

Parking Consultant Pricing comparison - Cabinet Report

Cost option banding	Consultant 1	Consultant 2	Consultant 3	Consultant 4	Consultant 5
Option 1	<p>£14,950</p> <p>(including x2 days surveys, data collection/surveys, car park charges, permits, payment methods, benchmarking and future forecasting)</p> <ul style="list-style-type: none"> On-site car park occupancy & duration survey every two hours with the first beat starting at 7am and last beat at 7pm. The surveys will be conducted on a mid-weekday and a Saturday for each of the district car parks. The team will be recording last three vehicle registration marks to gather occupancy and duration results. Review current car park charges and provide recommendations. Review the current permits (staff, evening, and season tickets). Review current payment methods alongside available payment methods. In order to assess the current market approach, in order to carry out a benchmarking exercise against comparable towns, this will include tariff levels and website information. Assessment of potential demand by mode of transport, we use the Government TEMPRO database model to assist us in predicting future trip requirements for the specific area over specific periods, e.g. for the next 5 - 10 years. Report to be submitted as a PDF format including appendices of full survey results. 	<p>£20,000</p> <p>Baseline Strategy Excludes any focus group or survey days – and assumes any councillor engagement will be done by WDC staff.</p>	<p>£25,000</p> <p>Baseline Report Consider the baseline position including site usage revenue by site, c£10,000</p> <p>Tariff Review Baseline and benchmark tariffs, propose new tariffs and model potential income change c£10,000</p>	<p>£23,443.75</p> <p>Desk based research Primary stakeholder engagement Field Trip Data analysis Audit existing parking experience and customer journey Identify opportunities to implement change to support town centre prosperity and modal shift Final strategy and recommendations</p>	<p>Nil</p>
Option 2	<p>£18,975</p> <p>(all of option 1 including additional sections, optimisation and technology, user friendly/safe space, user feedback, income generation opportunities, reducing costs)</p> <ul style="list-style-type: none"> Optimisation of current car park resources, ideas, and successes of other town centre car parks. Assessment of better use of technology and innovation to help better manage car parking. Undertake condition surveys to check current health of each car park. this includes, vehicles access, pedestrian access, special bays, bay markings, lighting, CCTV. A scoring system will be provided with recommendations. Car Park user questionnaire to understand type of customer, trip end for user, and purpose. Review income generation opportunities for consideration. Provide scenarios against pricing model (increase vs decrease). 	<p>£30,000</p> <p>Mid-Range Strategy Includes 3 x focus group session and 3 survey days (1 in each town) this would gather data from shop customers and the focus groups would engage with businesses.</p>	<p>£35,000</p> <p>Managed Surveys services Manage on your behalf; beat, occupancy or length of stay services in car parks £3-5000 + survey costs.</p> <p>Consultation surveys Map based or simple opinion surveys for local people and stakeholder £2-6000</p> <p>Delivery Model review and advice Compare the relative strengths of delivery models for management and enforcement within your local context and advise c£10,000</p> <p>Technology and equipment advice Advice on equipment renewal, contract type and technology requirements c£10,000</p>	<p>£25,000 - £43,181</p> <p>Offering optional extras to add on as required:</p> <p>Residential engagement £2,525 Online survey development, promotion, survey analysis and results presentation</p> <p>Business engagement £2,525 Online survey development, promotion, survey analysis and results presentation</p>	<p>Nil</p>
Option3	<p>£22,815</p> <p>(all of option 1 & 2 including additional sections, support active travel, climate emergency, supporting town centre economy, supporting open space/leisure users)</p> <ul style="list-style-type: none"> Support from other departments will be required for this option to understand the council's current plans, this includes climate emergency, regeneration plans and various policies that would have an impact. Review current active travel plans and the impact or changes required for the future. Assess how parking within the district can support the town centre's economy with options for consideration. Assess ways the district can support open space and leisure facility users. 	<p>£40,000</p> <p>Full Parking Strategy Includes all of details in the mid-range strategy plus the 3 additional survey days (1 in each town to gather more customer feedback a larger sample size than the mod rage option) This strategy would also include a follow up review of the Strategy post 5 years.</p>	<p>£20,000 - £50,000+</p> <p>Investment strategies on top of the other options.</p> <p>Full Parking Strategy Fully managed parking strategy project to all of the above (depending upon level of consultation and surveys) £25,000 - £35,000</p> <p>Investment Strategies With our trusted architecture and land agent partners, consider feasibility and business case for land disposals and new or enlarged parking sites £20,000 - £40,000</p> <p>Specific Site design and feasibility RIBA stage 0 – 1 feasibility and design with our land, design and engineering partners Highly variable</p> <p>Contract and procurement advice Advice on service delivery, CPE and equipment Variable</p>	<p>Optional Extra 2 £6,750 Specialist consultant attendance to develop maintenance schedule and indicative costs for each car park. Including client attendance at start.</p> <p>Optional Extra 3 £1,575 High-level review of car park wayfinding signage within each of the towns</p> <p>Optional Extra 4 £3,750 Feasibility analysis of additional parking capacity including attendance at client meeting</p> <p>Expenses Travel and subsistence £1,000</p>	<p>Nil</p>