certificate from the National Charrette Institute.



“We worked together and came up with some essential goals and objectives that were challenging but important to include in the city’s overall parking management plan. Walker listened to our concerns and provided the exact plan with effective policy measures that we were looking for. We feel very confident going forward implementing the suggested policies to achieve the desired parking goals for Carmel.”

Mayor Jason Burnett
Carmel-by-the-Sea, CA

Summary of Proposer's Qualifications

- c. Describe the organization of the proposed project team, detailing the level of involvement, field of expertise and estimated hours for each member of the team.

Jim Corbett, CAPP will serve as our project manager and be our primary contact with the City of Hollywood. Jim will be heavily involved in all aspects of the project, leading each of the study tasks.

Jaime Winfront, CAPP will serve as our associate project manager and be closely involved with all aspects of the project.

John Dorsett, AICP, CPP will serve as our Principal-in-Charge and Senior Advisor. He will ensure the project team has the staffing and resources to complete the required assignments. John will also assure the quality of the project deliverables.

Jon Martens, AICP, CAPP, will support the team as parking consultant and parking technology consultant participating in various of assignments that will benefit from his experience and expertise. Similarly, Steffen Turoff, AICP will support the team as parking policy consultant participating in developing parking strategies and regulations as well as leading open houses and focus groups, all aimed at gathering and sharing information in a thoughtful and sensitive manner.

Supplementary consulting staff may be provided by the Consulting Resources Group centrally located in Indianapolis, IN and Walker's Tampa office to assist with data collection and analysis.

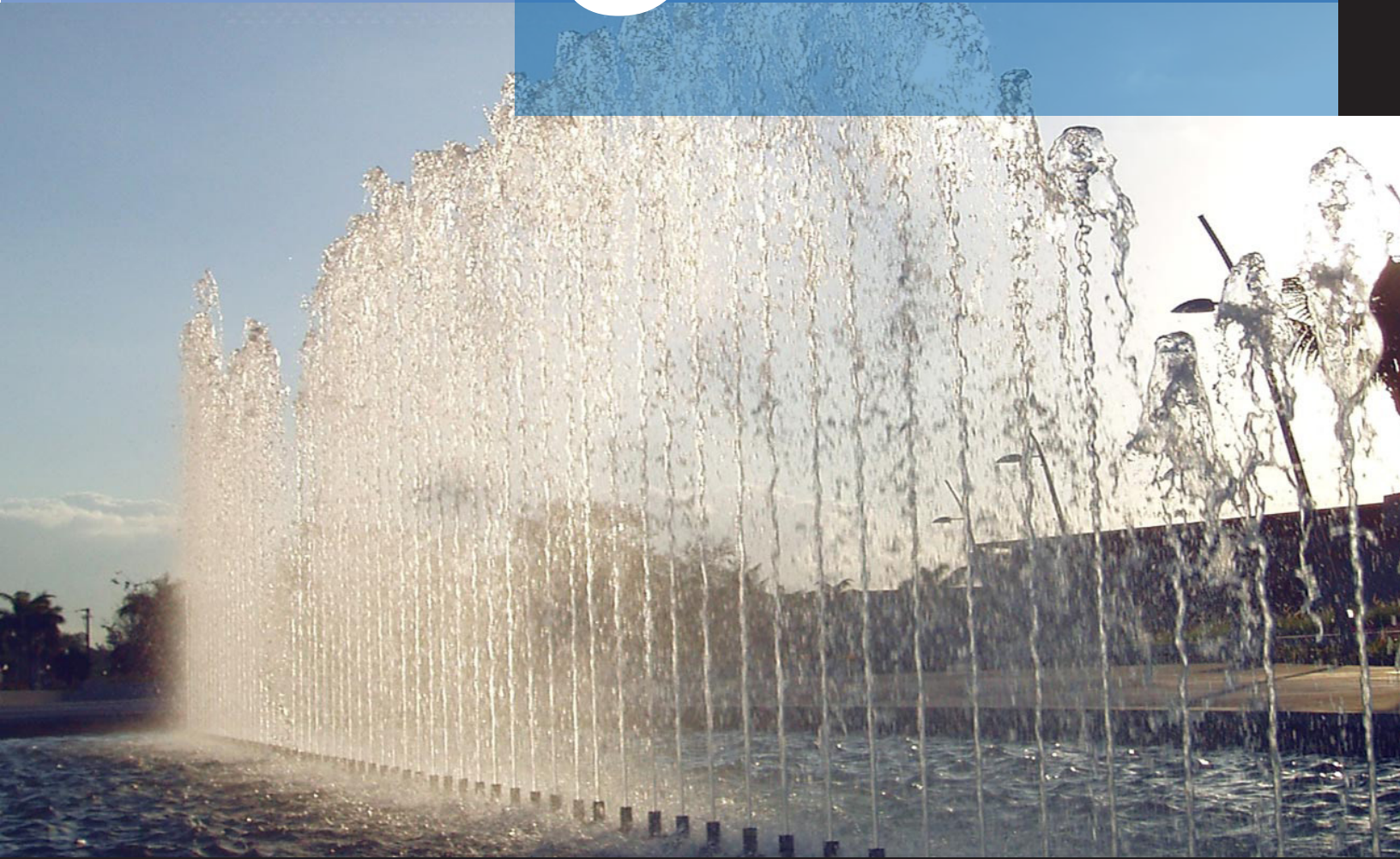
- d. Describe what municipal staff support you anticipate for the project.

Before starting on a project, City staff representatives should meet with our project manager to discuss the project and agree on the project scope and tasks, responsibilities, schedule and budget. City staff will provide background information regarding each project including but limited to any previous studies, materials tests,

City staff will be asked for input at various stages of the project to ensure the design solutions address the City's goals and objectives. City staff may be asked to select between various design solutions based on a matrix developed for each project.

Project Understanding, Approach, and Methodology

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Project Understanding, Approach, and Methodology

- a. *Type of services provided. Discuss your role and that of other parties involved in the data gathering, data analysis and recommendation process.*

The Hollywood beach area offers various recreational, cultural, shopping, and dining venues for residents and visitors alike. Recent development has taken advantage of the location on the barrier island as evidenced by the numerous new residential and hotel projects. A main ingredient to creating a successful environment includes an appropriate supply of parking to accommodate current and future demand in the area. The City of Hollywood, Florida (City) is seeking proposals from qualified firms to provide a comprehensive parking study on the Barrier Island and the Lakes Community area, generally bounded by Sherman Street south to the south property line of the Diplomat Resort and Spa, and from Federal Highway east to the Atlantic Ocean. Walker staff will handle all aspects of the data gathering, data analysis and recommendation process listed here:

Part I: A Parking Supply/Demand Analysis to determine how many spaces are required to accommodate most of the parking demand in the Barrier Island study area.

Part II: A proposal of parking strategies and regulations to improve the availability of existing parking supply for Hollywood residents in general and Hollywood Beach residents particularly on the Barrier Island.

Part III: A proposal of parking strategies and regulations to address employee parking on the Barrier Island.

Part IV: A proposal of parking strategies and regulations to reduce the use of existing parking supply in a residential area (Lakes Community) by beach visitors, employees, valet companies and businesses along the Barrier Island.

Part V: A proposal of parking strategies and regulations to address guest parking for hotels/motels impacted by the Streetscape Project on the Barrier Island.

Part VI: A proposal of parking strategies and regulations to address creation of delivery zones on the Barrier Island.

Part VII: A proposal of parking strategies to use the existing parking supply more effectively and to accommodate current and future parking needs, as determined in Part I.

Part VIII: A proposal of transit improvements to reduce reliance on parking.

Part IX: A comparative analysis of existing parking standards and recommendations for potential updates and revisions to these standards, including an analysis of parking standards in nearby and/or similar jurisdictions for selected uses.

The study should lead to a roadmap for future parking needs and implementation of parking policies that use existing parking supply more effectively. The parking strategies should be appropriate to the shape and size of the area and reflect the future development patterns and public improvements.

Project Understanding, Approach, and Methodology

- b. *Discuss your project plan for this engagement outlining major tasks and responsibilities, time frames and staff assigned.*

Walker's proposed approach to this project is organized around the City's objectives as outlined within this proposal and the scope of work section presented within the City's RFP. The following task list details Walker's approach to achieving the City's goals for the study:

- Conduct Stakeholder Outreach
- Develop Parking Supply Database
- Develop a Parking Demand Assessment
- Develop a Strategic Implementation Plan
- Prepare and Present the Executive Summary of Findings

Conduct Stakeholder Outreach

Objective: Conduct outreach with all vested stakeholders to understand and prioritize current parking perceptions, needs and deficiencies.

Our methodology for community participation is guided by two principles. First, a good study that is not accepted by stakeholders is of no use. In this age of actively-involved citizenry and stakeholders, citizen and other stakeholder participation and "buy in," the study process is not only the right thing to do, it is crucial to accomplish results.

Our experience is that parking is an emotional issue. For the public, we believe that many parking policy solutions are counterintuitive and that many popular policies result in unintended consequences. We therefore embark on a process to educate the public in tandem with the public educating us. We take pride in the results that we have achieved by deepening the public's understanding of the issues and the solutions.

The stakeholders, interests, and constituencies related to parking policies are significant because the potential impacts – and benefits – of parking policy adjustments are significant as well. We envision and propose a process that will create a two-way communication process, engage these stakeholders and create buy-in and support for parking policy adjustments by listening and responding to the needs of a broad base of constituents for the study.

Primary Tasks

1. Work with the appropriate City staff to identify those stakeholders who are affected by the current parking plan.
2. Develop for the city's distribution, a web-based questionnaire, using Survey Monkey, for the purposes of collecting quantitative information regarding parking and transportation habits and interests of stakeholders.

Project Understanding, Approach, and Methodology

3. Conduct research related to codes and ordinances and review relevant reports and data.
4. Attend 2-3 staff meetings with City staff to gauge interests of City employee stakeholders.
5. Host one information gathering meeting with public stakeholders to learn parking and transportation habits and interests. Host an additional public stakeholder meeting once strategic implementation plan has been agreed upon by Walker and the City.

It is our experience that a proactive stakeholder participation and communications program is aimed at providing opportunities for public input, education, and communication after policy changes are implemented. Such a program promotes a community parking and transportation program that meets the needs of its stakeholders.

Timeline – Initial Stakeholder Outreach during weeks 2 – 4. Additional Stakeholder Outreach during weeks 10 - 12

Develop Barrier Island and Lakes Community Parking Supply Database

Objective: Before an effective parking plan can be formulated, a clear understanding of current parking supply available throughout the Barrier Island and Lakes Communities study area is required. The Supply Analysis constitutes a needs assessment of current parking conditions.

The parking information that will be documented, analyzed and presented by Walker in this analysis provides a quantitative and qualitative assessment of the parking characteristics within the defined study area. The foundation of a parking supply and demand analysis is an inventory of the parking supply creating a “snapshot” of current parking conditions. Walker staff will conduct field research to ensure accuracy of the existing parking supply and categorize the supply by type (on-street, off-street, structured, surface lot) and by ownership (private or public).

Walker will confirm the existing parking supply and conduct additional occupancy counts as needed. The collected information is used to develop a model of the existing parking system in conjunction with the proposed developments. Additional research is conducted to develop an existing baseline of mode shares for trips to the Study Area. The goal of this “as is” parking system model is to develop parking supply and demand ratios for each land use and block that is specific to the transportation culture of the City.

Primary Tasks

1. Meet with City representatives to finalize project parameters, review project background and obtain previous reports, area maps, and other background information.
2. Obtain and review land use data within the study area, provided in terms of square footage by land-use type (i.e. retail, restaurant, hotel, office, etc.).

Project Understanding, Approach, and Methodology

3. Conduct parking inventories of all on- and off-street parking within the study area. Inventories will include hours of operation, space counts, rates, and restrictions.
4. Conduct three parking occupancy counts for all on-street parking spaces on a typical workday, typical evening, and typical weekend.
5. Assemble a hard copy inventory report.

Timeline – Data Collection during weeks 3 – 4. Analysis during weeks 5 – 6

Develop a Parking Demand Assessment

Objective: Complete a parking demand assessment that addresses existing unmet demand, as well as future demand by area. Create future demand scenarios based on current practices and future land use assumptions.

Occupancy counts will be conducted over a period to capture user trends and enable Walker to clearly convey the trends of vehicle presence in the study area. The occupancy counts will then be compared to the effective parking supply (actual supply less 10% to 15%) to determine the estimated parking adequacy on a block-by-block basis. Some of the questions that need to be resolved include:

- What is the parking demand?
- Is there a surplus or deficit?
- What will parking conditions be like in the future?
- Is additional parking required? If so, how much?
- Who needs additional parking?

Parking is not an end in and of itself; rather it is a derivative of the demand for other activities and the travel characteristics of the market area. The quantity and type of activities within a market area most often determines the overall need for parking, as well as unique demand characteristics that relate to time-of-day, day-of-week and time-of-year variations. Therefore, Walker's approach to projecting future parking demand will apply the knowledge we will have gained from the supply analysis and will require input from stakeholders and city planners to fully understand future changes in the study area. Once the calculation of future parking demand is complete, it will be compared to the existing parking supply to determine the future parking adequacy. The parking adequacy in the study area is communicated in tabular and graphic form and identifies the parking conditions on a block-by-block basis. In addition to our own collections, Walker will utilize any relevant information provided by the City.

The benefit of this approach is a parking plan based on your community values and proactively designed to meet your future needs before they become issues. Our recommendations are tailored to match your constituency's wants, needs and desires for the parking system and the economic realities specific to the City.

Project Understanding, Approach, and Methodology

Primary Tasks

1. Create a parking demand model using Walker Parking Consultant's shared parking model to project typical parking demand throughout the different occupancy count time frames from Task II.
2. Customize heat maps that highlight district-based over and under supply issues for the future.
3. Calibrate the demand model to reflect observed conditions, thus calculating parking demand ratios for the land uses present.
4. Determine the surplus or shortfall within the area under current conditions, and create tabular and graphic illustrations of the parking system adequacy.
5. Include development plans for the study area and adjust the demand model to show future parking demand generated by approved and/or proposed developments in the area.

Timeline – Parking Demand Assessment during weeks 5 – 8

Develop Recommended Strategic Implementation Plan

Objective: With the understanding gained from the completion of Task 1 - 3 above, Walker will develop solid, achievable recommendations for improving the current parking conditions and meeting future parking demand efficiently and cost-effectively. Some of the questions that will need to be resolved include:

- What changes are needed to allow the parking system to function more efficiently and avoid spillover into the Lakes Community?
- What is the role of transit in relieving the parking demand? What transit changes are needed?
- What changes are needed to create delivery zones on the Barrier Island?
- What parking improvements are needed to address spaces lost to the Streetscape Project on the Barrier Island?
- What are the strengths, weaknesses and cost of potential alternatives to improve parking and transit availability and functionality?
- What is needed to implement the potential alternatives to improve parking and transit availability and functionality?

Primary Tasks

1. Review inventory, utilization and turnover data collected in Tasks 2 & 3.
2. If data suggests imbalances in existing usage, recommend management and policy changes that could reduce congestion in affected areas, including possible code and policy recommendations, transit strategy recommendations, and parking management recommendations (wayfinding, parking apps, etc.).

Project Understanding, Approach, and Methodology

3. Research and recommend transit improvements that would relieve the parking demand within the study area.
4. Research and recommend technology improvements that are beneficial to the operation and availability of parking spaces in the downtown area.
5. Research and evaluate improvements that would allow the existing parking system to function more efficiently and avoid spillover into the Lakes Community.
6. Research and recommend opportunities to expand or reconfigure existing parking lots and structures that would replace the spaces lost to the Streetscape Project on the Barrier Island
7. Identify and evaluate locations for new parking lots and structures that may be necessary to address existing or future parking demand. External variables that will be considered are desirable density, phasing of construction, and incorporation of other uses (such as retail) in any proposed facility.
8. Develop and recommend unified marketing strategies for both public and private parking lots and garages.
9. Research and recommend partnerships, tools and funding sources available as well as pilot programs/projects to incorporate suggested changes to the current system.
10. Complete 10-year parking fund Proforma with recommended parking rates founded on data collected during Task II, changes and improvements recommended in Task IV and market research.
11. Host workshop to discuss Strategic Implementation Plan with key City Staff.

Timeline – Strategic Plan Development during weeks 9 – 16

Presentation of Project Deliverables to the City

Objective: Once all primary tasks have been completed the findings and reports will be presented to the City.

1. Present findings and recommendations to the City through face to face meetings, up to two presentations.
2. Once strategy and implementation plan are approved, prepare the final report.

Summary of the Proposer's Fee Statement

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Issue Date _____

BARRIER ISLAND PARKING STUDY PROPOSAL

(COST INFORMATION PAGE)

Total Project Cost Not to Exceed: \$ 93,200.00

Attach a breakdown of costs by Part. State the total project cost for each deliverable, which your firm will provide per the requested scope of services. Attach a schedule of fees associated with each deliverable as identified in the RFP Section 3, (3) Tasks and Deliverables. Fees should be detailed to the extent possible per deliverable, with estimated out-of-pocket expenses separate from the proposed fees for professional services, including the number of hours of professional services included in the fee. Total Project Cost MUST include all expenses and travel.

Hourly Rate: \$ 200.00

Indicate the hourly rate to be billed for any additional services that might be requested within the scope of this contract, but not requested in the RFP. This is for informational purposes only and not to be used in the evaluation process.

Task	Hours	Fee	Expenses	Total
Project Kick-Off / Stakeholder Outreach	56	\$10,800.00	\$1,550.00	\$12,350.00
Parking Inventory and Utilization	88	\$17,200.00	\$2,500.00	\$19,700.00
Demand Modeling and Analysis	48	\$9,200.00	0	\$9,200.00
Strategy and Implementation Planning	172	\$33,200.00	0	\$33,200.00
City and Stakeholder Presentations / Final Report	80	\$15,200.00	\$3,550.00	\$18,750.00
Totals	444	\$85,600.00	\$7,600.00	\$93,200.00

SPECIAL NOTE:

This page must be included in your RFP response to the City of Hollywood.

Project Schedule

8



WALKER

8

Project Schedule

This project requires the proper mix of analysts, planners, parking operations consultants, and support personnel. We have assessed the projected workload for each of the team members assigned to this project to make sure that they will have an appropriate amount of time to properly address your project requirements.

In all cases, our approach is to schedule team members that will remain with their project from beginning to end. Additionally, due to the size of our team, we have the ability to respond to unforeseen and unfortunate events, such as serious illness or accidents that may remove key personnel from this project. If such issues occur, we will be able to replace that team member with a person of equal or greater expertise, skills, and experience. This will minimize the downtime and allow your project and Walker to remain on schedule.

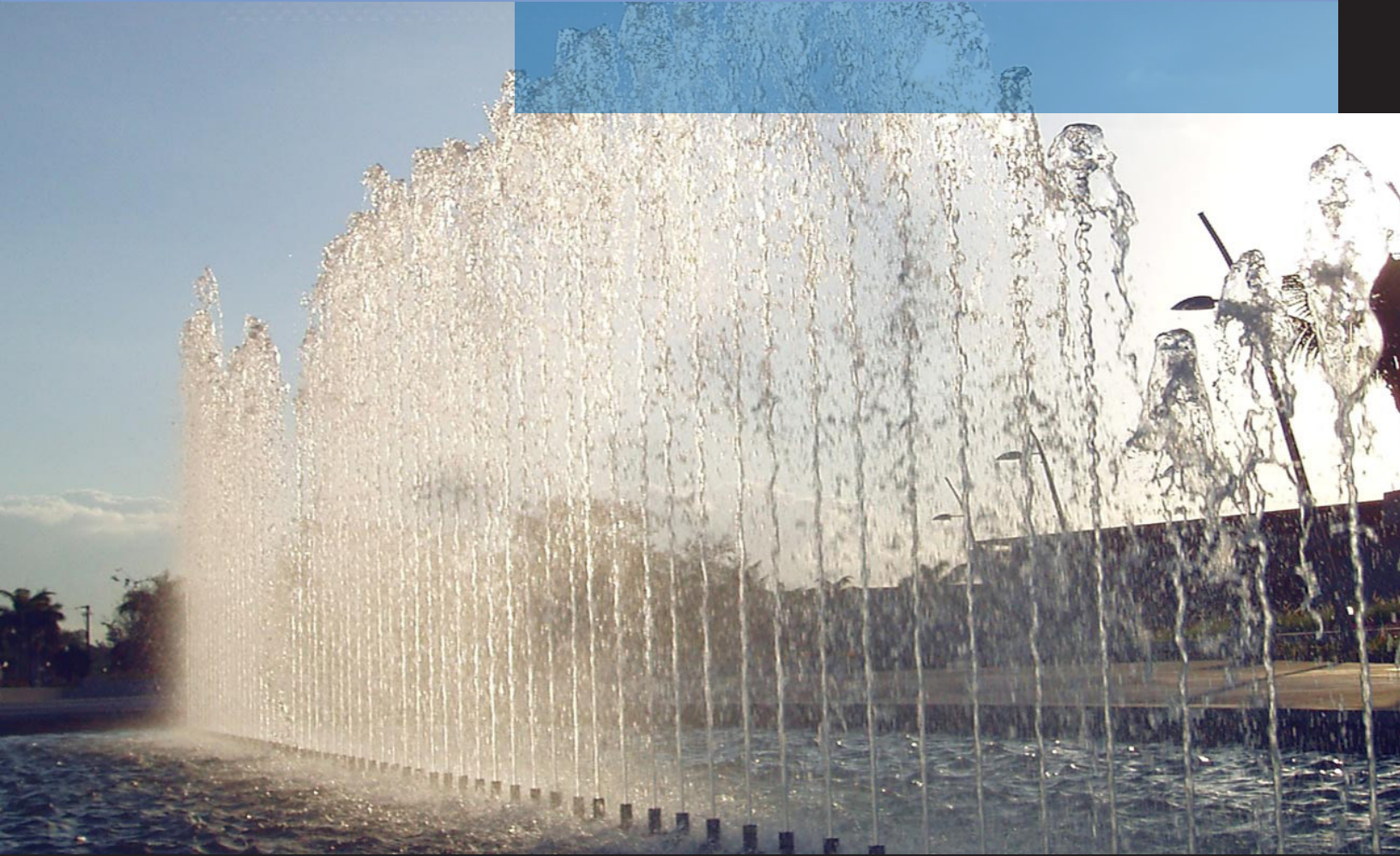
Task	Week 1-2	Week 3-4	Week 5-6	Week 7-8	Week 9-10	Week 11-12	Week 13-14	Week 15-16
Project Kick-Off / Stakeholder Outreach	X	X						
Parking Inventory and Utilization		X	X			X		
Demand Modeling and Analysis			X	X				
Strategy and Implementation Planning					X	X	X	X
Presentations of Project Deliverables								X

RFP for Barrier Island Parking Study

Prepared for: City of Hollywood

APPENDIX: RESUMES AND REQUIRED FORMS

APPENDIX



WALKER

Jim Corbett, CAPP
PROJECT MANAGER



EDUCATION:

Bachelor of Arts, Business Psychology, Miami University, Oxford, OH

PROFESSIONAL AFFILIATIONS:

International Parking Institute - member since 2005

Florida Parking Association - member since 2005, President, 2014 and Past President, 2015

CERTIFICATIONS:

Certified Administrator of Public Parking (CAPP)

Accredited Parking Operation Site Reviewer – IPI

Certified FEMA Incident Command System – 100, 200 and 700 level

Green Garage Certification Workshop – IPI/Green Parking Council

Parksmart Advisor Certification – IPI

PRESENTATIONS:

“Innovation Implementation Pitfalls” Parking Association of Georgia, 2017

“To Pay or Not to Pay” Florida Parking Association, 2016

Jim is an innovative parking executive with twenty years of successful parking operation leadership and fiscal governance. Jim joined Walker earlier this year after a ten-year career as the Parking Division Manager with the City of Tampa where he managed a 17 million dollar annual budget with one million dollars of capital improvement designation per annum. The City operates thirty off-street locations with 11,372 spaces and 1,700 on-street metered spaces.

Jim has specialized experience managing municipal and private parking assets including on-street parking, residential parking, concert arenas and sports stadiums, hospitals, convention centers, performing arts centers, hotels, office buildings, mixed-use surface lot parking and community redevelopment districts.

REPRESENTATIVE PROJECTS:

**City of Fort Pierce
Fort Pierce, FL**
Parking Management and Planning Study

**City of Sarasota
Sarasota, FL**
Supply/Demand Study, Policy Review, Alternative Analysis and Financial Plan

**City of Homestead
Homestead, FL**
Supply/Demand/Shared Parking Analysis

**City of Corpus Christi
Corpus Christi, TX**
Parking Management Study and Strategic Plan

**Dunedin Downtown Parking
Dunedin, FL**
Parking Management Study and Paid Parking Strategies

**City of Oshkosh
Oshkosh, WI**
Supply/Demand Study, Alternatives Analysis, Policy Review and Financial Plan

**Two Harbour Place
Tampa, FL**
Parking Consulting and Parking Rate Study

2012 Republican National Convention *
Tampa, FL
Special Events Parking Planning

2014 International Indian Film Academy Awards Presentation *
Tampa, FL
Special Events Parking Planning

Pay Station Selection and Installation *
Tampa, FL
Equipment and Vendor Evaluation and Project Management for Pay Station Installation for On-Street Parking

PARCS Equipment Selection and Installation *
Tampa, FL
Equipment and Vendor Evaluation and Project Management for PARCS Installation for Off-Street Parking

Mobile Payment Platform *
Tampa, FL
Vendor Evaluation and Project Management for Start-up of Mobile Parking App

** Denotes projects completed with other firms*

Jaime D. Snyder, CAPP
ASSOCIATE PROJECT MANAGER



EDUCATION:

Bachelor of Arts, Speech Communications, Texas A&M University

REGISTRATIONS:

Certified Administrator of Public Parking (CAPP)

Accredited Parking Organization (APO) Program Certification

AFFILIATIONS:

Texas Parking and Transportation Association - Past Host Committee

International Parking Institute - Past Host Committee

Women In Parking - Past Host Committee

Urban Land Institute

PRESENTATIONS:

“Thriving in Life”, 2015 CAPP Graduating Class Speaker

“CBD Office Towers Managing Service, Expectations and Performance Reporting”, NPA 2016

Jaime is a parking consultant with a focus on parking operations, implementation of procedures, policies, and budgets for parking facilities.

With more than 15 years of experience, Jaime is particularly adept at solving operational challenges and skillfully projecting the financial outcomes.

In her previous position with Hines, she managed many garages in her tenure and worked to increase the effectiveness and efficiency of the operations department through improvements to business function and organizational planning. She served as the Regional Vice President of Operations for Winpark, where she created and developed the accounting department.

REPRESENTATIVE PROJECTS:

**City of Corpus Christi
Corpus Christi, TX**
Parking Management Study and Strategic Plan

**City of Burleson - Old Town
Burleson, Texas**
Parking Study and Development Strategies

**City of Waco
Waco, Texas**
Parking Study and Development Strategies

**City of San Antonio
San Antonio, Texas**
Market and Financial Feasibility Analysis

**Event Facilities Fort Worth
Will Rogers Convention Center
Fort Worth, Texas**
Market and Financial Feasibility Analysis

**Bishop Arts District
Dallas, Texas**
Shared Parking, Feasibility Study

**First United Methodist Church
Fort Worth, Texas**
Shared Parking, Feasibility Study

**Baylor Medical Facilities*
Houston, Texas**
Garage Management and Operations, Valet Management

**Chase Tower Dallas/Pearl Street*
Dallas, Texas**
Garage Management and Operations, PARCS Installation and Implementation

**600 Travis/601 Travis*
Houston, Texas**
Garage Management and Operations, PARCS Installation and Implementation

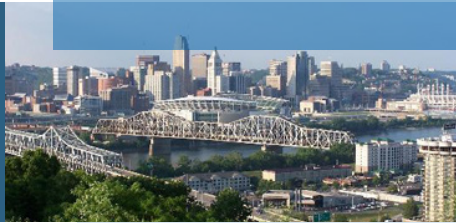
**300/400 Capitol Mall*
Sacramento, California**
Garage Management and Operations, Event Parking

**Williams Tower*
Houston, Texas**
Garage Management and Operations, PARCS Installation and Implementation

**1100 Smith*
Houston, Texas**
Garage Management and Operations, Event Parking

**Denotes projects completed with other firms*

John W. Dorsett, AICP, CPP
PRINCIPAL-IN-CHARGE



EDUCATION:

Master of Business Administration, Marketing, Butler University

Bachelor of Science, Business, Indiana University

PROFESSIONAL AFFILIATIONS:

American Planning Association
International Parking Institute
Urban Land Institute

CERTIFICATIONS:

American Institute of Certified Planners
National Parking Association - Certified Parking Professional

PRESENTATIONS:

“Effective Community Parking Standards”, Co-Presenter, *American Planning Association*
“Parking Trends: A Look at Challenges and Opportunities Relating to Parking”, Panel Speaker, Chicago, IL
“Financing Alternatives and Public Private Partnerships”, Speaker, *Parking Strategies for the Built Environment Seminar, Quality Growth Institute, Atlanta, GA*

John Dorsett guides Walker’s parking consulting and study services group and is responsible for leadership in functional design, operations consulting, planning and financial studies, and parking access and revenue control systems consulting and design. As a working manager and a planner certified by the American Institute of Certified Planners (“AICP”), John also from time-to-time consults on complex parking and transportation consulting projects requiring specialized expertise. John’s leadership and project consultation is based on his involvement with hundreds of parking and transportation study engagements for architects, airports, hospitals, municipalities, real estate developers, and universities located in all 50 U.S. states and several foreign countries. The scope of these engagements has included parking supply and demand modeling, parking planning and concept design, due diligence, market and financial analysis, shared parking, parking management, parking access and revenue control, and traffic and transportation studies.

REPRESENTATIVE CLIENTS:

- City of Allentown, PA
- City of Austin, TX
- City of Bloomington, IN
- City of Cheyenne, WY
- City of Cincinnati, OH
- City of Columbus, OH
- City of Detroit, MI
- City of Fort Worth, TX
- City of Grand Junction, CO
- City of Hermosa Beach, CA
- City/County of Honolulu, HI
- City of Houston, TX
- City of Huntington, WV
- City of Indianapolis, IN
- City of Kansas City, MO
- City of Lafayette, IN
- City of Lansing, MI
- City of Lincoln, NE
- City of Madison, WI
- City of Martinsburg, WV
- City of Memphis, TN
- City of Mesa, AZ
- City of Norfolk, VA
- City of Normal, IL
- City of Peoria, IL
- City of Pueblo, CO
- City of Rockville, MD
- City of Sacramento, CA
- City of San Antonio, TX
- City of San Jose, CA
- City of Sarasota, FL
- City of South Bend, IN
- City of Topeka, KS
- City of Valparaiso, IN

Jon R. Martens, AICP, CAPP

PARKING PLANNING AND PARKING TECHNOLOGY CONSULTING



EDUCATION:

Bachelor of Science,
Organizational Leadership and
Supervision, Purdue University

PROFESSIONAL AFFILIATIONS:

American Planning Association
International Parking Institute

CERTIFICATIONS:

American Institute of Certified
Planners (AICP)
Certified Administrator of Public
Parking (CAPP)

PUBLICATIONS AND PRESENTATIONS:

“A Guide to Managing Your
Parking Facility” Buildings, June
2008 (co-authored with Bill
Frances)

“Operating Costs: How Do You
Measure Up?” PARKING, July
2006, (co-authored with John
Dorsett).

“Parking Meters & Enforcement
Options” The Parking
Professional, January 2006

“The Art of Maximizing Your
Profits: A study of Parking
Revenue and Expense” The
Parking Professional, September
2004

Jon specializes in parking planning and operations consulting on a variety of projects. His clients include municipalities, private owners, developers, hospitals, airports, colleges, and universities. Jon’s responsibilities include planning, researching, analyzing and recommending solutions to parking problems through the performance of parking supply/demand, alternatives and site analysis, market and financial feasibility, shared parking and revenue control studies.

Prior to joining Walker, Jon spent more than thirteen years in a variety of operations and management positions. Jon’s assignments included City Manager for a national parking operator in Indianapolis, Indiana.

REPRESENTATIVE PROJECTS:

City of Miami Beach
Miami Beach, FL
Strategic Parking Plan

City of Sarasota
Sarasota, FL
Strategic Parking Plan

City of Riviera Beach CRA
Riviera Beach, FL
Strategic Parking Plan

City of Cocoa Beach
Cocoa Beach, FL
*Downtown Strategic Parking
Plan*

Dunedin Downtown Parking
Dunedin, FL
*Parking Management Study and
Paid Parking Strategies*

Jacksonville EDC
Jacksonville, FL
*Supply/Demand Study and
Alternatives Analysis*

City of Cincinnati
Cincinnati, OH
*Supply/Demand Study,
Alternatives Analysis and
Financial Analysis*

Village of Shorewood
Shorewood, WI
*Supply/Demand, Management
and Alternatives*

Downtown Valparaiso
Valparaiso, IN
*Supply/Demand Study,
Alternatives Analysis, Parking
Management Plan*

City of South Bend CBD
South Bend, IN
*Supply/Demand Study and
Alternative Analysis*

Downtown Lancaster
Lancaster, OH
*Financial Feasibility Study,
Supply/Demand Study and
Alternatives Analysis*

City of Noblesville
Noblesville, IN
Supply/Demand Study

City of Topeka Study Update
Topeka, KS
*Supply/ Demand and Alternative
Analysis*

City of Hollywood
Hollywood, FL
*Supply/Demand Study, Bus
and Transportation Analysis,
Site Selection and Alternatives
Analysis*

Steffen Turoff, AICP
PARKING POLICY CONSULTING



EDUCATION:

Master of Arts, Urban Planning,
University of California - Los Angeles

Bachelor of Arts, Economic History,
University of California - Berkeley

Charrette Planner Certificate,
National Charrette Institute

AFFILIATIONS:

International Parking Institute
American Institute of Certified Planners
International Downtown Association
Urban Land Institute
California Redevelopment Association

RECENT PUBLICATIONS:

“Hey Buddy, What will you Pay for this Parking Spot?”
Planning, American Planning Association, May-June 2013

PRESENTATIONS:

“Parking Systems: Policies, Management and Design”,
Southern California Association of Governments (SCAG), 2010

Steffen’s focus at Walker is on parking policy and planning in commercial districts and town centers. He is a member of Walker’s internal Municipal Task Force, whose members research the parking issues faced by cities. His analyses frequently deal with the relationship between parking policy and related issues such as economic development, the cost of real estate, transportation alternatives and “smart growth.” Steffen has a Master of Arts in Urban Planning from UCLA, where he studied with parking expert Professor Donald Shoup. Subsequently Steffen was a planning analyst at Gilmore Associates in Los Angeles, the development firm that championed the City’s Adaptive Reuse Ordinance, which is credited with sparking the residential renaissance in Los Angeles’ Historic Core neighborhood.

REPRESENTATIVE PROJECTS:

**City of Long Beach
Long Beach, CA**
*On-street Parking Study,
Financial Analysis and
Operational Review*

**Carmel by the Sea
Carmel, CA**
*Comprehensive Parking
Study and Paid Parking
Implementation Plan*

**City of Healdsburg
Healdsburg, CA**
*Comprehensive Parking Study
and Parking Management Plan*

**North County Transit District
San Diego, CA**
Paid Parking Feasibility Study

**Abode Communities
Los Angeles, CA**
TOD Parking Demand Study

**Uptown Partnership
San Diego, CA**
*Parking Validation
Implementation Program*

**Pacific Beach - Discover Pacific
Beach Business Improvement
District
San Diego, CA**
*Parking Management and
Implementation Plan and Policy
Analysis*

**North Park Commercial District
San Diego, California**
*Parking Policy Analysis and
Community Involvement*

**Copper Square BID
Phoenix, AZ**
Parking Policy Analysis

**Downtown Garage Feasibility
Study
Sacramento, CA**
*Parking Demand and Financial
Analyses*

**Downtown Strategic Planning
Study
Ojai, CA**
Parking Supply/Demand Analysis

**Magnolia Park Neighborhood
Burbank, CA**
Parking Supply/Demand Analysis

Request for Taxpayer Identification Number and Certification

**Give Form to the
requester. Do not
send to the IRS.**

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. WALKER PARKING CONSULTANTS/ENGINEERS INC	
	2 Business name/disregarded entity name, if different from above dba: WALKER PARKING CONSULTANTS; WALKER RESTORATION CONSULTANTS	
	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶ _____	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>	
	5 Address (number, street, and apt. or suite no.) 151 S ROSE ST, SUITE 800	
	6 City, state, and ZIP code KALAMAZOO, MI 49007	
	7 List account number(s) here (optional) REMIT TO ADDRESS: 36852 EAGLE WAY, CHICAGO, IL 60678-1368	
Requester's name and address (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
3	8	-	1	7	8	2	7	7	4

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶	Date ▶ 6/28/2017
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

City of Hollywood, Florida
Solicitation #

Issue Date

ACKNOWLEDGMENT AND SIGNATURE PAGE

This form must be completed and submitted by the date and the time of bid opening.

Legal Company Name (include d/b/a if applicable): WALKER PARKING CONSULTANTS / ENGINEERS, INC.
Federal Tax Identification Number: 38-17820774

If Corporation - Date Incorporated/Organized: _____

State Incorporated/Organized: MICHIGAN

Company Operating Address: 4904 EISENHOWER BLVD., SUITE 150

City TAMPA State FL Zip Code 33634

Remittance Address (if different from ordering address): 36852 Eagle Way

City CHICAGO State IL Zip Code 60678-1368

Company Contact Person: GARY S. RIDER, PE Email Address: gary.rider@walkerparking.com

Phone Number (include area code): 813-888-5800 Fax Number (include area code): 888-502-5726

Company's Internet Web Address: www.walkerparking.com

IT IS HEREBY CERTIFIED AND AFFIRMED THAT THE BIDDER/PROPOSER CERTIFIES ACCEPTANCE OF THE TERMS, CONDITIONS, SPECIFICATIONS, ATTACHMENTS AND ANY ADDENDA. THE BIDDER/PROPOSER SHALL ACCEPT ANY AWARDS MADE AS A RESULT OF THIS SOLICITATION. BIDDER/PROPOSER FURTHER AGREES THAT PRICES QUOTED WILL REMAIN FIXED FOR THE PERIOD OF TIME STATED IN THE SOLICITATION.

 August 29, 2017
Bidder/Proposer's Authorized Representative's Signature: Date

Type or Print Name: GARY S. RIDER, PE / MANAGING PRINCIPAL

THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF BIDDER/PROPOSER TO BE BOUND BY THE TERMS OF ITS PROPOSAL. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED BY AN AUTHORIZED REPRESENTATIVE SHALL RENDER THE BID/PROPOSAL NON-RESPONSIVE. THE CITY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY BID/PROPOSAL THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE BIDDER/PROPOSER TO THE TERMS OF ITS OFFER.

ANY EXCEPTION, CHANGES OR ALTERATIONS TO THE GENERAL TERMS AND CONDITIONS, HOLDHARMLESS/INDEMNITY DOCUMENT OR OTHER REQUIRED FORMS MAY RESULT IN THE BID/PROPOSAL BE DEEMED NON-RESPONSIVE AND DISQUALIFIED FORM THE AWARD PROCESS.

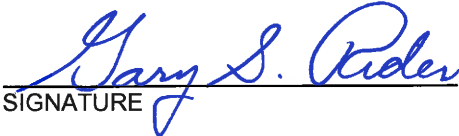
City of Hollywood, Florida

Issue Date

Solicitation #

HOLD HARMLESS AND INDEMNITY CLAUSE

WALKER PARKING CONSULTANTS/ENGINEERS, INC., the contractor, shall indemnify, defend and hold harmless the City of Hollywood, its elected and appointed officials, employees and agents for any and all suits, actions, legal or administrative proceedings, claims, damage, liabilities, interest, attorney's fees, costs of any kind whether arising prior to the start of activities or following the completion or acceptance and in any manner directly or indirectly caused, occasioned or contributed to in whole or in part by reason of any act, error or omission, fault or negligence whether active or passive by the contractor, or anyone acting under its direction, control, or on its behalf in connection with or incident to its performance of the contract.


SIGNATURE

GARY S. RIDER, PE / MANAGING PRINCIPAL
PRINTED NAME

WALKER PARKING CONSULTANTS/
ENGINEERS, INC
COMPANY OF NAME

AUGUST 29, 2017
DATE

Failure to sign or changes to this page shall render your bid non-responsive.

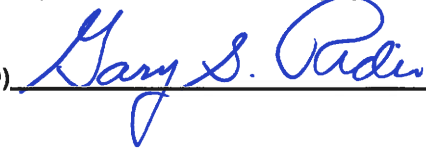
Issue Date

NONCOLLUSION AFFIDAVIT

STATE OF: FLORIDA

COUNTY OF: HILLSBOROUGH, being first duly sworn, deposes and says that:

- (1) He/she is GARY S. RIDER, PE of WALKER PARKING CONSULTANTS/ENGINEERS, INC., the Bidder that has submitted the attached Bid.
- (2) He/she has been fully informed regarding the preparation and contents of the attached Bid and of all pertinent circumstances regarding such Bid;
- (3) Such Bid is genuine and is not a collusion or sham Bid;
- (4) Neither the said Bidder nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant has in any way colluded, conspired, connived or agreed, directly or indirectly with any other Bidder, firm or person to submit a collusive or sham Bid in connection with the contractor for which the attached Bid has been submitted or to refrain from bidding in connection with such contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Bidder, firm or person to fix the price or prices, profit or cost element of the Bid price or the Bid price of any other Bidder, or to secure an advantage against the City of Hollywood or any person interested in the proposed Contract; and
- (5) The price or prices quoted in the attached Bid are fair and proper and are not tainted by any collusion, conspiracy, connivance or unlawful agreement on the part of the Bidder or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

(SIGNED)  **MANAGING PRINCIPAL**
Title

Failure to sign or changes to this page shall render your bid non-responsive.

Issue Date

**SWORN STATEMENT PURSUANT TO SECTION 287.133 (3) (a) FLORIDA
STATUTES ON PUBLIC ENTITY CRIMES**

THIS FORM MUST BE SIGNED AND SWORN TO IN THE PRESENCE OF A NOTARY PUBLIC OR
OTHER OFFICIAL AUTHORIZED TO ADMINISTER OATHS

1. This form statement is submitted to CITY OF HOLLYWOOD
by GARY S. RIDER, PE / MANAGING PRINCIPAL for WALKER PARKING CONSULTANTS/ENGINEERS, INC.
(Print individual's name and title) (Print name of entity submitting sworn statement)
whose business address is 4904 EISENHOWER BLVD, SUITE 150, TAMPA, FL 33634
and if applicable its Federal Employer Identification Number (FEIN) is 38-17820774 If the entity has no FEIN,
include the Social Security Number of the individual signing this sworn statement.

2. I understand that "public entity crime," as defined in paragraph 287.133(1)(g), Florida Statutes, means a violation of any state or federal law by a person with respect to and directly related to the transaction of business with any public entity or with an agency or political subdivision of any other state or with the United States, including, but not limited to, any bid, proposal, reply, or contract for goods or services, any lease for real property, or any contract for the construction or repair of a public building or public work, involving antitrust, fraud, theft, bribery, collusion, racketeering, conspiracy, or material misinterpretation.

3. I understand that "convicted" or "conviction" as defined in Paragraph 287.133(1)(b), Florida Statutes, means a finding of guilt or a conviction of a public entity crime, with or without an adjudication of guilt, in an federal or state trial court of record relating to charges brought by indictment or information after July 1, 1989, as a result of a jury verdict, nonjury trial, or entry of a plea of guilty or nolocontendere.

4. I understand that "Affiliate," as defined in paragraph 287.133(1)(a), Florida Statutes, means:

1. A predecessor or successor of a person convicted of a public entity crime, or
2. An entity under the control of any natural person who is active in the management of the entity and who has been convicted of a public entity crime. The term "affiliate" includes those officers, directors, executives, partners, shareholders, employees, members, and agents who are active in the management of an affiliate. The ownership by one person of shares constituting a controlling interest in another person, or a pooling of equipment or income among persons when not for fair market value under an arm's length agreement, shall be a prima facie case that one person controls another person. A person who knowingly enters into a joint venture with a person who has been convicted of a public entity crime in Florida during the preceding 36 months shall be considered an affiliate.

5 I understand that "person," as defined in Paragraph 287.133(1)(e), Florida Statutes, means any natural person or any entity organized under the laws of any state or of the United States with the legal power to enter into a binding contract and which bids or applies to bid on contracts let by a public entity, or which otherwise transacts or applies to transact business with a public entity. The term "person" includes those officers, executives, partners, shareholders, employees, members, and agents who are active in management of an entity.

6. Based on information and belief, the statement which I have marked below is true in relation to the entity submitting this sworn statement. (Please indicate which statement applies.)

X Neither the entity submitting sworn statement, nor any of its officers, director, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, nor any affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime subsequent to July 1, 1989.

City of Hollywood, Florida
Solicitation #

Issue Date

_____ The entity submitting this sworn statement, or one or more of its officers, directors, executives, partners, shareholders, employees, members, or agents who are active in the management of the entity, or an affiliate of the entity has been charged with and convicted of a public entity crime, but the Final Order entered by the Hearing Officer in a subsequent proceeding before a Hearing Officer of the State of the State of Florida, Division of Administrative Hearings, determined that it was not in the public interest to place the entity submitting this sworn statement on the convicted vendor list. (attach a copy of the Final Order).

I UNDERSTAND THAT THE SUBMISSION OF THIS FORM TO THE CONTRACTING OFFICER FOR THE PUBLIC ENTITY IDENTIFIED IN PARAGRAPH 1 (ONE) ABOVE IS FOR THAT PUBLIC ENTITY ONLY AND THAT THIS FORM IS VALID THROUGH DECEMBER 31 OF THE CALENDAR YEAR IN WHICH IT IS FILED. I ALSO UNDERSTAND THAT I AM REQUIRED TO INFORM THAT PUBLIC ENTITY PRIOR TO ENTERING INTO A CONTRACT IN EXCESS OF THE THRESHOLD AMOUNT PROVIDED IN SECTION 287.017 FLORIDA STATUTES FOR A CATEGORY TWO OF ANY CHANGE IN THE INFORMATION CONTAINED IN THIS FORM.

Gary S. Rider
(Signature)

Sworn to and subscribed before me this 29 day of August, 2017.

Personally known Gary S. Rider

Or produced identification _____ Notary Public-State of Florida

_____ my commission expires 04/08/2018
(Type of identification)

Melinda Maxwell
(Printed, typed or stamped commissioned name of notary public)



Failure to sign or changes to this page shall render your bid non-responsive.

City of Hollywood, Florida

Issue Date

Solicitation #

CERTIFICATIONS REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS

The applicant certifies that it and its principals:

- (a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, sentenced to a denial of Federal benefits by a State or Federal court, or voluntarily excluded from covered transactions by any Federal department or agency;
- (b) Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction, violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- (c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and
- (d) Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.

Applicant Name and Address:

WALKER PARKING CONSULTANTS/ENGINEERS, INC.

4904 EISENHOWER BLVD, SUITE 150

TAMPA, FLORIDA 33634

Application Number and/or Project Name:

SOLICITATION RFP-4559-17-JE / BARRIER ISLAND PARKING STUDY

Applicant IRS/Vendor Number: 38-17820774

Type/Print Name and Title of Authorized Representative:

GARY S. RIDER, PE / MANAGING PRINCIPAL

Signature:  Date: August 29, 2017

Failure to sign or changes to this page shall render your bid non-responsive.

Issue Date

DRUG-FREE WORKPLACE PROGRAM

IDENTICAL TIE BIDS - Preference shall be given to businesses with drug-free workplace programs. Whenever two or more bids which are equal with respect to price, quality, and service are received by the State or by any political subdivision for the procurement of commodities or contractual services, a bid received from a business that certifies that it has implemented a drug-free workplace program shall be given preference in the award process. Established procedures for processing tie bids will be followed if none of the tied vendors have a drug-free workplace program. In order to have a drug-free workplace program, a business shall:

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection(1).
4. In the statement specified in subsection (1), notify the employee that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program (if such is available in the employee's community) by, any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of these requirements.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.


VENDOR'S SIGNATURE

GARY S. RIDER, PE / MANAGING PRINCIPAL
PRINTED NAME

WALKER PARKING CONSULTANTS/ENGINEERS, INC.
NAME OF COMPANY

Issue Date

SOLICITATION, GIVING, AND ACCEPTANCE OF GIFTS POLICY

Florida Statute 112.313 prohibits the solicitation or acceptance of Gifts. - "No Public officer, employee of an agency, local government attorney, or candidate for nomination or election shall solicit or accept anything of value to the recipient, including a gift, loan, reward, promise of future employment, favor, or service, based upon any understanding that the vote, official action, or judgment of the public officer, employee, local government attorney, or candidate would be influenced thereby.". The term "public officer" includes "any person elected or appointed to hold office in any agency, including any person serving on an advisory body."


The City of Hollywood policy prohibits all public officers, elected or appointed, all employees, and their families from accepting any gifts of any value, either directly or indirectly, from any contractor, vendor, consultant, or business with whom the City does business.

The State of Florida definition of "gifts" includes the following:

- Real property or its use,
- Tangible or intangible personal property, or its use,
- A preferential rate or terms on a debt, loan, goods, or services,
- Forgiveness of indebtedness,
- Transportation, lodging, or parking,
- Food or beverage,
- Membership dues,
- Entrance fees, admission fees, or tickets to events, performances, or facilities,
- Plants, flowers or floral arrangements
- Services provided by persons pursuant to a professional license or certificate.
- Other personal services for which a fee is normally charged by the person providing the services.
- Any other similar service or thing having an attributable value not already provided for in this section.

Any contractor, vendor, consultant, or business found to have given a gift to a public officer or employee, or his/her family, will be subject to dismissal or revocation of contract.

As the person authorized to sign the statement, I certify that this firm will comply fully with this policy.

 _____ SIGNATURE	GARY S. RIDER, PE / MANAGING PRINCIPAL _____ PRINTED NAME
WALKER PARKING CONSULTANTS/ ENGINEERS, INC. _____ NAME OF COMPANY	MANAGING PRINCIPAL _____ TITLE

Failure to sign this page shall render your bid non-responsive.

City of Hollywood, Florida

Issue Date

Solicitation #

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: WALKER PARKING CONSULTANTS/ENGINEERS, INC.

Firm giving Reference: CITY OF MIAMI BEACH PARKING DEPARTMENT

Address: 1755 Meridian Avenue, Suite 200 Miami Beach, FL 33139

Phone: 305-673-7000 x 6483

Fax: 305-673-7853

Email: SaulFrances@miamibeachfl.gov

- 1. Q: What was the dollar value of the contract? A: \$21,900
2. Have there been any change orders, and if so, how many? A: None.
3. Q: Did they perform on a timely basis as required by the agreement? A: Yes.
4. Q: Was the project manager easy to get in contact with? A: Yes.
5. Q: Would you use them again? A: Yes.
6. Q: Overall, what would you rate their performance? (Scale from 1-5) A: [X]5 Excellent []4 Good []3 Fair []2 Poor []1 Unacceptable
7. Q: Is there anything else we should know, that we have not asked? A: Walker Parking Consultants has performed a variety of studies for the City over the last decade. Their approach and work product has consistently exceeded expectations.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Saul Frances Title: Director of Parking

Signature: [Handwritten Signature] Date: 8/9/17

City of Hollywood, Florida

Issue Date _____

Solicitation # _____

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: WALKER PARKING CONSULTANTS/ENGINEERS, INC.

Firm giving Reference: CITY OF SARASOTA PUBLIC PARKING DIVISION

Address: 1565 1st Street, Suite 114, Sarasota, FL 34230

Phone: 941-954-7058

Fax: 941-364-7357

Email: mark.lyons@sarasotagov.com

1. **Q:** What was the dollar value of the contract?
A: \$44,100.
2. **Q:** Have there been any change orders, and if so, how many?
A: None
3. **Q:** Did they perform on a timely basis as required by the agreement?
A: Absolutely
4. **Q:** Was the project manager easy to get in contact with?
A: Yes, at all times.
5. **Q:** Would you use them again?
A: Absolutely
6. **Q:** Overall, what would you rate their performance? (Scale from 1-5)
A:5 5 Excellent 4 Good 3 Fair 2 Poor 1 Unacceptable
7. **Q:** Is there anything else we should know, that we have not asked?
A: The consultant worked with us throughout and kept us apprised with updated information.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Mark Lyons, CAPP Title: Parking Manager

Signature: Mark Lyons  Date: Aug 9, 2017

City of Hollywood, Florida
Solicitation #

Issue Date

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: WALKER PARKING CONSULTANTS/ENGINEERS, INC.

Firm giving Reference: CITY OF DUNEDIN

Address: CRA, 737 Loudon Avenue, Dunedin, FL 34698

Phone: 727-298-3204

Fax: 727-298-3205

Email: ironsmith@dunedinfl.net

1. **Q:** What was the dollar value of the contract?
A: \$24,500
2. **Q:** Have there been any change orders, and if so, how many?
A: None
3. **Q:** Did they perform on a timely basis as required by the agreement?
A: Yes they were responsive
4. **Q:** Was the project manager easy to get in contact with?
A: Yes, again responsive and understood the time deadlines
5. **Q:** Would you use them again?
A: Yes
6. **Q:** Overall, what would you rate their performance? (Scale from 1-5)
A: 5 Excellent 4 Good 3 Fair 2 Poor 1 Unacceptable
7. **Q:** Is there anything else we should know, that we have not asked?
A: Walker was creative and could adapt to the difficult atmosphere regarding a parking program that had a paid element.

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Robert Ironsmith Title: CRA & Economic Development Director

Signature: 

Date: 8/16/17

City of Hollywood, Florida
Solicitation #

Issue Date

REFERENCE QUESTIONNAIRE

It is the responsibility of the contractor/vendor to provide a minimum of three (3) similar type references using this form and to provide this information with your submission. Failure to do so may result in the rejection of your submission.

Giving reference for: WALKER PARKING CONSULTANTS/ENGINEERS, INC.

Firm giving Reference: CITY OF FORT PIERCE

Address: 100 North U.S. Highway 1, Fort Pierce, FL 34954

Phone: 722-467-3730

Fax: 722-466-5808

Email: RGrohall@City-FtPierce.com

- 1. Q: What was the dollar value of the contract?
A: \$24,800
- 2. Have there been any change orders, and if so, how many?
A: N/A
- 3. Q: Did they perform on a timely basis as required by the agreement?
A: Yes
- 4. Q: Was the project manager easy to get in contact with?
A: Yes
- 5. Q: Would you use them again?
A: Yes
- 6. Q: Overall, what would you rate their performance? (Scale from 1-5)
A: 5 Excellent 4 Good 3 Fair 2 Poor 1 Unacceptable
- 7. Q: Is there anything else we should know, that we have not asked?
A:

The undersigned does hereby certify that the foregoing and subsequent statements are true and correct and are made independently, free from vendor interference/collusion.

Name: Rebecca Grohall, AICP Title: Planning Director and FPRA Administrator

Signature:  Date: 8/9/17

www.walkerparking.com