

 <p style="text-align: center;">Council Communication Office of the City Manager</p>	Date: January 24, 2011
	Agenda Item No. 30 Roll Call No. <u>11-0108</u> Communication No. <u>11-036</u> Submitted by: Pamela S. Cooksey, P.E. Acting City Engineer

AGENDA HEADING:

Approving Second One-Year Option of Agreement for Enhanced Parking System Customer Services and Related Programs between the City and Downtown Community Alliance.

SYNOPSIS:

Recommend approval of second one-year option of Agreement for Enhanced Parking System Customer Services and Related Programs between the City and Downtown Community Alliance, Glenn Lyons, President, 400 Locust Street, Suite 255, Des Moines, Iowa 50309-2331, for a fee of \$37,500.

FISCAL IMPACT:

Amount: \$37,500

Funding Source: 2010-2011 Operating Budget, Page 88, Engineering Department Traffic & Transportation—Parking Administration, ENG100701, EN051.

ADDITIONAL INFORMATION:

On January 7, 2008, by Roll Call No. 08-075, the City Council approved a new Agreement for Enhanced Parking System Customer Services and Related Programs between the City and Downtown Community Alliance (“DCA”). Under this agreement, the DCA continues to coordinate and manage enhanced customer services and amenity programs, marketing and communications programs, and parking validation programs for the Parking System. During 2010, DCA has coordinated and paid for design of SmartCard ads totaling \$9,000; helped revise and print new Premium Services Car Care brochures; maintained downtown parking information on both the Drive Time Des Moines and Downtown Des Moines websites, and upgraded the Downtown Des Moines website to provide an interactive map showing parking options; helped coordinate links from these websites to the City’s new website to provide consistent parking information; and promoted City services such as the SmartCard and Premium Services via Twitter and the Avoid the Rush e-newsletter. Traffic and Transportation staff, the Ampco System Parking general manager, and DCA staff meet on a regular basis to discuss desired services to be provided by DCA under this agreement.

The first agreement for DCA to provide enhanced parking services was approved November 6, 2000, and was renewed December 22, 2003. The agreement approved in January 2008 provided for an initial term extending to June 30, 2009 with two one-year renewal options. The first one-year renewal option was approved September 14, 2009. Staff recommends approval of the second one-year renewal option to extend this agreement to June 30, 2011.

PREVIOUS COUNCIL ACTION(S):

Date: September 14, 2009

Roll Call Number: 09-1659

Action: [Extension](#) of one-year option period to June 30, 2010 for Agreement for Enhanced Parking System Customer Services and Related Programs with Downtown Community Alliance (DCA). ([Council Communication No. 09-664](#)) Moved by Vlassis to adopt. Motion Carried 7-0.

Date: January 7, 2008

Roll Call Number: 08-075

Action: [Agreement](#) with Downtown Community Alliance (DCA) for Enhanced Parking System Customer Services and Related Programs. Moved by Hensley to adopt. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S): NONE

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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