

1 B. Consultant shall furnish specialized services more particularly
2 described in Exhibit "A", attached to this Agreement and incorporated by this
3 reference, in accordance with the standards of the profession, and City shall pay for
4 these services in the manner described below, not to exceed Two Hundred Forty-
5 Five Thousand Two Hundred Thirty-Two Dollars (\$245,232), at the rates or charges
6 shown in Exhibit "B".

7 C. The City's obligation to pay the sum stated above for any one
8 fiscal year shall be contingent upon the City Council of the City appropriating the
9 necessary funds for such payment by the City in each fiscal year during the term of
10 this Agreement. For the purposes of this Section, a fiscal year commences on
11 October 1 of the year and continues through September 30 of the following year. In
12 the event that the City Council of the City fails to appropriate the necessary funds
13 for any fiscal year, then, and in that event, the Agreement will terminate at no
14 additional cost or obligation to the City.

15 D. Consultant may select the time and place of performance for
16 these services; provided, however, that access to City documents, records and the
17 like, if needed by Consultant, shall be available only during City's normal business
18 hours and provided that milestones for performance, if any, are met.

19 E. Consultant has requested to receive regular payments. City
20 shall pay Consultant in due course of payments following receipt from Consultant
21 and approval by City of invoices showing the services or task performed, the time
22 expended (if billing is hourly), and the name of the Study. Consultant shall certify
23 on the invoices that Consultant has performed the services in full conformance with
24 this Agreement and is entitled to receive payment. Each invoice shall be
25 accompanied by a progress report indicating the progress to date of services
26 performed and covered by the invoice, including a brief statement of any project
27 problems and potential causes of delay in performance, and listing those services
28 that are projected for performance by Consultant during the next invoice cycle.

1 Where billing is done and payment is made on an hourly basis, the parties
2 acknowledge that this arrangement is either customary practice for Consultant's
3 profession, industry or business, or is necessary to satisfy audit and legal
4 requirements which may arise due to the fact that City is a municipality.

5 F. Consultant represents that Consultant has obtained all
6 necessary information on conditions and circumstances that may affect its
7 performance and has conducted site visits, if necessary.

8 G. CAUTION: Consultant shall not begin work until this
9 Agreement has been signed by both parties and until Consultant's evidence of
10 insurance has been delivered to and approved by City.

11 2. TERM. The term of this Agreement shall commence at midnight on
12 June 22, 2017, and shall terminate at 11:59 p.m. on December 21, 2018, unless sooner
13 terminated as provided in this Agreement, or unless the services or the Study is completed
14 sooner. The term of this Agreement may be extended for an additional period of six (6)
15 months, at the discretion of the City Manager.

16 3. COORDINATION AND ORGANIZATION.

17 A. Consultant shall coordinate its performance with City's
18 representative, if any, named in Exhibit "C", attached to this Agreement and
19 incorporated by this reference. Consultant shall advise and inform City's
20 representative of the work in progress on the Study in sufficient detail so as to assist
21 City's representative in making presentations and in holding meetings on the Study.
22 City shall furnish to Consultant information or materials, if any, described in Exhibit
23 "D", attached to this Agreement and incorporated by this reference, and shall
24 perform any other tasks described in the Exhibit.

25 B. The parties acknowledge that a substantial inducement to City
26 for entering this Agreement was and is the reputation and skill of Consultant's key
27 employee, named in Exhibit "E" attached to this Agreement and incorporated by this
28 reference. City shall have the right to approve any person proposed by Consultant

1 to replace that key employee.

2 4. INDEPENDENT CONTRACTOR. In performing its services,
3 Consultant is and shall act as an independent contractor and not an employee,
4 representative or agent of City. Consultant shall have control of Consultant's work and the
5 manner in which it is performed. Consultant shall be free to contract for similar services to
6 be performed for others during this Agreement; provided, however, that Consultant acts in
7 accordance with Section 9 and Section 11 of this Agreement. Consultant acknowledges
8 and agrees that (a) City will not withhold taxes of any kind from Consultant's compensation;
9 (b) City will not secure workers' compensation or pay unemployment insurance to, for or
10 on Consultant's behalf; and (c) City will not provide and Consultant is not entitled to any of
11 the usual and customary rights, benefits or privileges of City employees. Consultant
12 expressly warrants that neither Consultant nor any of Consultant's employees or agents
13 shall represent themselves to be employees or agents of City.

14 5. INSURANCE.

15 A. As a condition precedent to the effectiveness of this
16 Agreement, Consultant shall procure and maintain, at Consultant's expense for the
17 duration of this Agreement, from insurance companies that are admitted to write
18 insurance in California and have ratings of or equivalent to A:V by A.M. Best
19 Company or from authorized non-admitted insurance companies subject to Section
20 1763 of the California Insurance Code and that have ratings of or equivalent to A:VIII
21 by A.M. Best Company, the following insurance:

22 i. Commercial general liability insurance (equivalent in
23 scope to ISO form CG 00 01 11 85 or CG 00 01 10 93) in an amount not less
24 than \$1,000,000 per each occurrence and \$2,000,000 general aggregate.
25 This coverage shall include but not be limited to broad form contractual
26 liability, cross liability, independent contractors liability, and products and
27 completed operations liability. City, its boards and commissions, and their
28 officials, employees and agents shall be named as additional insureds by

1 endorsement (on City's endorsement form or on an endorsement equivalent
2 in scope to ISO form CG 20 10 11 85 or CG 20 26 11 85 or both CG 20 10
3 07 04 and CG 20 37 07 04 or both CG 20 33 07 04 and CG 20 37 07 04),
4 and this insurance shall contain no special limitations on the scope of
5 protection given to City, its boards and commissions, and their officials,
6 employees and agents. This policy shall be endorsed to state that the insurer
7 waives its right of subrogation against City, its boards and commissions, and
8 their officials, employees and agents.

9 ii. Workers' Compensation insurance as required by the
10 California Labor Code and employer's liability insurance in an amount not
11 less than \$1,000,000. This policy shall be endorsed to state that the insurer
12 waives its right of subrogation against City, its boards and commissions, and
13 their officials, employees and agents.

14 iii. Professional liability or errors and omissions insurance
15 in an amount not less than \$1,000,000 per claim.

16 iv. Commercial automobile liability insurance (equivalent in
17 scope to ISO form CA 00 01 06 92), covering Auto Symbol 1 (Any Auto) in
18 an amount not less than \$500,000 combined single limit per accident.

19 B. Any self-insurance program, self-insured retention, or
20 deductible must be separately approved in writing by City's Risk Manager or
21 designee and shall protect City, its officials, employees and agents in the same
22 manner and to the same extent as they would have been protected had the policy
23 or policies not contained retention or deductible provisions.

24 C. Each insurance policy shall be endorsed to state that coverage
25 shall not be reduced, non-renewed or canceled except after thirty (30) days prior
26 written notice to City, shall be primary and not contributing to any other insurance
27 or self-insurance maintained by City, and shall be endorsed to state that coverage
28 maintained by City shall be excess to and shall not contribute to insurance or self-

1 insurance maintained by Consultant. Consultant shall notify City in writing within
2 five (5) days after any insurance has been voided by the insurer or cancelled by the
3 insured.

4 D. If this coverage is written on a "claims made" basis, it must
5 provide for an extended reporting period of not less than one hundred eighty (180)
6 days, commencing on the date this Agreement expires or is terminated, unless
7 Consultant guarantees that Consultant will provide to City evidence of uninterrupted,
8 continuing coverage for a period of not less than three (3) years, commencing on
9 the date this Agreement expires or is terminated.

10 E. Consultant shall require that all subconsultants or contractors
11 that Consultant uses in the performance of these services maintain insurance in
12 compliance with this Section unless otherwise agreed in writing by City's Risk
13 Manager or designee.

14 F. Prior to the start of performance, Consultant shall deliver to City
15 certificates of insurance and the endorsements for approval as to sufficiency and
16 form. In addition, Consultant shall, within thirty (30) days prior to expiration of the
17 insurance, furnish to City certificates of insurance and endorsements evidencing
18 renewal of the insurance. City reserves the right to require complete certified copies
19 of all policies of Consultant and Consultant's subconsultants and contractors, at any
20 time. Consultant shall make available to City's Risk Manager or designee all books,
21 records and other information relating to this insurance, during normal business
22 hours.

23 G. Any modification or waiver of these insurance requirements
24 shall only be made with the approval of City's Risk Manager or designee. Not more
25 frequently than once a year, City's Risk Manager or designee may require that
26 Consultant, Consultant's subconsultants and contractors change the amount, scope
27 or types of coverages required in this Section if, in his or her sole opinion, the
28 amount, scope or types of coverages are not adequate.

1 H. The procuring or existence of insurance shall not be construed
2 or deemed as a limitation on liability relating to Consultant's performance or as full
3 performance of or compliance with the indemnification provisions of this Agreement.

4 6. ASSIGNMENT AND SUBCONTRACTING. This Agreement
5 contemplates the personal services of Consultant and Consultant's employees, and the
6 parties acknowledge that a substantial inducement to City for entering this Agreement was
7 and is the professional reputation and competence of Consultant and Consultant's
8 employees. Consultant shall not assign its rights or delegate its duties under this
9 Agreement, or any interest in this Agreement, or any portion of it, without the prior approval
10 of City, except that Consultant may with the prior approval of the City Manager of City,
11 assign any moneys due or to become due Consultant under this Agreement. Any
12 attempted assignment or delegation shall be void, and any assignee or delegate shall
13 acquire no right or interest by reason of an attempted assignment or delegation.
14 Furthermore, Consultant shall not subcontract any portion of its performance without the
15 prior approval of the City Manager or designee, or substitute an approved subconsultant
16 or contractor without approval prior to the substitution. Nothing stated in this Section shall
17 prevent Consultant from employing as many employees as Consultant deems necessary
18 for performance of this Agreement.

19 7. CONFLICT OF INTEREST. Consultant, by executing this Agreement,
20 certifies that, at the time Consultant executes this Agreement and for its duration,
21 Consultant does not and will not perform services for any other client which would create
22 a conflict, whether monetary or otherwise, as between the interests of City and the interests
23 of that other client. And, Consultant shall obtain similar certifications from Consultant's
24 employees, subconsultants and contractors.

25 8. MATERIALS. Consultant shall furnish all labor and supervision,
26 supplies, materials, tools, machinery, equipment, appliances, transportation and services
27 necessary to or used in the performance of Consultant's obligations under this Agreement,
28 except as stated in Exhibit "D".

1 9. OWNERSHIP OF DATA. All materials, information and data
2 prepared, developed or assembled by Consultant or furnished to Consultant in connection
3 with this Agreement, including but not limited to documents, estimates, calculations,
4 studies, maps, graphs, charts, computer disks, computer source documentation, samples,
5 models, reports, summaries, drawings, designs, notes, plans, information, material and
6 memorandum ("Data") shall be the exclusive property of City. Data shall be given to City,
7 and City shall have the unrestricted right to use and disclose the Data in any manner and
8 for any purpose without payment of further compensation to Consultant. Copies of Data
9 may be retained by Consultant but Consultant warrants that Data shall not be made
10 available to any person or entity for use without the prior approval of City. This warranty
11 shall survive termination of this Agreement for five (5) years.

12 10. TERMINATION. Either party shall have the right to terminate this
13 Agreement for any reason or no reason at any time by giving fifteen (15) calendar days
14 prior written notice to the other party. In the event of termination under this Section, City
15 shall pay Consultant for services satisfactorily performed and costs incurred up to the
16 effective date of termination for which Consultant has not been previously paid. The
17 procedures for payment in Section 1.B. with regard to invoices shall apply. On the effective
18 date of termination, Consultant shall deliver to City all Data developed or accumulated in
19 the performance of this Agreement, whether in draft or final form, or in process. And,
20 Consultant acknowledges and agrees that City's obligation to make final payment is
21 conditioned on Consultant's delivery of the Data to City.

22 11. CONFIDENTIALITY. Consultant shall keep all Data confidential and
23 shall not disclose the Data or use the Data directly or indirectly, other than in the course of
24 performing its services, during the term of this Agreement and for five (5) years following
25 expiration or termination of this Agreement. In addition, Consultant shall keep confidential
26 all information, whether written, oral or visual, obtained by any means whatsoever in the
27 course of performing its services for the same period of time. Consultant shall not disclose
28 any or all of the Data to any third party, or use it for Consultant's own benefit or the benefit

1 of others except for the purpose of this Agreement.

2 12. BREACH OF CONFIDENTIALITY. Consultant shall not be liable for
3 a breach of confidentiality with respect to Data that: (a) Consultant demonstrates
4 Consultant knew prior to the time City disclosed it; or (b) is or becomes publicly available
5 without breach of this Agreement by Consultant; or (c) a third party who has a right to
6 disclose does so to Consultant without restrictions on further disclosure; or (d) must be
7 disclosed pursuant to subpoena or court order.

8 13. ADDITIONAL COSTS AND REDESIGN.

9 A. Any costs incurred by City due to Consultant's failure to meet
10 the standards required by the scope of work or Consultant's failure to perform fully
11 the tasks described in the scope of work which, in either case, causes City to request
12 that Consultant perform again all or part of the Scope of Work shall be at the sole
13 cost of Consultant and City shall not pay any additional compensation to Consultant
14 for its re-performance.

15 B. If the Study involves construction and the scope of work
16 requires Consultant to prepare plans and specifications with an estimate of the cost
17 of construction, then Consultant may be required to modify the plans and
18 specifications, any construction documents relating to the plans and specifications,
19 and Consultant's estimate, at no cost to City, when the lowest bid for construction
20 received by City exceeds by more than ten percent (10%) Consultant's estimate.
21 This modification shall be submitted in a timely fashion to allow City to receive new
22 bids within four (4) months after the date on which the original plans and
23 specifications were submitted by Consultant.

24 14. AMENDMENT. This Agreement, including all Exhibits, shall not be
25 amended, nor any provision or breach waived, except in writing signed by the parties which
26 expressly refers to this Agreement.

27 15. LAW. This Agreement shall be construed in accordance with the laws
28 of the State of California, and the venue for any legal actions brought by any party with

1 respect to this Agreement shall be the County of Los Angeles, State of California for state
2 actions and the Central District of California for any federal actions. Consultant shall cause
3 all work performed in connection with the Study to be performed in compliance with (1) all
4 applicable laws, ordinances, rules and regulations of federal, state, county or municipal
5 governments or agencies (including, without limitation, all applicable federal and state labor
6 standards, including the prevailing wage provisions of sections 1770 *et seq.* of the
7 California Labor Code); and (2) all directions, rules and regulations of any fire marshal,
8 health officer, building inspector, or other officer of every governmental agency now having
9 or hereafter acquiring jurisdiction.

10 16. ENTIRE AGREEMENT. This Agreement, including all Exhibits,
11 constitutes the entire understanding between the parties and supersedes all other
12 agreements, oral or written, with respect to the subject matter in this Agreement.

13 17. INDEMNITY.

14 A. Consultant shall indemnify, protect and hold harmless City, its
15 Boards, Commissions, and their officials, employees and agents ("Indemnified
16 Parties"), from and against any and all liability, claims, demands, damage, loss,
17 obligations, causes of action, proceedings, awards, fines, judgments, penalties,
18 costs and expenses, arising or alleged to have arisen, in whole or in part, out of or
19 in connection with (1) Consultant's breach or failure to comply with any of its
20 obligations contained in this Agreement, including any obligations arising from the
21 Study's compliance with or failure to comply with applicable laws, including all
22 applicable federal and state labor requirements including, without limitation, the
23 requirements of California Labor Code section 1770 *et seq.* or (2) negligent or willful
24 acts, errors, omissions or misrepresentations committed by Consultant, its officers,
25 employees, agents, subcontractors, or anyone under Consultant's control, in the
26 performance of work or services under this Agreement (collectively "Claims" or
27 individually "Claim").

28 B. In addition to Consultant's duty to indemnify, Consultant shall

1 have a separate and wholly independent duty to defend Indemnified Parties at
2 Consultant's expense by legal counsel approved by City, from and against all
3 Claims, and shall continue this defense until the Claims are resolved, whether by
4 settlement, judgment or otherwise. No finding or judgment of negligence, fault,
5 breach, or the like on the part of Consultant shall be required for the duty to defend
6 to arise. City shall notify Consultant of any Claim, shall tender the defense of the
7 Claim to Consultant, and shall assist Consultant, as may be reasonably requested,
8 in the defense.

9 C. If a court of competent jurisdiction determines that a Claim was
10 caused by the sole negligence or willful misconduct of Indemnified Parties,
11 Consultant's costs of defense and indemnity shall be (1) reimbursed in full if the
12 court determines sole negligence by the Indemnified Parties, or (2) reduced by the
13 percentage of willful misconduct attributed by the court to the Indemnified Parties.

14 D. The provisions of this Section shall survive the expiration or
15 termination of this Agreement.

16 18. AMBIGUITY. In the event of any conflict or ambiguity between this
17 Agreement and any Exhibit, the provisions of this Agreement shall govern.

18 19. NONDISCRIMINATION.

19 A. In connection with performance of this Agreement and subject
20 to applicable rules and regulations, Consultant shall not discriminate against any
21 employee or applicant for employment because of race, religion, national origin,
22 color, age, sex, sexual orientation, gender identity, AIDS, HIV status, handicap or
23 disability. Consultant shall ensure that applicants are employed, and that
24 employees are treated during their employment, without regard to these bases.
25 These actions shall include, but not be limited to, the following: employment,
26 upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or
27 termination; rates of pay or other forms of compensation; and selection for training,
28 including apprenticeship.

1 B. It is the policy of City to encourage the participation of
2 Disadvantaged, Minority and Women-Owned Business Enterprises in City's
3 procurement process, and Consultant agrees to use its best efforts to carry out this
4 policy in its use of subconsultants and contractors to the fullest extent consistent
5 with the efficient performance of this Agreement. Consultant may rely on written
6 representations by subconsultants and contractors regarding their status.
7 Consultant shall report to City in May and in December or, in the case of short-term
8 agreements, prior to invoicing for final payment, the names of all subconsultants
9 and contractors hired by Consultant for this Study and information on whether or not
10 they are a Disadvantaged, Minority or Women-Owned Business Enterprise, as
11 defined in Section 8 of the Small Business Act (15 U.S.C. Sec. 637).

12 20. EQUAL BENEFITS ORDINANCE. Unless otherwise exempted in
13 accordance with the provisions of the Ordinance, this Agreement is subject to the
14 applicable provisions of the Equal Benefits Ordinance (EBO), section 2.73 et seq. of the
15 Long Beach Municipal Code, as amended from time to time.

16 A. During the performance of this Agreement, the Consultant
17 certifies and represents that the Consultant will comply with the EBO. The
18 Consultant agrees to post the following statement in conspicuous places at its place
19 of business available to employees and applicants for employment:

20 "During the performance of a contract with the City of Long Beach, the
21 Consultant will provide equal benefits to employees with spouses and its
22 employees with domestic partners. Additional information about the City of
23 Long Beach's Equal Benefits Ordinance may be obtained from the City of
24 Long Beach Business Services Division at 562-570-6200."

25 B. The failure of the Consultant to comply with the EBO will be
26 deemed to be a material breach of the Agreement by the City.

27 C. If the Consultant fails to comply with the EBO, the City may
28 cancel, terminate or suspend the Agreement, in whole or in part, and monies due or

1 to become due under the Agreement may be retained by the City. The City may
2 also pursue any and all other remedies at law or in equity for any breach.

3 D. Failure to comply with the EBO may be used as evidence
4 against the Consultant in actions taken pursuant to the provisions of Long Beach
5 Municipal Code 2.93 et seq., Contractor Responsibility.

6 E. If the City determines that the Consultant has set up or used its
7 contracting entity for the purpose of evading the intent of the EBO, the City may
8 terminate the Agreement on behalf of the City. Violation of this provision may be
9 used as evidence against the Consultant in actions taken pursuant to the provisions
10 of Long Beach Municipal Code Section 2.93 et seq., Contractor Responsibility.

11 21. NOTICES. Any notice or approval required by this Agreement shall
12 be in writing and personally delivered or deposited in the U.S. Postal Service, first class,
13 postage prepaid, addressed to Consultant at the address first stated above, and to City at
14 333 West Ocean Boulevard, Long Beach, California 90802, Attn: City Manager, with a copy
15 to the City Engineer at the same address. Notice of change of address shall be given in
16 the same manner as stated for other notices. Notice shall be deemed given on the date
17 deposited in the mail or on the date personal delivery is made, whichever occurs first.

18 22. COPYRIGHTS AND PATENT RIGHTS.

19 A. Consultant shall place the following copyright protection on all
20 Data: © City of Long Beach, California _____, inserting the appropriate year.

21 B. City reserves the exclusive right to seek and obtain a patent or
22 copyright registration on any Data or other result arising from Consultant's
23 performance of this Agreement. By executing this Agreement, Consultant assigns
24 any ownership interest Consultant may have in the Data to City.

25 C. Consultant warrants that the Data does not violate or infringe
26 any patent, copyright, trade secret or other proprietary right of any other party.
27 Consultant agrees to and shall protect, defend, indemnify and hold City, its officials
28 and employees harmless from any and all claims, demands, damages, loss, liability,

1 causes of action, costs or expenses (including reasonable attorney's fees) whether
2 or not reduced to judgment, arising from any breach or alleged breach of this
3 warranty.

4 23. COVENANT AGAINST CONTINGENT FEES. Consultant warrants
5 that Consultant has not employed or retained any entity or person to solicit or obtain this
6 Agreement and that Consultant has not paid or agreed to pay any entity or person any fee,
7 commission or other monies based on or from the award of this Agreement. If Consultant
8 breaches this warranty, City shall have the right to terminate this Agreement immediately
9 notwithstanding the provisions of Section 10 or, in its discretion, to deduct from payments
10 due under this Agreement or otherwise recover the full amount of the fee, commission or
11 other monies.

12 24. WAIVER. The acceptance of any services or the payment of any
13 money by City shall not operate as a waiver of any provision of this Agreement or of any
14 right to damages or indemnity stated in this Agreement. The waiver of any breach of this
15 Agreement shall not constitute a waiver of any other or subsequent breach of this
16 Agreement.

17 25. CONTINUATION. Termination or expiration of this Agreement shall
18 not affect rights or liabilities of the parties which accrued pursuant to Sections 7, 10, 11,
19 17, 19, 22 and 28 prior to termination or expiration of this Agreement.

20 26. TAX REPORTING. As required by federal and state law, City is
21 obligated to and will report the payment of compensation to Consultant on Form 1099-
22 Misc. Consultant shall be solely responsible for payment of all federal and state taxes
23 resulting from payments under this Agreement. Consultant shall submit Consultant's
24 Employer Identification Number (EIN), or Consultant's Social Security Number if
25 Consultant does not have an EIN, in writing to City's Accounts Payable, Department of
26 Financial Management. Consultant acknowledges and agrees that City has no obligation
27 to pay Consultant until Consultant provides one of these numbers.

28 27. ADVERTISING. Consultant shall not use the name of City, its officials

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

1 or employees in any advertising or solicitation for business or as a reference, without the
2 prior approval of the City Manager or designee.

3 28. AUDIT. City shall have the right at all reasonable times during the
4 term of this Agreement and for a period of five (5) years after termination or expiration of
5 this Agreement to examine, audit, inspect, review, extract information from and copy all
6 books, records, accounts and other documents of Consultant relating to this Agreement.

7 29. THIRD PARTY BENEFICIARY. This Agreement is not intended or
8 designed to or entered for the purpose of creating any benefit or right for any person or
9 entity of any kind that is not a party to this Agreement.

10 IN WITNESS WHEREOF, the parties have caused this document to be duly
11 executed with all formalities required by law as of the date first stated above.

12 KOA CORPORATION, a California
13 corporation
14 _____, 2017 By [Signature]
15 Name MIA ZHOU
16 Title Vice President

17 _____, 2017 By [Signature]
18 Name JOHN GUTIERREZ
19 Title CFO

"Consultant"

20 CITY OF LONG BEACH, a municipal
21 corporation
22 [Signature], 2017 By [Signature]
23 City Manager

EXECUTED PURSUANT
TO SECTION 301 OF
THE CITY CHARTER.

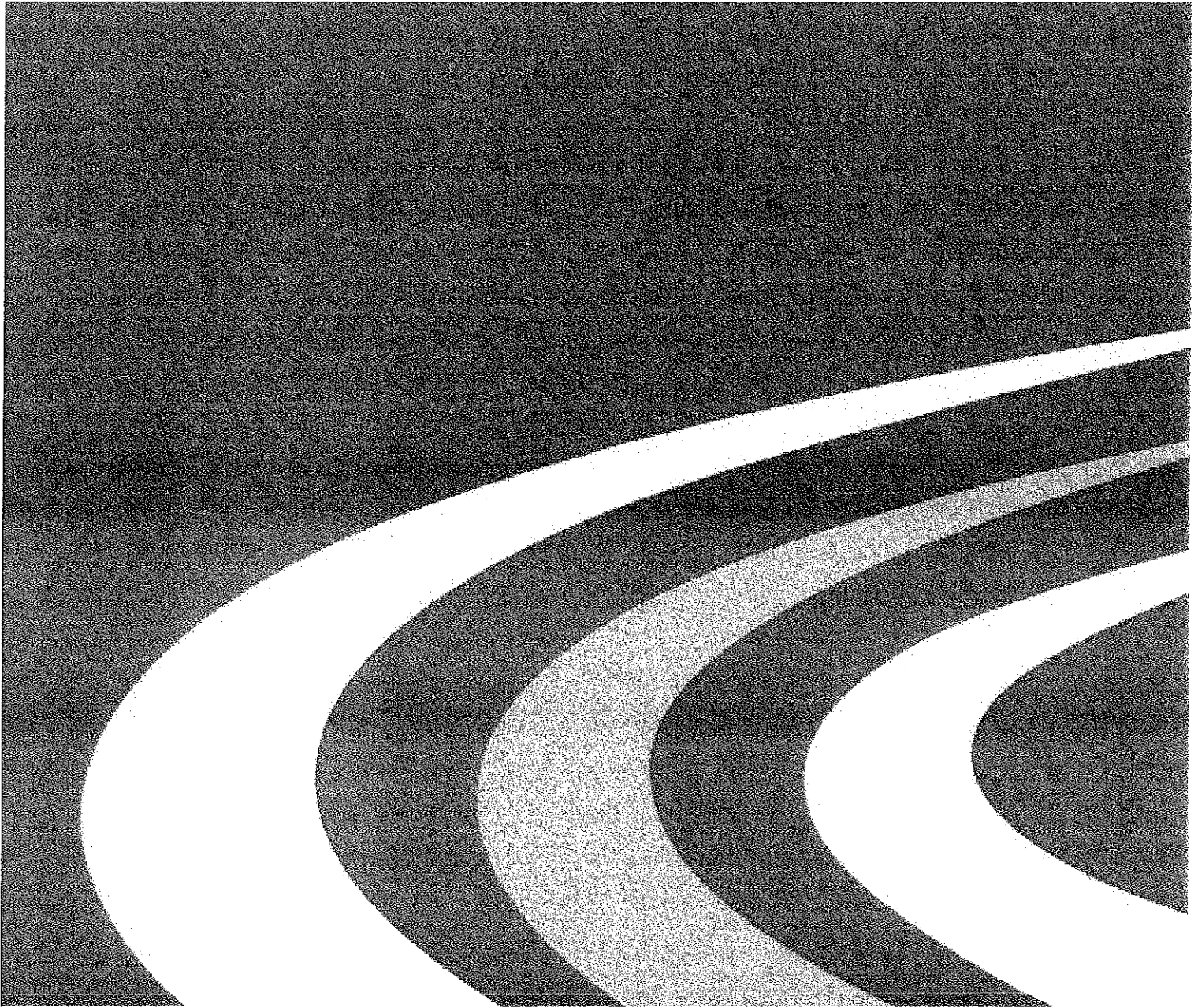
"City" Tom Modica
Assistant City Manager

24 This Agreement is approved as to form on 6/7, 2017.

25
26 CHARLES PARKIN, City Attorney
27 By [Signature]
28 Deputy

EXHIBIT “A”

Scope of Work



PROPOSAL
RFP NO. DV17-040
DOWNTOWN LONG BEACH AREA PARKING STUDY
CITY OF LONG BEACH

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March 17, 2017

Traci Fitzharris
City of Long Beach
Purchasing Division
333 West Ocean Boulevard, 7th Floor
Long Beach, CA 90802

RE: Proposal for the Downtown Long Beach Area Parking Study, RFP No. DV17-040

Dear Ms. Fitzharris:

KOA Corporation (KOA) appreciates the opportunity to submit a proposal to the City of Long Beach for conducting a parking study for the Downtown Long Beach Area. KOA has the expertise and resources required to assist the City in a timely and efficient manner. We are committed to working seamlessly with your staff and project team to ensure the successful delivery of this project. The following lists the key strengths the KOA team offers:

- KOA has a strong relationship working with the City staff. We have been providing traffic on-call services to the City since 2007 and have accomplished many high-profile and innovative projects for the City of Long Beach.
- We are extremely familiar with downtown Long Beach. The 3rd and Broadway Cycle Track Before and After Study KOA conducted has an in-depth evaluation of the parking demand and supply conditions in the downtown area. The Pine Avenue Streetscape and Long Beach Transit Mall Design projects provide us incomparable knowledge and insight for the traffic and parking conditions in the downtown area.
- In recent years, we have completed a number of large scale parking studies in Southern California, including the recently completed City of Tustin Downtown Parking Study, which includes more than 200 pages of the main report and 700 pages of appendices. The chapter for parking management strategy of the report is included in Appendix 3 of this proposal.
- We have assembled a project team that is experienced in the disciplines specifically required for a successful parking study. We have invited a highly qualified firm, RS&H, to join our team to provide expertise in parking management strategies, particularly for pricing strategies, parking funding, and financing. Mr. **Rick Mobley** is considered a national parking expert and has worked on unique projects all over the world. Not only has he worked on single-site projects but major downtown areas, special districts, and sport venues, including major NFL facilities and NCAA venues. In addition to his practical experience, he has served on the ITE Committee 6F-52 Shared Parking Planning Guidelines, where many of the shared parking concepts and applications were derived and documented in a technical report.

Our proposal summarizes our understanding of the project, our project approach, and describes several similar projects that reflect our experience, along with references familiar with our services and staff.

The KOA team, our project systems, and our entire management structure are geared toward providing flexible services to agencies such as yours. Every member of our proposed team is available to be committed to the projects assigned to us, beginning from the start date.

The project and contract will be managed by Mr. Frank Barrera, in our Orange office at 2141 W Orangewood Avenue, Suite A, Orange, CA 92868; Phone: 714.573.0317; E-mail: fbarrera@koacorp.com. Mr. Barrera recently managed and successfully delivered the Tustin Downtown Parking Study.

I will serve as Principal-in-Charge for this project. As a vice president and firm principal, I am authorized to negotiate on behalf of KOA Corporation.

Thank you for this opportunity to offer our services to the City of Long Beach. Should you have questions during the selection process, please contact me at (714) 573-0317.

Sincerely,
KOA Corporation



Min Zhou
Vice President

SCOPE OF PROJECT

PROJECT UNDERSTANDING

The City is seeking a “solution-oriented” approach and project team to complete parking studies for two challenging areas within City of Long Beach. The City is a mature and vibrant community. Long Beach, like most California communities, thrived and prospered while automobile mobility was expanded. Automobile mobility was improved, but over time continued growth has resulted in traffic congestion, greater parking requirements and environmental issues. In response, the City has taken on a bold vision to re-invest in the transportation system, but this time providing for a balance of investments that consider movement of people by all modes of transportation.

Long Beach remains a strong location for investment. New developments add traffic and parking demands. With the disposal of former Redevelopment Agency property for redevelopment, traffic demands will increase and parking supply decrease, further tightening an already constrained parking environment. The commercial success of the downtown area will involve providing a sense of personal security and adequate convenient parking. This can be supported by encouraging a balanced walkable and multi-modal environment. The management of parking is essential to a strong and vibrant downtown environment.

Policies

There have been numerous statewide and local transportation responses to the effects of this auto oriented transportation system. Statewide actions have included:

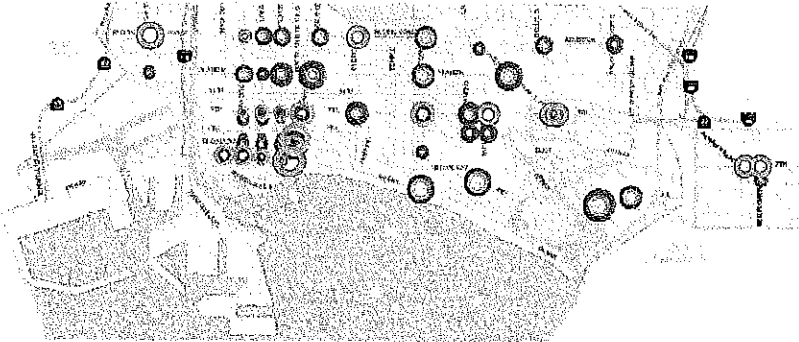
- The Complete Streets Act (Assembly Bill 1358)
- The Sustainable Communities and Climate Protection Act of 2008 (Senate Bill 375)
- Senate Bill (SB) 743

The City of Long Beach’s Complete Streets Program, the General Plan (including the Mobility Element and Land Use Element), and the Zoning Code) provide approaches to mobility and parking. The following is an excerpt from the General Plan:

“Long Beach is mostly a built-out City with a developed street network. Very limited opportunities exist to acquire additional rights-of-way to widen streets and to accommodate additional vehicular traffic. As a result, the City is aiming future improvements at making the existing mobility network more efficient by encouraging other modes of transportation (primarily walking, bicycling, and public transit) and by using innovation and technology to improve the flow of traffic along our corridors.”

Existing Conditions

Many streets and intersections are congested during peak drive times. This graphic from the General Plan (Figure 1 on the next page) shows the locations of congestion at intersections. The movement of traffic and provision for on-street parking often are in conflict with each other. With limited roadway width, there is frequently enough space for parking or an additional travel lane, but not both.



Legend

Level of Service (LOS)	AM	PM
A (Excellent Operation)	⊙	⊙
E (Very Good Operation)	⊙	⊙
C (Good Operation)	⊙	⊙
D (Fair Operation)	⊙	⊙
E (Poor Operation)	⊙	⊙
F (Forced Flow)	⊙	⊙

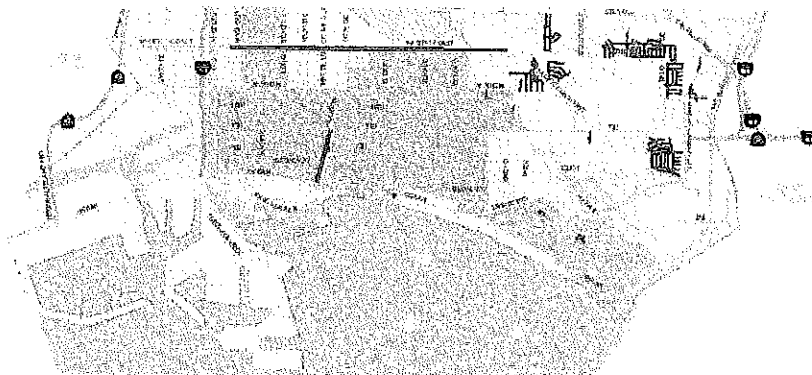
Figure 1: 2008 Congested Intersections

Current Parking Overview

On-street parking supply is reduced on a number of streets during peak driving times in order to provide more street capacity and less traffic congestion for vehicle travel. Other areas are shown to be "Parking Impacted" (Figure 3, referenced from the City General Plan), showing areas of high parking demand and limited off-street parking facilities. These will be reviewed by the KOA Team in order to determine their effectiveness.



Figure 2: Parking Restriction Signs in Downtown Long Beach



Legend

- ⊙ Parking Impacted Area
- Peak Period Restrictions
- Preferential Parking Streets

Figure 3: Existing Parking Impacted Areas, Long Beach

The City is also adopting a new Land Use Element of the General Plan (expected spring 2017), as well as kicking off efforts for a Climate Action and Adaptation Plan (CAAP) in accordance with AB 32, SB 375, SB 379, and relevant executive orders and California Air Resources Board scoping plans. Former RDA sites are being planned for medium-intensity, high quality development. However, the increased development may also increase the demand for parking, particularly on-street parking, in existing Downtown neighborhoods and in older neighborhoods which were developed in an era before the automobile ownership hit high levels.

The KOA team has conducted several city-wide or large scale parking studies in the last few years including Tustin Downtown Commercial Core Parking Study, Seal Beach Downtown Parking Regulations Study, Pasadena North Lake Avenue Parking Study, Los Angeles Metro East San Fernando Valley Transit Corridor Study (including a parking element), etc. These parking studies share similar scope of work as the Long Beach Parking Study. KOA has accumulated adequate experience and capability to deliver this type of study.

KOA has been providing traffic on-call services to City of Long Beach since 2007. We have established a strong relationship with the City staff, particularly over multiple large-scale and innovative bicycle-related projects. We are familiar with the City's on-going projects and needs assessment. We were part of the team for the 2030 Mobility Element and completed the 2009 update to the Bicycle Master Plan map. We have also completed the Transit Mall Design Build project for Long Beach Transit. This is the perfect project for us to take on for Long Beach, thereby utilizing our knowledge and experiences with the City.

SCOPE OF WORK

The KOA team will provide a comprehensive review of public parking management strategies, practices and opportunities. We will complete a comprehensive inventory of parking utilization. The KOA Team has outlined this sequence of tasks that will provide an inventory and understanding of current parking supply and demand. It will provide a solutions oriented approach and strategy for parking management that will position the City of Long Beach to best utilize available resources, and capitalize on opportunities that are identified.

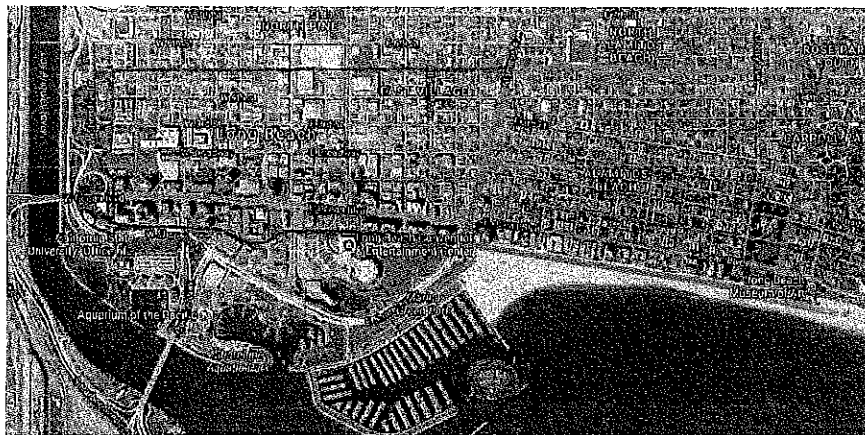


Figure 4: Project Study Areas 1 & 2

As shown in Figure 4, this project includes two study areas:

- • Project Area 1 – Downtown
- • Project Area 2 – Alhambra

In order to provide for efficiency in completing the project, the first tasks will be completed for both locations. Task 6

Parking Management Plan, Task 7 Implementation Strategies and Task 8 Final Report will be prepared separately for each project area. Two separate final reports will be prepared.

Task 1: Project Management

KOA will coordinate and communicate ongoing and future efforts with the City Long Beach. This will ensure that project tasks and milestones are completed on schedule and within budget. Additionally, KOA will provide the following:

- Monthly written progress reports to the City's Project Manager documenting progress to date, work for the upcoming period, and any critical issues.
- Monthly invoices to the City's Project Manager documenting by task, the total budget, expenses to date, expenses for the period, staff time allocated, and percent completed.
- Coordination with the City's Project Manager to establish a monthly meeting or conference call to discuss the schedule, issues, progress and upcoming tasks.
- Participation in City Staff, Chamber of Commerce, Planning Commission, LBTAPS, stake holders and City Council meetings as necessary.
- Provide materials necessary for meetings, such as agendas and action items, meeting minutes, handouts, displays, presentations, etc.

Upon obtaining Notice to Proceed of the project, KOA will conduct a project Kick-off meeting. A project management plan will be submitted which will include a refined scope of work and schedule for the City of Long Beach to review.

Task 2: Meeting with City Staff and Focus Group Meetings

KOA will conduct a meeting/focus group meeting with City staff and other members of the business and residential community to further define key issues, concerns, how to balance parking demand across multiple users, and desired study outcomes to be addressed in this project.

There are several critical issues to consider including:

- A full understanding of the concerns of the advocacy group such as Long Beach Transportation And Parking Solutions (TAPS) related to parking
- Discussion of limitations placed on parking spaces
- Review of parking impacted neighborhoods and areas
- Input on the desire by some for diagonal parking
- Review of potential parking management strategies

These issues and many others will be reviewed during the meetings. KOA has extensive experience presenting and communicating at outreach meetings.

TASK 1 DELIVERABLES

A project management plan will be prepared including refined scope of services and schedule. Meeting minutes and contact information will be provided.

The City of Long Beach has identified a number of ideas or approaches to further manage existing parking resources. These and other management strategies will be fully explored by the KOA Team in this project.

- Sharing the parking facilities of businesses within a district.
- Dedicating the most convenient spaces for priority users.
- Providing parking access and information signs so that motorists can easily find available parking locations.
- Using pricing strategies to influence travel and parking behavior.
- Using valet parking systems.
- Using automated parking systems to reduce the amount of land needed to meet parking demands.

Task 3: Review Existing Studies and Parking Policies

KOA will perform a comprehensive review of existing studies, plans and policies that may have an impact on the development of this project. KOA is familiar with this region and related parking documents, and we anticipate further resources will be identified in the focus group meeting. The information will be analyzed and used to develop a balanced parking management approach for visitors, businesses and residents within the context of the existing State and local regulatory environment (Downtown Plan, General Plan including the Mobility Element and Land Use Element, Bike Master Plan, AB32, Complete Streets Act, etc.).

Citywide or downtown parking plans, especially successful stories such as for City of Santa Monica and City of Berkeley will be reviewed. New technologies, such as smart phone app ParkMe will also be explored.

Based on the review of data and input from stakeholders, KOA will develop a problem statement summarizing issues and concerns. We will describe goals and objectives for the study to address.

Task 4 - Data Collection

The KOA team will conduct a comprehensive review of all on-street and off-street parking (both publicly and privately owned) facilities in the two study areas. Figure 5 shows a graphic developed by KOA from a previous project in Long Beach that analyzed parking demand for 3rd Street and for Broadway as part of a cycle track before and after study project. Similar graphic for inventory will be developed for overall study area for this project. The tasks to be undertaken include:

- A. Create a parking inventory that includes:
 - i. City-owned parking garages /lots
 - ii. Private-owned parking garages/lots open to the public
 - iii. Commercial buildings, plazas, gas stations, etc. that only provide parking to their tenants/customers
 - iv. Residential buildings that only provide parking to their residents
 - v. On-street parking
- B. Compile the operation hours, parking rates (fees) and restrictions for the entire parking inventory
- C. Survey all on-street parking restrictions (white, green, yellow and red zones and street sweeping restrictions)
- D. Compile the availability, utilization, turnover and duration for the entire parking inventory.

TASK 3 DELIVERABLES

Summary of documents reviewed, lesson learned from other agencies, city policies, stakeholder input and development of project goals and objectives.

TASK 4 DELIVERABLES

The parking space inventory will be summarized in tabular, graphic and GIS database format. The inventory will be segregated by sub areas for subsequent analysis. Parking occupancy data will also be summarized by time period and geographic location to identify the key problem areas. All GIS, database and graphic data files will be provided to the City in electronic file format for future use. Table 1 and Figure 8 are the sample parking study deliverables KOA has created for the recently submitted City of Tustin Downtown Parking Study.

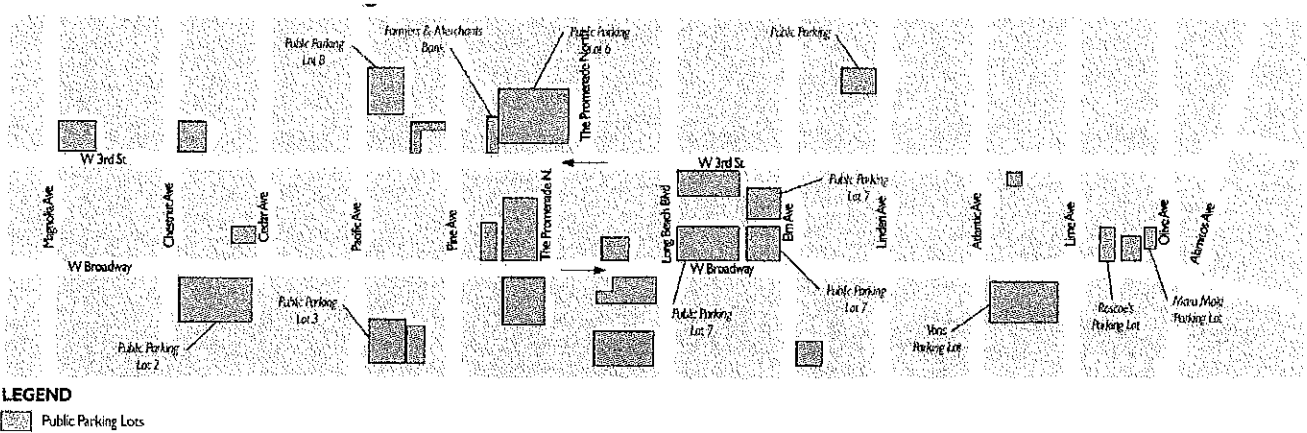


Figure 5: Available Off-Street Parking, 3rd Street and Broadway, Long Beach

Data Availability

It is our understanding that the City will provide to the Consultant the data for all City-owned parking garages and lots within the study area as shown in Figure 6.

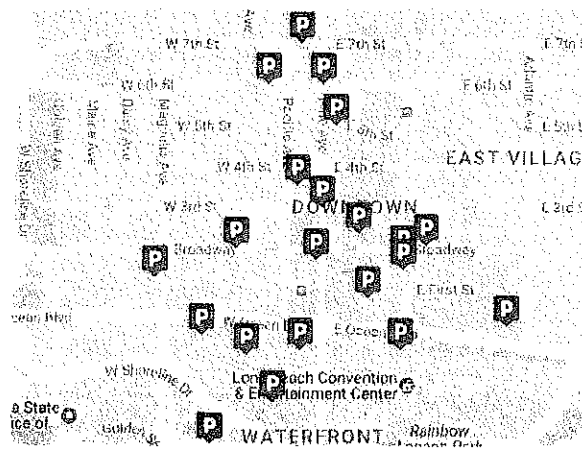


Figure 6: City-owned Parking Garages/Lots in Downtown Long Beach

Assuming the City would provide achieved historical data, KOA will analyze the parking data in the last twelve months to demonstrate the daily, weekly, monthly and seasonal fluctuations of parking demand and availability of these parking facilities that are open to the public. This analysis could supplement the parking surveys undertaken during this study to provide a more comprehensive picture of parking demand and availability in the study areas. The KOA team commands a strong knowledge and skill set of data processing and interpreting. We are capable of analyzing data of massive size.

Inventory and occupancy/turnover of privately-owned parking facilities that are only open to their tenants/residents/customers would provide a complete picture of parking supply/occupancy for the study area. However, obtaining this data is dependent on the willingness of private owners to share their data or to allow the KOA team to collect their data. KOA understands that it is our responsibility to secure access from the private facility owners. The City will assist with this task, as needed.

Parking Utilization Survey

For the occupancy of privately-owned parking facilities and on-street parking spaces in the two study areas, KOA will work with the City to design parking utilization surveys during which the occupied parking spaces will be counted. KOA has previously developed similar information from a previous project for the City of Long Beach for 3rd Street and Broadway as shown in Figure 7. The two objectives of conducting a utilization survey are to analyze the adequacy of existing supply at respective parking facilities for the peak period as well as non-peak period and to determine the extent of potential parking demand fluctuations during the survey period. KOA proposes general time frames for the utilization survey as follows:

- A typical Wednesday, from 7 a.m. to 9 p.m. for Study Areas A and B
- A typical Saturday, from 10 a.m. to 11 p.m. for Study Area A
- A typical Saturday, from 10 a.m. to 9 p.m. for Study Area B

The actual survey time frames might vary based on the land use category, operation hour, restriction, etc. of each parking facility. The basic approach is to walk the study area noting parking occupancy hour-by-hour.

Our vendor, Counts Unlimited, will conduct the parking utilization surveys for study area 1; another vendor Aim Traffic Data, will conduct the parking utilization surveys for study area 2. Due to the large scale of the two study areas, this arrangement would allow us to conduct the surveys at the same day for the Wednesday survey and the Saturday survey. Both vendors have supported us with similar parking studies in the past.

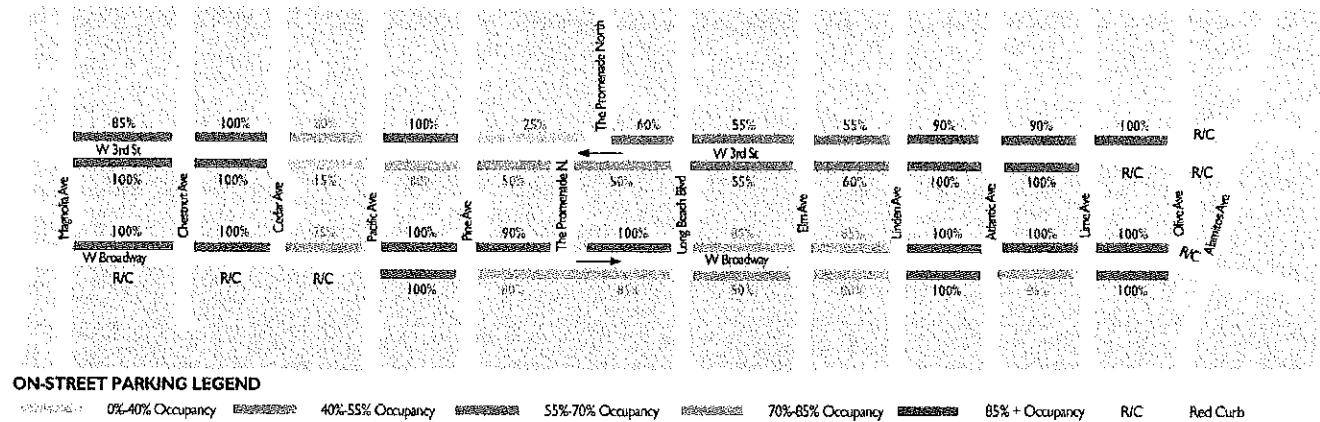


Figure 7: Existing On-Street Parking Occupancy, 3rd Street and Broadway, Long Beach

Parking Duration/Turnover Survey

Duration surveys will be conducted by noting license plate numbers of parked vehicles once per hour in limited locations. Plate numbers are then matched to determine how long a single vehicle occupied a space. The information from the surveys will determine occupancy levels and the parking duration characteristics associated with various land uses and lots (i.e., does one lot have higher turnover than another, do certain lots tend to be used by commuters, or does one street have longer term parking for restaurants?).

Average parking duration is used to evaluate the effectiveness and/or appropriateness of time and duration restrictions. It will also help in quantifying the demand for short-term versus long-term parking by land use type and will provide data on violations and other problems by type of parking supply.

Parking duration surveys will be conducted by our two sub-consultants. The survey time frames would be the same as those of the parking utilization surveys.

Data Management and QA/QC

The administrative process of acquiring, validating, storing, and processing the various types of parking data will be conducted throughout the project and at multiple levels the process. KOA will conduct the data management and quality assurance by implementing several methods which include the following:

- KOA staff will develop a list of all on-street and off-street parking facilities that need to be surveyed after a thorough field review.
- KOA staff will conduct a spot check review of on-street and off-street parking facilities and verify the information such as parking supply, operation hours, parking rates, restriction etc. that are provided by our sub-consultants.
- KOA staff will coordinate with sub-consultants before the parking utilization/duration/turnover surveys and discuss the details of the survey methodology.
- KOA staff will coordinate and monitor the parking utilization/duration/turnover surveys.

Development Area	Weekday Peak Parking Demand		Weekend Peak Parking Demand		Parking Supply (Weekday & Weekend)		Surplus (Weekday)		Surplus (Weekend)	
	Lots	On Street	Lots	On Street	Lots	On Street	Lots	On Street	Lots	On Street
DA-1	201	49	99	41	576	117	375	68	477	76
DA-2	252	35	294	42	612	72	360	37	318	30
DA-3	848	20	781	20	1,962	68	1,114	48	1,181	48
DA-4	725	315	389	257	1,447	524	722	209	1,058	267
DA-5	1,271	28	936	27	2,255	84	984	56	1,319	57
DA-6	472	58	406	68	1,044	211	572	153	638	143
Total	3769	505	2905	455	7,896	1,076	4,127	571	4,991	621

Table 1: Sample Parking Supply/Demand Tabular Data, Tustin Downtown Parking Study

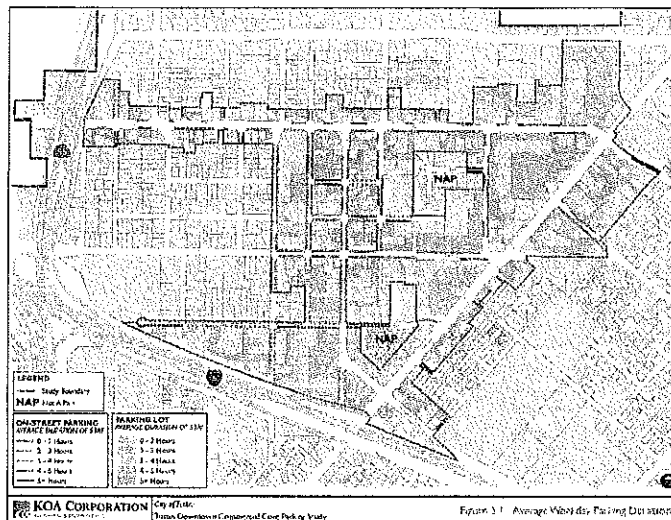


Figure 8: Sample Parking Occupancy GIS/Graphic Data, Tustin Downtown Parking Study

Task 5. Survey On-street Parking Restrictions

KOA conducted on-street parking occupancy survey as part of the 3rd Street and Broadway cycle track project a few years ago. We are familiar with the on-street parking restriction regulation in the City.

KOA will review the California Vehicle Code (CVC) and all available city information pertaining to parking use restrictions for on-street and off-street public parking spaces and private spaces for white, green, yellow and red zones. Inventory information on parking restrictions will be provided by the City. KOA will complete a field check of these use restrictions and develop GIS files containing pertinent parking data. The information will be presented in both tabular and graphic format.

The on-street hourly restriction varies on different streets and areas. For example, as shown on Figure 9, parking along Pine Avenue in downtown area has a restriction of 24 minutes. Other streets have mostly 2 hours parking restrictions. Parking meters have been installed for on-street parking for most of the downtown area.

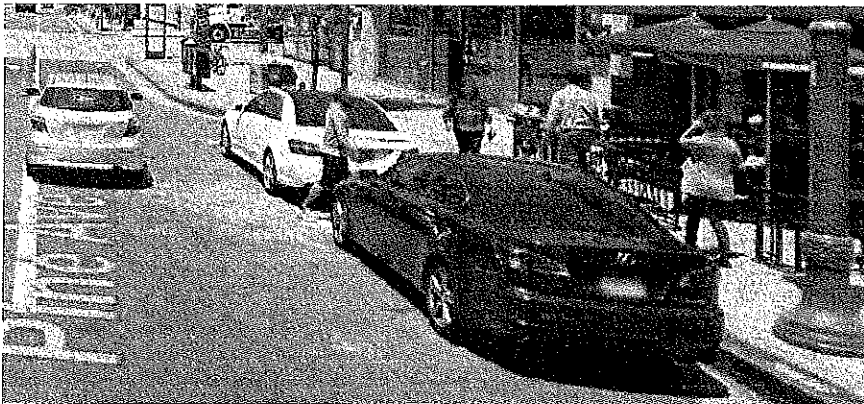


Figure 9: Pine Avenue On-street Parking Regulation

This information will be used to determine whether the restrictions should be revised. We will also be able to review and confirm that current code requirements (for example ADA Accessible blue zones) are being met.

PROJECT AREA I – DOWNTOWN

Task 6. Develop Potential Parking Management Strategies and Recommendations

Parking management involves ensuring that the existing inventory of parking is efficiently used by those who need it most. The purpose of parking management is to effectively prioritize and match user profiles to the available supply. Our goal will be to bring a focus on management strategies that better allocate and prioritize parking resources.

The first step will be to identify user types and associated parking demands. User types can include: deliveries, employees, residents, visitors, work related and customers. Additionally, parking typically works on a first come – first served basis, so that if employees arrive to the area first, they often get priority.

The KOA team is proposing a parking management toolbox approach. This will involve utilizing the information to consider these factors:

1. Pricing – review pricing and other restrictions on parking to optimize the parking system usage.
2. Demand – use TDM, transit, walkability strategies to reduce the level of parking demand
3. Location – examine parking location tools that move certain types of parking demand away from high utilization “hot spots”.
4. Time – investigate where parking time tools are needed to better encourage turnover in areas where turnover will support retail and other business uses. Also, to protect residential uses from parking encroachment by other uses.

KOA will identify parking management strategies to address the City’s parking needs. This will include but not be limited to parking restrictions, shared parking opportunities, static and electronic parking signs/systems, satellite parking lots and park and ride opportunities. Opportunities to leverage cell phone applications use will also be evaluated.

6.1 Parking Pricing Strategy

KOA will recommend parking management and pricing strategies for public parking lots or garages (owned by the City) and on-street parking. This will include considering options to integrate private facility parking for public use. The City of Long Beach has identified creating a mechanism to adjust the pricing and hours available for on street parking to be better coordinated with off- street parking. Coordinating fees for both off-street and on-street parking is a method to limit duration and increase the opportunity to find a parking space. These benefits will be examined on a block by block basis in order to efficiently match parking price with demand and economic development/quality of life benefits. Other pricing management tools will be explored by KOA including examining pricing with time limits and variable pricing for high demand spaces. Currently, traditional parking meters are installed for most of the on-street parking in downtown Long Beach (Figure 10).



Figure 10: Parking Meters in Downtown Long Beach

6.2 Travel Demand Management

The focus of travel demand management for this study is essentially the parking demand management. The Mobility Element of the City's General Plan was adopted in October 2013 and laid out a blueprint for an efficient and balanced multimodal mobility network. KOA was on the team that updated the Mobility Element and is familiar with Long Beach's various strategies and efforts to promote non-motorized transportation modes.

Long Beach Transit currently has 33 fixed bus routes and a fleet of 220 buses. KOA has worked for the agency on a few projects. The Long Beach Bike Share Program debuted approximately a year ago with 100 bikes currently in downtown and midtown (Figure 11). It is being expanded into 500 bikes system-wide this spring. KOA designed the cycle tracks for 3rd Street and Broadway, bike sharrows for Vista Street and Daisy Street in Long Beach. KOA understands how to leverage the transit service and active transportation facilities to effectively reduce vehicle travel and parking demand.

KOA will describe the effectiveness and application of parking demand management strategies such as peer to peer rideshare programs, expanded bike share, etc. Trip reduction strategies have become an important tool for implementing California's new SB 743 legislation. KOA will explore parking demand management strategies that will attempt to increase the efficiency of parking to meet the parking demand of the study area.

- Transit incentives or subsidies
- Transit service increase
- Bicycle lanes/routes/paths, sharing and parking
- Ridesharing
- Car sharing
- Transportation networking service (UBER, LYFT)
- Flexible work schedules
- Incentives for carpools, vanpools, electric vehicles and flex cars
- Promotional/educational information on parking and multi-modal options

The strategies that impact the demand or usage of the system are described as Travel Demand Management (TDM) strategies. Ingredients that make TDM programs effective include: parking management programs; convenient transportation options such as transit, bicycle and pedestrian facilities; educational and promotional outreach programs and incentives like subsidized bus passes that encourage transportation choices beyond driving alone. TDM is a more cost-effective strategy than continually trying to build and expand roadway systems to meet peak travel demand, and it creates significantly fewer community and environmental impacts.

The KOA Team will provide an estimate of potential reduction of parking demand from TDM strategies for the Alamitos area. We will use tools to estimate parking demand reduction that have been developed by California

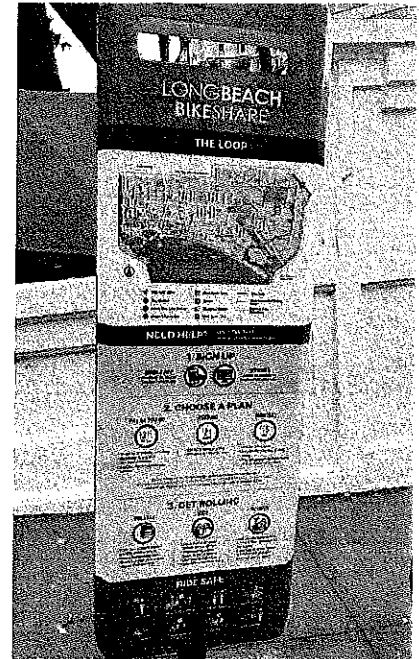


Figure 11: City of Long Beach Bike Share Station

Air Pollution Control Officers Association (CAPCOA) and other sources (Figure 12).

6.3 Parking Location Management

We will describe management strategies related to the following:

Wayfinding

KOA will review current wayfinding and make recommendations. We will describe opportunities for improved directional and facility signage that may reduce motorist uncertainty by assuring them that spaces are available near their destination. Both traditional signage and new technology can improve information to users on availability and location of spaces. It can be coordinated to guide certain types of parking users to the best parking management locations. This review will also include identifying use of technology and parking apps to improve wayfinding.

While preparing this proposal, the KOA team has had several discussions with staffs at ParkMe (Figure 13), a leading website and smart phone apps that provides real time parking rates and availability in major cities globally. ParkMe currently covers all the public and private owned parking garages/lots that are open to the public. They are interested in incorporating the on-street parking information into their database to better serve the Long Beach communities.

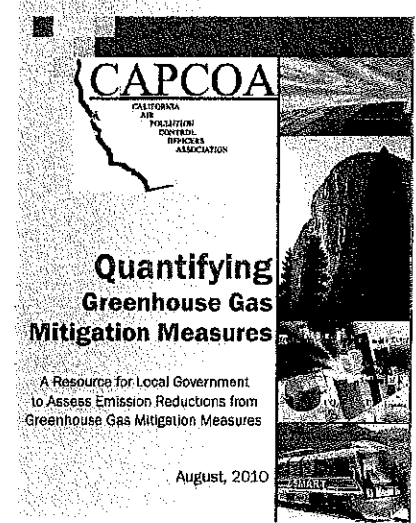


Figure 12: Quantifying Green Gas Mitigation Measures, CAPCOA

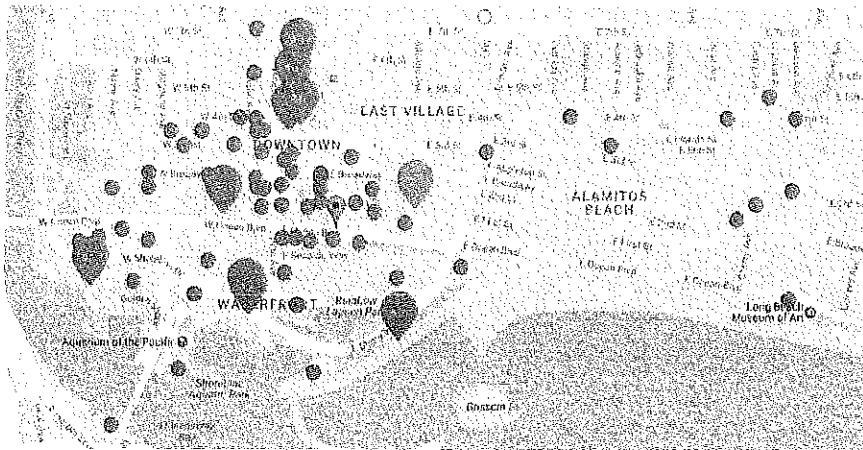


Figure 13: Real Time Parking Information Provided by ParkMe

Shared Parking

The General Plan identified this objective – to establish a public or shared supply of parking within a park-once pedestrian area. Currently, much of Long Beach’s parking supply exists in private off –street facilities that are dedicated to specific uses and are inaccessible to the general public. Shared parking allows property owners to share a common parking facility so that two or more distinct uses can share the same parking supply rather than maintaining two separate facilities. KOA will investigate opportunities for shared parking

that would make better use of the aggregate spaces that are available. Opportunities will be explored where uses may have peak parking demands that differ by time of day, and those different uses may be able to share fewer total parking spaces than the total they would need if each were providing its own spaces.

Preferential Parking Districts on a Block-by-Block Basis

KOA will review the parking utilization and turnover data to make recommendations on preferential parking districts. The City already uses preferential parking districts in some locations that require parking permits. Locational aspects can be pre-determined by restricting parking to certain uses, such as residential uses, deliveries, or specific uses. Residential parking permits protect residential areas and provide parking particularly where parking is not available on residential lots. But these needs and other needs will be balanced as solutions are explored.

6.4 Parking Time Management

Time management tools limit the amount of time some or all users can remain parked in certain areas. Such tools promote turnover in high demand areas and work to shift users with longer term parking needs into off-street facilities or more remote locations. The parking restriction data will be reviewed, and used to develop recommendations.

Task 7: Implementation Strategies

The following implementation strategies will be assessed:

- Parking assessment district / Funding and Revenue Sharing
- Applicability of diagonal parking
- Integrating parking and multi-modal transportation systems.

Parking Assessment District/Funding and Revenue Sharing

The intent of a parking district is to consider the existing parking supply on a district-wide, aggregate basis rather than as individual lots (public or private). A revenue-sharing parking district allows a district to share in the revenue generation associated with pricing for an area's on and off-street spaces. This can bring decision-making related to pricing and shared parking strategies to a district, in that the incentive for enhancing revenues to be shared by the District may encourage further cooperation. KOA will work with the city to determine such opportunities.

Applicability of Diagonal Parking

Diagonal parking is provided on many of the one-way streets locations and on segments of 4th Street, 5th Street, Linden Avenue, Lime Avenue, Olive Avenue and Cedar Street. The potential to expand the use of diagonal parking downtown will be explored. This will involve circulation review, as increasing diagonal parking with impact travel lanes or require change from two-way to one-way traffic. Based on input from the city and from

TASK 7 DELIVERABLES
Parking management evaluation and findings

stakeholders on desired locations, KOA will complete a review of the feasibility in converting parallel parking to diagonal parking and provide a general assessment of parking space increase. This generally involves measuring the roadway cross section to determine if space is adequate for conversion to angled parking. Blocks that have sufficient space are then reviewed to determine the number of spaces that could be gained, as well as potential impacts such as lane alignment with adjacent blocks or traffic signals, intersection visibility, and impacts to ADA spaces or loading zones.

Integrating Parking and Multi-modal Transportation Systems

Providing alternative transportation systems was identified in the General Plan as a parking management strategy. KOA will explore these potential strategies to further integrate trip making and parking demand with multi-modal strategies will be defined. These include some of the following

- A. Car-sharing
 - i. Describe car-sharing programs as a better use of the overall transportation system.
- B. Bicycling and Pedestrian Programs and Facilities
 - i. Describe the connection of the bicycle network with parking demand.
 - ii. Describe bike-sharing programs to complement the overall transportation system.
- C. Travel Demand Management (TDM)
 - i. Encourage private developers and employees to utilize ideas from this plan to manage parking demand through creative strategies.
 - ii. Describe how Transportation Management Associations or organizations can work with property/business owners and employees on TDM –related parking strategies.
- D. Transit
 - i. The connection of the transit network with parking demand.
 - ii. Methods to increase transit use by employees and other groups.

Task 5: Draft Report / Final Report - Downtown

KOA will submit for City staff review the draft report and of all work assembled. We will be available to discuss the analysis/recommendations. Upon receipt of comments, KOA will incorporate them and submit the final report. We will deliver:

1. Five (5) bound hard-copies of the Final Report
2. One camera-ready reproducible (unbound) copy
3. Any maps and/or drawings (GIS or AutoCAD format) included in the report
4. Electronic version of the report in Microsoft Word and in Adobe PDF format

PROJECT AREA 2 – ALAMITOS BEACH

The evaluation of Alamitos Beach parking will focus on parking strategies for the various user groups, with attention provided to the unique residential related parking demand and utilization of this area.

Task 6. Develop potential parking management strategies and recommendations

The parking management strategy for Alamitos Beach responds to a different set of challenges. This is primarily a residential area with smaller commercial and service uses. It is an area in which other non-residential and commercial parking demand utilizes public streets for parking and downtown parking demand is encroaching. It is also an area that

was developed before the era of high automobile usage, when household vehicle ownership was lower. Thus parking supply is limited even when current residential parking demands are considered.

For this project area, the KOA Team will follow the same parking management toolbox approach as described for downtown. This will involve utilizing the information to consider these factors: pricing, demand, location and time.



Figure 14: Typical On-street Parking in Study Area 2

6.1 Parking Pricing Strategy

KOA will recommend parking management and pricing strategies on-street parking as well as any off-street parking that impacts the area. Pricing strategies in this area will be oriented toward restrictions and regulations, and less towards pricing. This review will focus on review of current policies for residential parking permits.

6.2 Parking Demand Management

KOA will describe the effectiveness and application of transportation demand management strategies in the similar way as for the downtown study area. Since study area 2 is mainly a residential area, the TDM strategies will focus on:

- Transit service increase
- Bicycle lanes/routes/paths, sharing and parking
- Ridesharing
- Transportation networking service (UBER, LYFT)
- Promotional/educational information on parking and multi-modal options

As with the downtown area, the KOA team will provide an estimate of potential reduction of parking demand from TDM strategies for the Alamitos area.

6.3 Parking Location Management

Shared Parking

The General Plan identified this objective – to establish a public or shared supply of parking within a park-once pedestrian area. This will be further explored in this project, but will be more challenging in this residential oriented area. Churches may provide one opportunity for shared parking. Currently, much of Long Beach's parking supply exists in private off-street facilities that are dedicated to specific uses and are inaccessible to the general public. The impact of shared parking to reduce parking demand in the Alamitos Beach area will be described.

Preferential Parking Districts on a Block-by-Block Basis

KOA will review the parking utilization and turnover data to make recommendations on preferential parking districts. The City already uses preferential parking districts in some locations that require parking permits. Residential parking

permits protect residential areas and provide parking particularly where parking is not available on residential lots.

6.4 Parking Time Management

Time management tools limit the amount of time some or all users can remain parked in certain areas. KOA will get input on how current parking restrictions are working, and look to refine this strategy based on input related to desired outcomes. The applicability of time restrictions for residential uses will be explored.

Task 7 Implementation Strategies

The following implementation strategies will be assessed:

- Parking assessment district
- Integrating parking and multi-modal transportation systems.

Parking Assessment District / Funding and Revenue Sharing

The Alamitos Beach area will be examined as a district. The intent of a parking district is to consider the existing parking supply on a district-wide, aggregate basis rather than as individual lots (public or private). The potential for this area to become a revenue-sharing parking district allows a district to share in the revenue generation associated with pricing for an area's on and off - street spaces. This can bring decision-making related to pricing and shared parking strategies to the District, in that the incentive for enhancing revenues to be shared by the District may encourage further cooperation. KOA will work with the city to determine such opportunities.

Integrating Parking and Multi-modal Transportation Systems

Compared with the Downtown study area, the Alamitos Beach area has less transit service and active transportation facilities. KOA will focus on evaluating where and how to enhance the transit service and bicycle facilities in this study area to reduce parking demand.

Task 8: Draft Report / Final Report Alamitos Beach

KOA will submit for City staff review the draft report and of all work assembled. We will be available to discuss the analysis/recommendations. Upon receipt of comments, KOA will incorporate them and submit the final report. We will deliver:

1. Five (5) bound hard-copies of the Final Report
2. One camera-ready reproducible (unbound) copy
3. Any maps and/or drawings (GIS or AutoCAD format) included in the report
4. Electronic version of the report in Microsoft Word and in Adobe PDF format

TASK 7 DELIVERABLES Parking Management Evaluation and Findings

EXHIBIT “B”


Rates or Charges

Labor & Costs

Our cost proposal and scope of work include the KOA's labor, indirect costs, and our subconsultant costs.

KOA has established billable rates for staff hours and expenses based on our audited actual staff salaries, overhead rate, fringe benefits, and general administrative tasks. The billable rates do not include mark-ups on reimbursable items and no additional payment will be made for those items.

SCHEDULE

PROJECT SCHEDULE	2017								2018						
	Month 1 (May)	Month 2 (June)	Month 3 (July)	Month 4 (August)	Month 5 (September)	Month 6 (October)	Month 7 (November)	Month 8 (December)	Month 9 (January)	Month 10 (February)	Month 11 (March)	Month 12 (April)	Month 13 (May)	Month 14 (June)	Month 15 (July)
Task 1: Project Management															
Task 2: Project Meetings															
Kickoff meeting	■														
Project meetings with city staff		■			■		■		■		■				
Meeting with advocacy group			■								■				
City council meeting														■	
Task 3: Review Existing Studies and Parking Policies															
Task 4: Parking Data Collection															
Data collection plan and coordination	■	■													
Inventory, supply, operation hours and parking rates			■												
Utilization, duration/turnover survey				■											
City-owned parking garage data		■	■												
Task 5: Survey On-street Parking Restrictions															
Task 6: Parking Management Strategies and															
Parking pricing, funding and financing					■	■									
Travel demand management					■	■									
Parking location and time management					■	■									
Task 7: Implementation Strategies															
Parking assessment district							■	■							
Applicability of diagonal parking							■	■							
Integrating parking and multi-modal transportation systems							■	■							
Task 8: Drafted and Final Reports															
First draft										■	■				
Second draft												■	■		
Final report														■	
															

KOA Corporation's Cost Proposal - Count Vendor Cost Breakdown
Downtown Long Beach Area Parking Study

Task Number	Task Name	Avg Hourly Rate	Study Area 1			Study Area 2			Total Cost
			Hours	Equipment	Cost	Hours	Technicians	Cost	
4	Parking Inventory, Occupancy and Duration Surveys	-	-					-	
	Weekday (Wednesday)	\$45	14	25	\$15,750	14	25	\$15,750	
	Weekend (Saturday)	\$45	13	25	\$14,625	11	25	\$12,375	
5	On Site Parking Restrictions	\$45	100		\$4,500	100		\$4,500	
Total					\$34,875			\$32,625	\$67,500

EXHIBIT “C”

City’s Representative:

Director of Development Services or Designee

EXHIBIT “D”

Materials/Information Furnished: None

EXHIBIT “E”

Consultant’s Key Employee:

Frank Barrera