

Introduction

We are a different kind of parking company with a different approach.

We call it integrated parking – you will call it “a great place to park.”



Rich and Associates, Inc. (R&A), founded in 1963 by Richard C. Rich, President, specialize in the study, planning and design of parking. Today, we are recognized as one of the Country's leading parking consulting firms. We have completed more than 2,500 parking projects for public and private owners across the country.

We have worked with over 300 municipalities assessing current parking needs, projecting future demands, analyzing current and future development plans, revenue bond studies and developing programs for long-term parking improvements.

Our parking demand studies result in a high level of accuracy in long-term projections for all user groups. Our customized approach bases required projections on parking and traffic characteristics unique to the study area, and not on national or industry averages. This comprehensive approach includes extensive field research and data collection to gather these unique characteristics.

Our experience also includes studying the interrelationship between different modes of transportation and how people travel to and from urban centers. This information is used to analyze how much parking is needed. We look for methods to operate and locate parking to maximize transportation mode options for individuals. This can expand the service area of parking, maximizing its use and revenue to the system.

We have experience in the development and implementation of the following marketing and public relation programs for downtown parking systems:

- press releases,
- producing brochures and,
- developing marketing campaigns to promote downtown parking.

Upgrades to signage, improving accessibility to parking areas, park and shop programs, and upgrades to existing facilities to make them more user friendly, all go into our analysis of marketing parking systems. In addition, we have a great deal of experience in the operational assessment of existing parking systems through our experience in more than 300 cities and our hands-on experience operating municipal parking systems.



Services

Over the past 10 years, we have designed more than 30 mixed-use parking structures, integrating as much as 260,000 square feet of retail/commercial space



The staff at R&A are exceptionally qualified to provide the following parking-related services:

- **Parking supply and demand studies**
- **Economic feasibility studies (pro forma analysis)**
- **Parking system management and operations consulting**
- **Site analysis and conceptual design studies**
- Traffic flow /functional design
- Parking access and revenue control systems
- Architectural design
- Structural engineering
- Construction administration services
- Private development and management

Project Understanding



As the steady growth in the City of Gainesville has led to numerous economic “shop, dine and play” in Gainesville, people also want to live downtown. The current and projected growth in development, including residential development, creates a new dynamic to the challenge of providing sufficient, convenient and safe parking downtown, and impacts downtown traffic. An important component in the College Park/University Heights Area is the University of Florida.

As the City moves forward evaluating development opportunities, in-fill developments, and evolves as a transit oriented system that places emphasis on walking and bicycles, it is critical to consider the City’s parking challenges, and be proactive in planning for the projected needs as well as operation and policy changes. As such, the City is looking at the issues of a perception of insufficient parking, parking management and operations including policies, enforcement and allocation, codes and how they impact development, traffic, parking and the quality of life downtown for those who live, work and visit the downtown.

It is important to realize, however, that the analysis of on and off-street parking cannot be looked at in a vacuum. On and off-street parking is but one component of the transportation system in the City. Transit or alternate modes, pricing of parking and transit all impact what off-street parking is required and managed. Additionally, walking and bicycles are an important component as they relate to the fact that Gainesville is home to the University of Florida and is integrated into the downtown, but specifically, the College Park/University Heights Area.

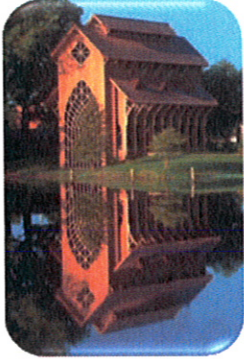


The study Rich and Associates (R&A) is proposing to undertake for the City will seek to answer vital questions about the parking capacities in the areas, conditions and adequacy of the parking system including, but not limited to, the following:

- *What is the nature and magnitude of the present parking situation in the two areas?*
- *What factors are influencing current parking trends (both positive and negative), in each of the areas; what are common and what are unique factors in each area?*
- *In what blocks or zones is there insufficient capacity to satisfy peak parking needs today and in the future?*



- *What role does private parking currently play and how could it play a role in the future especially as it may relate to shared use? How does parking at the University impact the College Park/University Heights Area?*
- *What changes in parking policies, regulations and requirements can positively influence new development/redevelopment opportunities as it relates to the community's vision in each of these areas?*
- *Is it possible to more effectively manage the supply of public and private parking in the two areas so that the needs of the different user groups are better accommodated?*
- *What parking mitigation strategies can help better manage parking demand and how can alternative transportation play a key role in the two areas?*
- *Are alternative modes of transportation playing a key role lessening the parking impacts on downtown? What mitigation strategies can help better manage parking? Can the University play a role in this?*
- *What role does private parking currently play and how could it play a role in the future especially as it may relate to shared use?*
- *What impact, if any, will changes recommended to the total parking system have on economic development in the two areas?*
- *Are there parking rate structure strategies that can be implemented to more effectively manage the supply and demand for parking?*
- *How many spaces should be built in the form of surface and/or structured parking facilities?*
- *What should design standards be for providing surface and structured parking in the two areas?*
- *Are any sites previously identified for parking expansion as a result of the different planning effort/studies properly located to meet the current and future needs of the downtown and that are consistent with the community's goals and objectives?*
- *Which sites offer the most convenience, can maximize revenue and attract private investment?*
- *What impact would the addition of more parking have on the parking operations and what changes are needed to effectively manage an expanded system?*
- *How can improvements, both capital and operational, be financed?*
- *Is the current parking rate structure sufficient to meet current and future operational and capital improvement needs?*
- *How may the implementation and timing of new parking impact redevelopment and new development?*
- *What are the potential for public/private partnerships?*



- *What new technologies, especially with (parking access and revenue control) PARC and enforcement can be used in Gainesville to accomplish the recommendations?*
- *Is it possible to more effectively manage the supply of public and private parking downtown so that the needs of the different user groups are better accommodated?*
- *What parking mitigation strategies can help better manage parking demand and how can alternative transportation play a key role?*
- *How does parking impact the walk ability and bicycle use in the areas?*
- *What changes should be made to the City code with respect to parking requirements, parking design, shared-use parking and other credits and should there either be a form based parking requirement and/or parking maximums as opposed to parking minimums?*

The goal of this study is to provide the City with answers to these and other questions and, in doing so prepare for the City recommendations that can be implemented with buy-in from the community. We recognize that the models and strategies we have developed successfully for other cities will only be successful in Gainesville if they are tailored to respond to the unique characteristics of the City.

The following work plan has been developed for both areas. There are some differences in the work plan for the two areas and those differences have been highlighted. Our understanding is that there will be one report issued with different sections for the two areas so they can be issued separately or put on the City's Web site.