RESOLUTION NO. 23-28

A RESOLUTION OF THE CITY OF PANAMA CITY BEACH, FLORIDA, APPROVING A WORK ORDER TO THE CORRADINO GROUP FOR THE DEVELOPMENT OF A PARKING AND MOBILITY PLAN FOR THE FRONT BEACH ROAD COMMUNITY REDEVELOPMENT AREA, IN THE TOTAL AMOUNT OF $153,000.

BE IT RESOLVED that the appropriate officers of the City are authorized to execute and deliver on behalf of the City that certain Work Order and Notice to Proceed between the City and The Corradino Group, for the development of a Parking and Mobility Plan for the Front Beach Road Community Redevelopment Area, in the total amount of One Hundred Fifty-Three Thousand Dollars and No Cents ($153,000), in substantially the form **attached** and presented to the Council today, with such changes, insertions or omissions as may be approved by the City Manager and whose execution shall be conclusive evidence of such approval.

THIS RESOLUTION shall be effective immediately upon passage.

PASSED in regular session this 27th day of October, 2022.

CITY OF PANAMA CITY BEACH

By: _____
Mark Sheldon, Mayor

ATTEST:

_____
Lynne Fasone, City Clerk

Date: October 7, 2022

To: Holly White, Assistant City Manager
Drew Whitman, City Manager
Courtney Drummond, Interim CRA Manager

From: Mark Alvarez, The Corradino Group

Subject: **PANAMA CITY BEACH CRA PARKING & MOBILITY PLAN**

PANAMA CITY BEACH CRA PARKING & MOBILITY PLAN

The City Council of Panama City Beach on June 25, 2001 by Resolution 01-25, established the Panama City Beach Community Redevelopment Agency ("CRA") and the 2,200-acre redevelopment area in accordance with the criteria of Part III of Chapter 163, Florida Statutes. The Finding of Necessity that motivated establishment of the CRA identified major deficiencies leading to a blight by lack of investment. These included: inadequate access roads, poor condition of Front Beach Road, lack of parking infrastructure, challenged property assemblage potential, functional obsolescence of existing built structures, and a lack of design standards to facilitate an attractive and competitive built environment. The subsequent CRA Plan, adopted in August 2001 identified four major strategies to attract new investment:

1. Front Beach Road redesigned and reconstructed with dedicated transit/bicycle lanes, curb-and-gutter, sidewalks, pedestrian crossings, bus stops, landscape, lighting, and drainage.
2. Access and intersection improvements along roads from Back Beach Road (US-98) to Front Beach Road, including South Arnold Road, Alf Coleman Road, and Powell Adams Road.
3. Parking facilities to improve beach access, stop unsafe swale parking and infrastructure damage.
4. Development and adoption of design standards to foster a consistent and contiguous high-quality built environment.

While the implementation of improvements to Front Beach Road and north-south access roads are underway, comprehensive planning toward development of a successful, phased approach to parking and transit is ready to be accomplished.

The purpose of this scope of services is to outline a program of planning effort needed to present a unified parking and transit component to implement the development strategies of the Panama

City Beach CRA Plan. The overall approach is by data-driven analysis guided by a steering committee to provide rational, feasible and economically sound parking and transit strategies.

The *CRA Parking & Mobility Plan* will include consideration of funding strategies from the outset and will include the City's grants-application designee. A particular focus will be on the US Department of Transportation, "Strengthening Mobility and Revolutionizing Transportation (SMART) grants program. The SMART grants program includes two stages: Stage 1 Planning and Prototyping Grants, and Stage 2 Implementation Grants. USDOT anticipates that only recipients of Stage 1 grants will be eligible for Stage 2 grants and anticipates funding projects of up to $2,000,000 per project for Stage 1 and up to $15,000,000 per project for Stage 2. The CRA Parking & Mobility Plan includes aspects that are a good match for the SMART program. We will work with the City to assure that the *CRA Parking & Mobility Plan* will be ready for direct use for an eligible SMART grant application.

SCOPE OF SERVICES

TASK 1 STEERING COMMITTEE

A project steering committee will be established to guide the overall direction of the work, to assist with permissions for data collection on private or public properties, and to facilitate consensus toward implementation of the recommendations of the study. The steering committee will include the City Manager or designee, Assistant City Manager or designee, City Parks & Recreation Director, City Public Works Director, City Building & Planning Director, County Transit representative, City Grants designee, CRA area hotel industry representative, CRA area commercial (retail/restaurants) representative, CRA area residential representative, and others as the City proposes. The Steering Committee meetings will be open to the public, and will have agendas that are focused on task-relevant problem solving and decisions. The Council meeting to adopt the recommendations will be scheduled as a public workshop

As part of the project kick-off meeting with City staff, we will take recommendations for steering committee members and contact the members to schedule the meetings. We will hold an initial meeting with the steering committee to discuss the project purpose, outcomes, schedule, and data needs that committee members may help facilitate. We plan on four scheduled steering committee meetings throughout the study. All of the meetings will be held in-person at Panama City Beach City Hall, with virtual engagement optional for members. Specific dates will be determined and will not be scheduled during peak tourism periods when availability may be difficult for private-sector members. A tentative schedule is suggested below.

Meeting 1	Task 1 & 2, *Introduction & Data Needs*	October 2022
Meeting 2	Task 5, *Parking Facility and Transit Site Alternatives*	March 2023
Meeting 3	Task 6, *Parking and Transit Facility Design Alternatives &* Task 7, *Parking and Transit Management Strategies*	June 2023
Meeting 4	Task 8, *Draft and Final CRA Parking & Mobility Plan*	July 2023

TASK 2 DATA ACQUISITION

Task 2 will establish the existing conditions, acquire available existing condition data regarding parking, transit and mobility within the CRA area, and collect primary data as needed for existing parking patterns and utilization. All data will be only relevant to the CRA area and will include the data identified below.

Task 2-a. Existing Data Sources:

- exiting development by block, use and number of units (floor area for commercial, dwelling units for residential and hotel
- near-term, new development scenario provided by the City and CRA
- zoning regulations by block with relevance to parking requirements and potential build-out
- parking inventory by block based on permit records, City GIS information and field or aerial verification as required
- parking management and pricing for public lots and large private developments with public parking
- inventory of City or CRA-owned land, and programmed acquisitions as applicable
- resident demographic information as pertinent to automobile use, mobility and parking based on census data and City GIS information
- visitor demographic and preference data based on prior survey or other source by City, CRA, or hotel industry
- traffic volume, seasonal patterns, and trip generation data by Transportation Analysis Zone (TAZ) from the Bay County TPO (MPOAC) transportation model with existing conditions, future conditions
- transit service and utilization data for Bay County Transit Route 6 and Route 7 that provides regional transit service to the CRA area

Task 2-b. Primary Parking Data to be Collected:

- Resident, business, and visitor survey to identify mobility and parking patterns, preferences and needs will be performed. The survey will be provided using an on-line format similar to Survey Monkey. We will coordinate with the CRA Public Information Office to administer and publicize the survey.
- Parking data from City-owned facilities for beach access or other attractions will be collected based on City parking meter reports.
- Accumulation, turnover and occupancy studies of beach access or other attraction for County owned parking lots and Pier Park as permitted. For each site, three one-day samples will be collected, comprised of a non-peak weekday and weekend days, and a peak-season weekend day. Counts will be taken for each site from 11 am to 7 pm. The purpose of the Beach parking lot studies will be to obtain existing conditions for beach and pier attractions as a primary use. The purpose of collecting data from the Pier Park lots is under the assumption that the lots are used for shared parking for both the beach as a destination and entertainment and shopping uses. We will need to acquire an accurate schedule for the Aaron Bessant Amphitheater events to avoid surveying during a performance event. The methodology is intended to be by licensed, aerial drone photography at half-hour intervals, with ground surveying to augment where necessary and may change to meet circumstances. City owned and operated aerial surveillance assets may also be used to provide the required data.

- Accumulation, turnover and occupancy studies of three beachfront hotels as possible and selected through the Project Steering Committee. For each site, three one-day samples will be collected, comprised of a weekday, weekend day, and winter break weekend day. Counts will be taken from 11 am to 7 pm. These are private lots, and the purpose of the survey is primarily to obtain parking durations and turnover toward determining how much traffic is hotel based, indicating the potential for traffic and parking that can be mitigated using transit. The methodology is intended to be by cordon counts or by hotel record-keeping where possible and may change to meet circumstances.

TASK 3 EXISTING AND FUTURE CONDITIONS ANALYSIS

Parking and mobility deficiencies, opportunities and needs will be identified in Task 3. Existing and future parking deficiencies will be identified by block, based on existing development, and for future conditions based on a near-term projected development scenario provided by the City and CRA. A long-term, build-out development scenario based on the margin between existing development and allowable residential densities and commercial intensities of development will also be developed. A demand analysis will be provided for existing conditions with near-term future projections and long-term Horizon Year 2041 to accommodate economic analysis of recommended parking investments.

TASK 4 TRANSIT ANALYSIS

Support of a local transit option in dedicated lanes along Front Beach Road is presumed as a supporting service for recommending centralized parking facilities at interceptor locations to provide high utilization and economic justification for public parking investments. Based on resident and visitor demographics, preference survey outcomes (Task 2) and Bay County Transit data, an operational plan for the local circulator transit will be developed, including: vehicle type, propulsion system (electric or internal combustion), vehicle capacity, number of vehicles, storage, cleaning and recharge facilities, scheduled service span and headway (time between arrivals), stop locations and stop facilities (turn-outs or in-lane stops). Route deviations will be analyzed as needed for high-demand locations along Back Beach Road.

Sensitivity analysis will be provided to forecast the impacts of transit and micro-mobility options on parking needs. Economic impacts will be estimated to identify potential efficiencies on parking and mobility by transit and mobility alternatives.

TASK 5 PARKING AND TRANSIT FACILITY SITE ALTERNATIVES

Parking/mobility hub facility site alternatives will be identified based on: 1) potential user preferences, 2) the willingness of parking users to use Front Beach Road transit, 3) existing City or CRA ownership or control of lands, 4) opportunity cost evaluations of currently owned lands, and 5) the feasibility of acquiring the use of optimal locations and sizes of land.

The site alternatives will be analyzed for the potential for each to be economically developed with parking and transit facilities as stand-alone or as mixed-uses. In Task 5, location, aggregation of demand using transit versus dispersed sites, and capacity for each site will be considered,

evaluated, and brought to the Project Steering Committee for final determination. Once site alternatives are identified, design alternatives will be developed in Task 6.

TASK 6 PARKING AND TRANSIT FACILITY DESIGN ALTERNATIVES

The sites identified in Task 5 will be analyzed for potential development as parking/mobility hub facilities. For each site, design alternatives will be developed and analyzed, including:

- surface parking
- above-ground structured parking mixed use with commercial or civic liner space at ground level fronting Front Beach Road or roadway frontage as applicable
- incorporation of transit fixed infrastructure, including waiting and information lobby, transit vehicle storage area, cleaning area, and charging facilities if electric vehicles are proposed
- use of the top parking deck for solar power generation, retail/restaurant spaces, or where areas are large enough, recreational facilities for residents and visitors.

Conceptual designs will be provided based on providing sufficient capacity (determined in Task 5) for parking and transit operations. A maximum of 3 design concepts for up to 3 sites will be analyzed. For each design, an economic analysis will be provided based on planning-level cost estimates and planning-level revenue stream estimates in a general pro-forma format. Where applicable, public/private partnerships (P3) and non-parking revenue sources will be identified and analyzed to the extent practicable.

Alternatives for each site will be brought to the Project Steering Committee before finalizing design concepts, improvements, costs, and potential revenue flows.

TASK 7 PARKING AND TRANSIT MANAGEMENT STRATEGIES

Parking management strategies are a critical characteristic for efficient operation of parking supplies and maintaining a high level of utilization for the parking and transit system. Strategies will be identified, and qualitatively analyzed for their potential benefits for the public good and the economics of the CRA plan. Parking / transit strategies may include:

- static wayfinding signage
- dynamic wayfinding signage with availabilities, and integration with intelligent, sensor-based transportation infrastructure
- automated, active management of traffic signals to facilitate transit prioritization and to increase pedestrian, bicycle, and micro-mobility safety
- dynamic wayfinding and transit smartphone application or application add-on
- integration of County transit schedules, services and fixed infrastructure with the recommended transit service and infrastructure recommended by the Study
- dynamic pricing
- parking reservations
- provision of car-sharing and micro-mobility at parking/mobility hub sites
- branding and other non-tangibles

The findings of Task 7 will be presented to the Project Steering Committee before finalizing the plan recommendations.

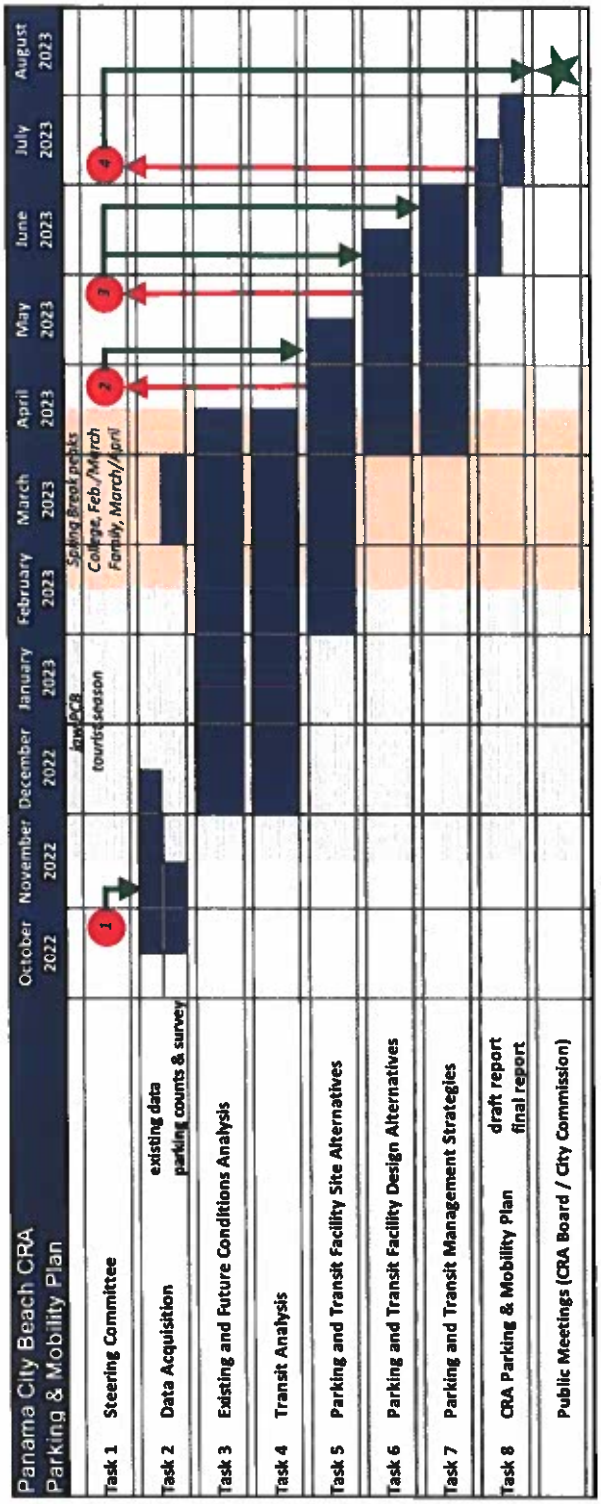
TASK 8 CRA PARKING & MOBILITY PLAN

Tasks 1 through 7 will be documented and provided in a report with data appendices. A draft report will be provided to the City staff for review. Upon receipt of comments and approval, a final report will be provided along with a Power Point presentation. The final report and presentation will be provided by the Corradino Principal-In-Charge and Project Manager to the City Council at a public meeting for adoption.

The final report will include both an executive summary, and summarized components ready for inclusion into a SMART Grants Program Stage 1 application.

SCHEDULE

The time to complete the *Panama City Beach CRA Parking & Mobility Plan* will be eleven months from beginning to end, with task durations and milestones delivered according to the chart below. The proposed schedule is based on a notice-to-proceed in October 2022. If later, the schedule will be adjusted accordingly.



COST

The cost for the scope for performing the *CRA Parking and Mobility Plan* will be provided as a fixed-fee effort, with monthly invoices on a percent-complete basis. The fees for each task, contingency and in total will be in accordance with the schedule cost below.

Task 1	Steering Committee	$ 9,400
Task 2	Data Acquisition:	
	Existing Data Collection	$ 17,300
	Resident & Visitor Survey	$ 5,400
	Parking Counts	$ 27,400
Task 3	Existing and Future Conditions Analysis	$ 23,800
Task 4	Transit Analysis	$ 13,600
Task 5	Parking and Transit Facility Site Alternatives	$ 9,100
Task 6	Parking and Transit Facility Design Alternatives	$ 19,000
Task 7	Parking and Transit Management Strategies	$ 7,300
Task 8	CRA Parking & Mobility Plan	$ 12,500
Contingency (10%)		$ 15,300
Total		**$153,000**