



To: DMA Board of Directors

From: DMC Staff

Date: November 7, 2022

RE: Proposed Parking Facilities Assessment and Request for Qualifications

Background:

The DMA can act as a leader in the Downtown parking ecosystem by focusing on utilizing its existing parking supply to the best ability. Better utilization of the existing supply requires knowledge of short-and-long-term facility needs, funding priorities, and an understanding of curb appeal improvements to increase positive perceptions. A parking facilities assessment study can help the DMA to understand each parking facility's current and future priorities and help budget limited resources with maximum impact. The assessment may also identify situations where mobility solutions can be implemented as strategies to relieve parking demand.

Parking Facilities Assessment Goals:

The DMA may hire a consultant to perform the parking facilities assessment study and create a maintenance recommendation plan for five parking garages in Downtown Memphis:

1. Shoppers Garage, 85 N Front Street
2. Criminal Justice Center Parking Garage, 245 Washington Ave
3. 250 Peabody Place Garage, 250 Peabody Place
4. First Park Place Garage, 21 S Second Street
5. Gayoso Parking Garage, 108 Gayoso Avenue

Within this plan, the DMA will receive recommendations about which improvements are critical to the structure and safety of the facilities, which are non-urgent but necessary, and which additional features could be added to increase the hospitality and attractiveness of the garages.

Assessment Details:

The exact scope of work and budget may be determined in collaboration with any selected consultants. In general, the assessment will include a review of relevant plans, site tours of the

facilities, interviews with staff and parking operators, a facility conditions assessment, and a recommendation report including a maintenance timeline and priority focus items.

The Assessment should be structured with the following features:

- Clear, concise, and easy-to-understand document emphasizing pictures and illustrations.
- Goal: Maximum document length of 20 pages.
- Clearly distinguish the high-impact critical improvements and priority recommendation timeline from secondary improvements that add curb appeal and increase positive perceptions.
- Align with the Downtown Parking Study priorities to use existing parking first and identify areas to add strategic mobility options when possible.

Recommendation:

The DMC staff recommends the DMA Board publish a request for qualifications for a parking facilities assessment study. Publishing the RFQ will allow staff to gain awareness of consultant interest in this type of project and understand the potential budget requirements for the study. Issuing the RFQ does not obligate the DMA to hire a consultant to conduct the assessment.