

PLANNING & DEVELOPMENT MEMORANDUM
#31-2023

DATE: June 12, 2023

TO: Honorable Mayor Meredith Leighty and City Council Members

THROUGH: Heather Geyer, City Manager *hmg*
Jason Loveland, Interim Deputy City Manager *ALZ*

FROM: Brook Svoboda, Director of Planning and Development *BS*

SUBJECT: Civic Center Parking Analysis Proposal

PURPOSE

To provide an overview of the proposed scope of services for addressing parking demand needs at the Civic Center.

BACKGROUND

City Council requested staff address recent concerns regarding parking at the Civic Center. Attached is a draft scope of services from Moore Iacofano Goltsman, Inc. (MIG). The analysis would evaluate the existing and future Northglenn Recreation Center utilization by working closely with City staff and conducting up to nine virtual stakeholder interviews with City Council members. Two stakeholder focus groups, one with patrons of the Northglenn Senior Center and another with the Northglenn Arts & Humanities Foundation would be held. MIG would also analyze alternative parking approaches and prepare short-, medium-, and long-term recommendations for consideration.

Staff is seeking consensus on the approach and incorporating any additional feedback or suggestions to the scope.

BUDGET/TIME IMPLICATIONS

The estimated fee for the draft scope of services is \$34,725 and would be funded through the Northglenn Civic Center project budget.

MIG would start their analysis immediately and has estimated completing the work by the end of August 2023.

STAFF RECOMMENDATION

Staff is seeking direction to move forward with the parking analysis.

STAFF REFERENCE

If Council Members have any questions, please contact Brook Svoboda, Director of Planning & Development, at bsvoboda@northglenn.org or 303.450.8937.

ATTACHMENT

1. Draft Scope of Work

I. Scope of Work

Task 1. Assess and Quantify Existing Parking Supply

- MIG will quantify existing parking supplies and utilization throughout the Civic Center Campus, E.B. Rains Jr. Memorial Park, and Wagon Road Park-n-Ride utilizing field observation, Google imagery, and ariel photography provided by City staff. MIG will prepare a map and summary table for existing parking, as well as exhibits corresponding to any short-term changes in parking supply due to existing or planned construction, use agreements, etc.

Task 2. Assess and Quantify Existing Parking Demands and Utilization

- MIG will assess and quantify existing parking demand for at least three different day and time combinations with the intent of capturing various stacking situations with regards to programming, including “regular” parking demands related to City staff, City Hall patrons, recreation center patrons, and park patrons. MIG will work with City staff to determine the appropriate time periods for observation and to quantify the programming occurring on the site at those days and times. Where possible, MIG will work with staff to allocate parking demands to specific groups and activities using license plates for staff, custom sign-in sheets, etc. The three periods should include some combination of a theater production, a party at the rec center, large class, open swim, etc. MIG will utilize drone photography to take a snapshot of utilization during the designated times.

Task 3. Stakeholder Meetings

- MIG will conduct a series of stakeholder engagement meetings to explain the purpose and approach to this analysis, understand current usage and issues, and discuss concerns about the future parking situation on the Civic Center campus. MIG will conduct two in-person stakeholder focus groups, one with representatives of the Senior Group and one with the Northglenn Arts and Humanities Foundation (NAHF). MIG will also conduct up to nine virtual stakeholder interviews with City Council members. The key themes of the interviews will be summarized in a short memo brief.

Task 4. Determine Future Parking Supply and Demand

- MIG will work with City staff to determine future parking supply and demand. First, MIG staff will work with staff to develop a peak demand schedule for short-term (current site programming), medium-term (south end development complete, including City Hall, live-work units, and townhomes), and long-term (entire civic center development complete, including additional live-work units, multi-family housing, and commercial) that will be organized by morning, afternoon and evening weekday and weekends. The supply and demand will also be organized into three or four geographic zones. MIG will then work with staff to quantify parking supply in the short-term, medium-term, and long-term based upon the most recent Civic Center development concept.

Task 5. Explore Alternative Parking Approaches

- MIG will explore alternative parking approaches on the Civic Center campus that will likely include:
 - Reduced housing on the South End of campus
 - Replaced with surface parking
 - Replaced with structured parking
 - No housing on the South End of campus
 - Replaced with surface parking
 - Replaced with structured parking

MIG will provide simple site diagrams and summary tables depicting each of the alternative parking approaches. MIG will also provide planning-level cost estimates for each of the alternative parking approaches.

Task 6. Develop Short-, Medium-, and Long-Term Recommendations

- **Subtask 6.1 Parking Supply.** Based on coordination with City staff, MIG will provide a recommended approach to parking supply based upon the alternative parking approaches developed in the previous task. Recommendations will be developed for short-, medium-, and long-term.
- **Subtask 6.2 Parking Management.** MIG will develop a set of parking management strategies for peak and non-peak times at the Civic Center campus. Tools and strategies that will be explored will likely include paid parking, parking limits, designated employee parking areas, a parking shuttle, etc. Recommendations will be developed for short-, medium-, and long-term.
- **Subtask 6.3 Program Management.** MIG will work with City staff to develop strategies to modify and/or manage Recreation Center, Theater, City Hall, and other anticipated site programming. Tools and strategies that will be explored will likely include calendar management, pricing, adjustments to development program/s, etc. Recommendations will be developed for short-, medium-, and long-term.
- **Subtask 6.4 Transportation Demand Management.** MIG will also develop a set of Transportation Demand Management (TDM) strategies for the site. Some strategies may include suggested coordination with off-site properties and other potential partners. Tools and strategies that will be explored will likely include end-of-trip facilities for bikes, transit, preferred parking for carpooling, etc. Recommendations will be developed for short-, medium-, and long-term.

Task 7. Coordination Meetings and On-Going Coordination with Staff

- MIG will participate in up to five (5) 90-minute in-person coordination meetings with staff. MIG will also convene up to four (4) virtual coordination meetings with staff as deemed appropriate.

Task 8. Documentation and Presentation/s

- MIG will develop a simply formatted final report summarizing all analysis, key findings and recommendations developed in Tasks 1-6. A draft report will be provided in Microsoft Word and PDF format. A final report will incorporate and respond to a consolidated set of comments from staff.

- Jay Renkens of MIG will participate in up to two (2) presentations and discussions with City Council as deemed necessary and helpful to the overall effort. It may be helpful to plan for one of these sessions prior to drafting the recommendations (after Task 5) and one after the recommendations are drafted (after Task 6). MIG can provide presentation materials in PowerPoint format to support staff or to utilize in their own presentations and discussions.

II. Schedule

MIG’s proposed schedule for the tasks included in the above Scope of Work is summarized below.

Tasks	June				July					August		
	5	12	19	26	3	10	17	24	31	7	14	21
Task 1. Assess and Quantify Existing Parking Supply	Analysis	•										
Task 2. Assess and Quantify Existing Parking Demands and Utilization		Analysis	•									
Task 3. Stakeholder Meetings	Virtual Meeting	Virtual Meeting	In-Person Meeting									
Task 4. Determine Future Parking Supply and Demand				Analysis	Analysis	•						
Task 5. Explore Alternative Parking Approaches						Analysis	Analysis	•				
Task 6. Develop Short-, Medium-, and Long-Term Recommendations									Analysis	Analysis	•	
Task 7. Coordination Meetings and On-Going Coordination with Staff	In-Person Meeting		Virtual Meeting	In-Person Meeting		Virtual Meeting	In-Person Meeting		Virtual Meeting	In-Person Meeting	Virtual Meeting	In-Person Meeting
Task 8. Documentation and Presentation/s								In-Person Meeting			In-Person Meeting	•

Analysis
• Deliverable
Virtual Meeting
In-Person Meeting

III. Fee Estimate

MIG’s draft fee estimate for the tasks in the above Scope of Work are shown below. We anticipate that this estimated budget will be a starting point and may be refined up or down based upon further discussion with the City of Northglenn.

All tasks will be billed on a time and materials basis not to exceed the estimated amount without prior written approval. Should efforts require less time than anticipated, MIG will work with the City of Northglenn to determine how best to allocate the remaining funds. Conversely, should tasks require an additional effort outside what is assumed, MIG will communicate potential overages in a proactive manner and work with the City of Northglenn to determine if budget previously allocated to other tasks may be used or if increased resources will be necessary. Project management and coordination time are integrated into the fee estimate for the eight (8) tasks described above and summarized below.

Fee Estimate by Task to Perform Parking Analysis for Civic Center Area:

Task 1. Assess and Quantify Existing Parking Supply	\$1,185
Task 2. Assess and Quantify Existing Parking Demands and Utilization	\$5,230
Task 3. Stakeholder Meetings	\$5,560
Task 4. Determine Future Parking Supply and Demand	\$3,940
Task 5. Explore Alternative Parking Approaches	\$6,160
Task 6. Develop Short-, Medium-, and Long-Term Recommendations	\$5,910
Task 7. Coordination Meetings and On-Going Coordination with Staff	\$4,730
Task 8. Documentation and Presentation/s	\$2,010
TOTAL	\$34,725