



To: DPA Board of Directors
From: DMC Staff
Date: March 21, 2018
RE: Downtown Parking Study

Background

In the fall of 2017, the Downtown Memphis Commission (DMC) issued a nationwide Request for Qualifications (RFQ) to identify firms capable of delivering an accurate and innovative parking study that would evaluate current parking conditions and provide solutions to current parking needs and future parking demand. DMC received 10 proposals and a working group comprised of staff and a wide range of downtown stakeholders reviewed the proposals and selected Nelson/Nygaard Consulting Associates, Inc. as the preferred firm. A subset of this working group and staff then interviewed the firm and defined the scope of the study.

The Memphis Medical District Collaborative (MMDC) is embarking on a Transportation Management Association (TMA) to improve infrastructure and transportation options. Phase I of the proposed Parking Study satisfies the needs of both the MMDC and DMC. Phase II largely satisfies goals of this TMA but impacts all areas of downtown. DMC and MMDC will split the cost of Phase II.

Request

Staff requests that the Downtown Parking Authority (DPA) authorize funding of a two-part parking study. Staff will request approval from the DMC Board as well as from the CCRFC board to authorize a transfer to the DPA to fund a portion of this expenditure.

Budget

Phase I	\$195,000
Phase II	\$ 80,000
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Total Budget	\$275,000
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DMC Portion	\$235,000

Nelson Nygaard will take affirmative steps to ensure that women and minority subcontractors are engaged when applicable in keeping with the DMC's Equal Business Opportunity (EBO) requirements.

Estimated Timeline:

The attached timeline outlines key milestones. We expect work to begin in early April 2018.

Request

Staff requests that DPA authorize the DMC President to enter into a contract up to \$235,000 to engage Nelson Nygaard Consulting Associates, Inc. to complete a two-part Parking Study.