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City of Rochester   May 5, 2005
Department of Community Development
City Hall, 30 Church Street, Room 125B
Rochester, New York 14614
ATTN: Linda M. Stango, Commissioner

Dear Commissioner Stango,:

SRF & Associates is pleased to provide you with a *revised* Proposal for professional services to assist the City in determining the current parking supply and demand conditions at the Charlotte Beach area in the City of Rochester.

SRF & Associates is well qualified to undertake the study project. We have familiarity with the Charlotte Beach area, proper parking survey methods and experience in performing similar parking studies for a variety of land uses. We understand that adequate and convenient parking is critical for the success of future development and growth in this area, particularly in view of the future demands generated by the fast ferry service, and the potential development opportunities associated with it.

We are ready to start the project immediately and anticipate delivery of a final report summarizing the findings of the study to suit your scheduled needs. A detailed, task specific schedule can be determined after the assignment has been awarded.

A probable scope of services is attached as Attachment A. The Professional Services Fee is estimated at a lump sum fee of $9,950. This fee assumes use of City supplied interns for various study tasks and duration.

We welcome the opportunity to help strengthen the attractiveness of the Charlotte Beach area as a destination and gathering place for work, recreation, and visitor enjoyment.

Sincerely,

SRF & ASSOCIATES

Stephen R. Ferranti, P.E., PTOE
Principal Traffic Engineer

ATTACHMENT A

CHARLOTTE BEACH AREA PARKING STUDY
SCOPE OF SERVICES
(rev. May 4, 2005)

WORK TASKS:

I.   SUPPLY/DEMAND STUDY

1. Meet and coordinate with representatives of City to further clarify study objectives, confirm the study area and parking analysis and projected schedule.
2. Review pertinent reports, studies, and statistical data regarding the study area provided by City. Included in this information should be land use data provided by the City (building square footage data on a building-by-building basis; also identifying type of land use).
3. Identify and contact major parking generators in the study area including the City, to understand their concerns and interests.*(city intern use)*
4. Inventory the on-street and off-street parking spaces for the study areas shown on the attached Study Location Map. Record the number of spaces and the type of access control (if any is in place, e.g. metered, time limited, etc), and parking rates. *(city intern use)*
5. Record the number of vehicles parked by area location during the inventory process.
6. Perform origin/destination study at Parking Lots #1 thru 5 for one collection period that includes surveys performed on Wednesday, Saturday and Sunday. A questionnaire with a maximum of four survey questions with four potential answers will be developed by City staff and SRF. The O/D survey will be performed over a four hour sampling period on each survey day. The survey hours will be determined by the City. SRF will provide overall survey guidance and direction, and one survey person. A maximum of four survey staff will be provided by the City to assist in performing the O/D survey. All survey data processing and summaries will be completed by SRF. *(city intern use)*
7. Perform parking occupancy counts on all designated parking locations within the study area. The counts will be recorded during two(2) collection periods over months of July and August. Each collection period will include three collection days (Wednesday, Saturday and Sunday). The occupancy counts will be performed every two hours over a six hour time period. The collection periods and dates of data collection, hours of peak parking demand, and hours of data collection will be determined by the City. *(city intern use)*
8. Analyze field survey data and present in report and graphic form. Using this data, SRF's previous experience and published secondary data, develop parking demand ratios for the study area. *(city intern use)*
9. Calculate and compare parking demand with the current parking supply and identify areas with deficits and surpluses.

10. Determine the future parking demand under one development scenario prepared by the client.   *(not included)*
11. Compare the parking supply with projected future demand to determine the impact the development scenario will have on the Charlotte Beach area parking conditions. *(NOT INCLUDED)*
12. Identify overall area and specific location areas with parking deficiencies that are likely to require expansion of the parking supply. *(NOT INCLUDED)*
13. Prepare a draft report for review and meet with the client to discuss findings.
14. Incorporate the client's comments into the final report.
15. Provide overall study guidance and direction to City intern staff and others. Meet with Client three times to advise and coordinate implementation of study.

II.   FEE SCHEDULE

The services described herein will be performed as follows:

1. Parking Study Work Tasks: (Lump-Sum Fee) $ 9,950.00

*Direct expense included: mileage, meals, photos, color prints, copying.

III.   ASSUMPTIONS

1. The basis of the report is the parking area locations specified in this proposal on the attached Study Locations Map. Any additions to this geographic coverage are considered work scope extras.

2. The collection periods and anticipated dates of data collection, hours of peak parking demand, and hours of data collection will be determined by the City. External factors such as weather, lake conditions, unanticipated construction or events may alter collection periods, dates, and hours of data collection.

3. Assumes use of City interns for Tasks 3, 4, 6, 7, 8.

4. Future parking demand estimates from new development not included.

5. Assumes O/D survey completed with use of SRF data processing equipment.

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