

**CITY COUNCIL
COMMUNICATION:**

ITEM _____

**OFFICE OF THE CITY MANAGER
CITY OF DES MOINES, IOWA**

00-512

SYNOPSIS -

AGENDA:
NOVEMBER 6, 2000

An Agreement for Enhanced Parking System Customer Services and Related Programs between the City and the Downtown Community Alliance (DCA) has been prepared. Under the terms of the Agreement, DCA will coordinate and manage ongoing customer services and programs and will coordinate the performance of such services and programs with the Parking Garage management services provided by Ampco System Parking (Mark E. Muglich, Vice President and Regional Manager, 1459 Hamilton Avenue, Cleveland, Ohio 44114).

SUBJECT:
AGREEMENT FOR
PARKING SYSTEM
SERVICES -
DOWNTOWN
COMMUNITY
ALLIANCE

FISCAL IMPACT -

TYPE:

The fee for management services beginning the fourth quarter of 2000 is \$12,500 per quarter. The total cost for the three quarters remaining in Fiscal Year 2000-2001 will be \$37,500 and for four quarters in Fiscal Year 2001-2002 will be \$50,000. Funds for the management fees and the operating costs of the parking system are included in the Operating Budget.

RESOLUTION
ORDINANCE
RECEIVE/FILE

RECOMMENDATION -

SUBMITTED BY:
FLOYD BENTZ, P.E.
CITY ENGINEER

Approval.

BACKGROUND -

The City and the DCA have entered into a Self-Supporting Municipal Improvement District (SSMID) Operating Agreement dated September 14, 1998, for DCA to manage and undertake implementation of the Operation Downtown Project. The City and DCA have also entered into a Parking Garage Service Agreement dated September 14, 1998, for DCA to provide security and cleaning services for the off-street parking facilities in the Municipal Parking System.

On August 7, 2000 by Roll Call 00-3394, the City Council approved an agreement with Ampco System Parking for Ampco to provide the day-to-day management and operation of the Parking System. Ampco began providing those services on September 1, 2000, and has implemented several programs to improve customer service, as well as the cleanliness and appearance of the facilities.

In order to further improve and enhance the Parking System, the City desires that DCA coordinate and manage enhanced customer services and amenity programs, marketing and communications programs, and parking validation programs. An Agreement for Enhanced Parking System Customer Services and Related Programs between the City and the DCA has been prepared. Under the terms of the Agreement, DCA will coordinate and manage ongoing customer services and programs that include, but are not limited to:

- a. Design, develop, monitor, and evaluate a comprehensive package of customer services for the users of the Parking System including but not limited to short-term complimentary repair services (e.g., tire change or inflation, battery jump-start, lock out assistance, etc.); an enhanced level of security and escort services (beyond that currently available through Operation Downtown); and premium services chargeable at market rates (such as oil changes and car washes).
- b. Develop and provide to downtown businesses customized proposals to address increased or changing parking needs.
- c. Develop, design, and produce a communications program and collateral materials to inform users and potential users of the Parking Garages of all available parking options within the Parking System.
- d. Develop a signage program that improves customer awareness of Parking Garages both inside and outside of the Garages.
- e. Develop, implement, and actively market an expanded parking validation program that is consistent with all City financial and Parking System Revenue Bond requirements.

All services and programs will be subject to the review, revision and approval of the City Manager prior to implementation. DCA will coordinate the performance of such services and programs with the Parking Garage management services provided by Ampco. The services would be coordinated, not duplicated, and the fees for the services, or reimbursement of expenses for the services, would be paid to the firm that provided the services.

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