



**Winters City Council Meeting
City Council Chambers
318 First Street
Tuesday, September 20, 2016
6:30 p.m.
AGENDA**

Members of the City Council

*Cecilia Aguiar-Curry, Mayor
Bill Biasi, Mayor Pro-Tempore
Harold Anderson
Jesse Loren
Pierre Neu*

*John W. Donlevy, Jr., City Manager
Ethan Walsh, City Attorney
Nanci Mills, City Clerk*

PLEASE NOTE – The numerical order of items on this agenda is for convenience of reference. Items may be taken out of order upon request of the Mayor or Councilmembers. Public comments time may be limited and speakers will be asked to state their name.

Roll Call

Pledge of Allegiance

Approval of Agenda

COUNCIL/STAFF COMMENTS

PUBLIC COMMENTS

At this time, any member of the public may address the City Council on matters, which are not listed on this agenda. Citizens should reserve their comments for matter listed on this agenda at the time the item is considered by the Council. An exception is made for members of the public for whom it would create a hardship to stay until their item is heard. Those individuals may address the item after the public has spoken on issues that are not listed on the agenda. Presentations may be limited to accommodate all speakers within the time available. Public comments may also be continued to later in the meeting should the time allotted for public comment expire.

CONSENT CALENDAR

All matters listed under the consent calendar are considered routine and non-controversial, require no discussion and are expected to have unanimous Council support and may be enacted by the City Council in one motion in the form listed below. There will be no separate discussion of these items. However, before the City Council votes on the motion to adopt, members of the City Council, staff, or the public may request that specific items be removed from the Consent Calendar for separate discussion and action. Items(s) removed will be discussed later in the meeting as time permits.

- A. Salmon Festival Funding Request (pp. 4-5)
- B. Request for Street Closure and Amplified Sound Permit Application for Annual Homecoming Rally, Friday, October 7, 2016 (pp. 6-10)
- C. Amplified Sound Permit Application for the City of Winters Hispanic Advisory Committee Festival de la Comunidad and Carnitas Cook-Off, Saturday, September 24, 2016 (pp. 11-13)

PRESENTATIONS

DISCUSSION ITEMS

1. Chromium 6 Compliance Plan Proposal- Kennedy Jenks (pp. 14)
2. Update of City Park Improvements and Future of Wooden Play Structure (pp. 15)
3. Parking Study Update and Contract with Kimley Horn for Parking Consultant Services (pp. 16-34)

CITY OF WINTERS AS SUCCESSOR AGENCY TO THE WINTERS COMMUNITY DEVELOPMENT AGENCY

1. None
-

CITY MANAGER REPORT

INFORMATION ONLY

ADJOURNMENT

I declare under penalty of perjury that the foregoing agenda for the September 20, 2016 regular meeting of the Winters City Council was posted on the City of Winters website at www.cityofwinters.org and Councilmembers were notified via e-mail of its' availability. A copy of the foregoing agenda was also posted on the

outside public bulletin board at City Hall, 318 First Street on September 15, 2016, and made available to the public during normal business hours.

Nanci G. Mills by Tracy Jensen
Nanci G. Mills, City Clerk

Questions about this agenda – Please call the City Clerk’s Office (530) 794-6701. Agendas and staff reports are available on the city web page www.cityofwinters.org/administrative/admin_council.htm

General Notes: Meeting facilities are accessible to persons with disabilities. To arrange aid or services to modify or accommodate persons with disability to participate in a public meeting, contact the City Clerk.

Staff recommendations are guidelines to the City Council. On any item, the Council may take action, which varies from that recommended by staff.

The city does not transcribe its proceedings. Anyone who desires a verbatim record of this meeting should arrange for attendance by a court reporter or for other acceptable means of recordation. Such arrangements will be at the sole expense of the individual requesting the recordation.

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*View on the internet: www.cityofwinters.org/administrative/admin_council.htm
Any attachments to the agenda that are not available online may be viewed at the City Clerk’s Office or locations where the hard copy packet is available.*

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City Council agenda packets are available for review or copying at the following locations:

Winters Library – 708 Railroad Avenue

City Hall – Finance Office - 318 First Street

During Council meetings – Right side as you enter the Council Chambers

City Council meetings are televised live on City of Winters Government Channel 20 (available to those who subscribe to cable television) and replayed following the meeting.

Wednesday at 10:00 a.m.

Videotapes of City Council meetings are available for review at the Winters Branch of the Yolo County Library.



CITY COUNCIL
STAFF REPORT

TO: Honorable Mayor and Councilmembers
DATE: September 20, 2016
THROUGH: John W. Donlevy, Jr., City Manager *[Signature]*
FROM: Carol Scianna, Environmental Services Manager *[Signature]*
SUBJECT: Salmon Festival Funding Request

RECOMMENDATION: Staff recommends the Council support the First Annual Salmon Festival on November 5th at Rotary Park in the amount of \$2500.

BACKGROUND: Staff has been working with several local creek related partners planning the First Annual Salmon Festival. The purpose of the Winters Salmon Festival is to increase public awareness of conservation efforts for salmon and all Putah Creek wildlife.

The event will take place at Rotary Park area as well as activities at Lake Solano Park, we will be using the new City bus to shuttle people back and forth between the two venues. Thus far we have financial commitments from Solano County Water Agency, hopefully PG&E, Wade's Construction, and in kind services from Putah Creek Council and Putah Creek Trout. We will be using this seed money for publicity, prizes and other materials/services as needed.

We have made efforts to get the Winter's students involved on different levels, 4th graders are going on field trip in October and will be completing a companion workbook. We have a school wide mural design contest to be installed at the Solano Park Visitor Center. There will be multiple informational booths, food booths, merchandise vendors and music throughout the day. We plan on closing E Main between Railroad and Elliot streets. The Rotary Club will be having a salmon dinner event on Friday evening prior to our Festival to kick things off.

There are fundraising events that will take place to raise funds such as raffles, auction. We are planning to make this an annual event, and are optimistic that this will be a successful event bringing great crowds to Winters "Celebrating the return of Salmon in Winters!"

FISCAL IMPACT: \$2500 suggested to come from the Council Discretionary Funds

City of Winters *Salmon Festival*



Celebrate the Salmon and Putah Creek

Saturday, November 5, 2016 - Rotary Park, Winters CA.

Enjoy: Local food and local music.

Field Trips: Free shuttles to Lake Solano.

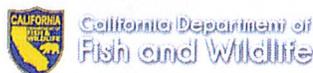
Activities: Face and fish painting, trout derby, fly casting, and more.

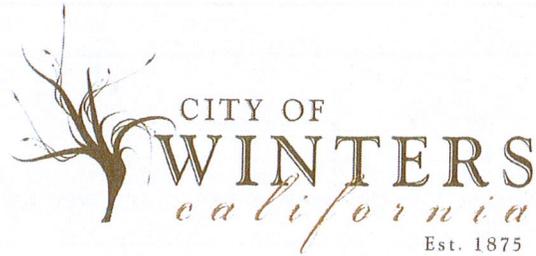
Learn: About our salmon and projects to restore Putah Creek spawning areas.

Information Contacts:

Carol Scianna (City of Winters) carol.scianna@cityofwinters.org

Carrie Shaw (Putah Creek Council) carrie@putahcreekcouncil.org





STAFF REPORT

TO: Honorable Mayor and Council Members
DATE : September 20, 2016
THROUGH: John W. Donlevy, Jr., City Manager *John*
FROM: Nanci G. Mills, Director of Administrative Services/City Clerk
SUBJECT: Street Closure and Amplified Sound Permit – Winters High School Homecoming Rally–October 7, 2016

RECOMMENDATION:

Approve Street Closure Request and Amplified Sound Permit Application to allow for the Winters High School Homecoming Rally.

BACKGROUND:

The Winters High School will be holding its Annual Homecoming Rally on Friday, October 7, 2016 at the corner of Main and First Street.

Per the City's Street Closure Ordinance, this request requires Council approval for the identified streets on the attached form.

FISCAL IMPACT:

None by this action.



RECEIVED

SEP 07 2016

CITY OF WINTERS

City of Winters Request for Street Closure

This application is for citizens or groups that have occasion to request that streets be temporarily closed for such things as bicycle races, running contests, block parties and other such events requiring the re-routing of traffic. For a parade or amplified sound an additional permit is required.

A request to close streets shall be filed with the Police and Public Works Departments at least ten (10) business days prior to the date the street would be closed.

There shall be no closure of the following streets without Council approval:

- 1. Main Street
2. Railroad Street
3. Grant Avenue
4. Valley Oak Drive
5. Abbey Street

Request to close these streets shall be processed in much the same manner except that the request shall be submitted to the City Council by the Police Department. Requests to close the streets herein listed shall be submitted at least thirty (30) business days prior to the street closure.

Requests for street closures that are not submitted by the minimum time lines may be granted only by the Winters City Council.

Name: Winters High School Organization: Associated Student Body

Address: 101 Grant Ave Mailing Address: 101 Grant Ave

Telephone: 530-795-6140 Today's Date: August 29, 2016

Streets Requested: Railroad and Main, 1st and Russell, 1st and Abby, 2nd and Main and Abby St.

Date of Street Closure: October 7, 2016 Time of Street Closure: 10-1:30

Description of Activity: Downtown Homecoming Rally

Services Requested of City: 1 police officer to block off road

APPROVED: [Signature] Police Department [Signature] Public Works Department

[Signature] Fire Department [Signature] Admin. Services

City of Winters Request for Street Closure

Please provide a listing of the names and signatures of people living on the street (s) to be closed and acknowledging that they know why the closure is requested and that they agree to the closure. Attach additional sheets if necessary.

First Northern	<i>[Signature]</i>
Eagle Drug	<i>[Signature]</i>
Classic cuts	
R & V screen printing	<i>[Signature]</i>
Pizza factory	<i>[Signature]</i>
Anytime Fitness	
Bulchom catering	
Winters Healthcare	
Bella's Boutique	
Ace Hardware	<i>[Signature]</i>
Oceans	<i>[Signature]</i>
La Mexicana Mexican Store	<i>[Signature]</i>
Putan Creek Council	<i>[Signature]</i>
El Pueblo	<i>[Signature]</i>
R & V	
Anytime Fitness	<i>[Signature]</i>
S&F Winters Foundation	
Tienda Delicias	<i>[Signature]</i>
Winters Healthcare	<i>[Signature]</i>
Pacific Hardware	<i>[Signature]</i>
Mike's Velo City	<i>[Signature]</i>
Adry's Fiesta Boutique	<i>[Signature]</i>
Perfect Eyebrows	<i>[Signature]</i>

Date of Application: 9/2/16

To City Council: 9/20/16

Name of Person(s)/ Organization: ASB

Contact: Courtney Canuso

Business Address: 101 Grant Avenue

Telephone: (530) 515-2094

Telephone: 530-795-6140

Type of Event: Downtown Rally / Homecoming

Purpose of Event: (ie; fundraiser, parade, festival, etc.):

Homecoming Parade & rally

Date/Time of Event: Oct. 7 2016

From: 10:30 To: 1:30

Location/Address of Event: Main Street / 1st

Rated Output of Amplifier in Watts: NOT SURE YET

Number of Speakers: _____

I have provided a list of and contacted all property owners adjacent to and within 300 feet of the event. Their approval of this event is indicated by their signature on the attached petition. Complaints about the sound will result in a warning and a request to reduce the volume. Additional complaints will result in the cessation of amplified sound. All amplified sound must be extinguished no later 10:00 p.m. pursuant to Winters Municipal Code Title VI; Chapter 7-Noise Control. Signing below certifies that all information contained within this application is correct. In the event that any of this information is found to be fraudulent, it may result in an automatic denial of this application.

Signature: Courtney Canuso

For City Use Only

RECEIVED

Proof of Insurance: N/A (Not City Property) Yes No

SEP 07 2016

Rental Fee Paid: N/A (Not City Property) Yes No

Police Department: Approved Denied

Date: 9/2/16

CITY OF WINTERS

Authorized Signature: Jon P. [Signature]

City Council: Approved Denied

Date: _____

Authorized Signature: _____



STAFF REPORT

TO: Honorable Mayor and Council Members
DATE: September 20, 2016
THROUGH: John W. Donlevy, Jr., City Manager
FROM: Nanci G. Mills, Director of Administrative Services/City Clerk
SUBJECT: Approval of Amplified Sound Permit Application for the Festival de la Comunidad

RECOMMENDATION:

Approve the amplified sound permit application for the Festival de la Comunidad.

BACKGROUND:

The City of Winters Hispanic Advisory Committee is requesting this amplified sound permit for the annual Festival de la Comunidad and Carnitas Cook-Off to be held on Saturday, September 24, 2016.

Per the Noise Ordinance, the amplified sound permit requires Council approval on the attached form.

FISCAL IMPACT:

None

Date of Application: _____ To City Council: 9/20/2016

Name of Person(s)/ Organization: Hispanic Advisory Committee Contact: Jesse Loren
Business Address: 318 First Street Telephone: 530-554-8087
Winters, CA 95694
Telephone: _____

Type of Event: Community festival - Festival de la Comunidad and Carnitas Cook-Off

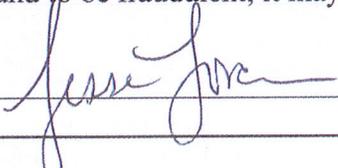
Purpose of Event: (ie; fundraiser, parade, festival, etc.): Festival

Date/Time of Event: Saturday, September 24 From: 4:30 pm To: 10:00 pm

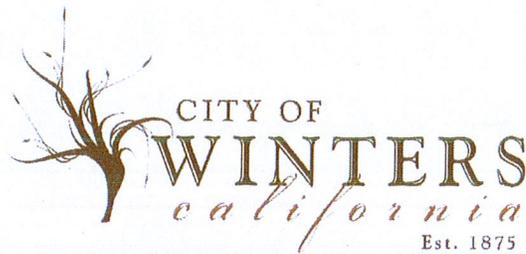
Location/Address of Event: Rotary Park - East Main St. and Railroad Ave.

Rated Output of Amplifier in Watts: 4,000 Number of Speakers: _____

I have provided a list of and contacted all property owners adjacent to and within 300 feet of the event. Their approval of this event is indicated by their signature on the attached petition. Complaints about the sound will result in a warning and a request to reduce the volume. Additional complaints will result in the cessation of amplified sound. All amplified sound must be extinguished no later 10:00 p.m. pursuant to Winters Municipal Code Title VI; Chapter 7-Noise Control. Signing below certifies that all information contained within this application is correct. In the event that any of this information is found to be fraudulent, it may result in an automatic denial of this application.

Signature: 

For City Use Only	
Proof of Insurance:	<input type="checkbox"/> N/A (Not City Property) <input type="checkbox"/> Yes <input type="checkbox"/> No
Rental Fee Paid:	<input type="checkbox"/> N/A (Not City Property) <input type="checkbox"/> Yes <input type="checkbox"/> No
Police Department:	<input type="checkbox"/> Approved <input type="checkbox"/> Denied Date: _____ Authorized Signature: _____
City Council:	<input type="checkbox"/> Approved <input type="checkbox"/> Denied Date: _____ Authorized Signature: _____



STAFF REPORT

TO: Honorable Mayor and Council Members
DATE: September 20, 2016
THROUGH: John W. Donlevy, Jr., City Manager *JWD*
FROM: Carol Scianna, Environmental Services Manager
SUBJECT: Chrom 6 Compliance Implementation Plan *CS*

RECOMMENDATION: Staff recommends that City Council receive Chrom6(Cr6) Compliance Implementation Plan alternatives and approve staff recommendation to select alternative 4, which will allow the City to move forward with the next phase of implementing our Cr6 compliance.

BACKGROUND: Kennedy Jenks(KJ) has been working with the City since spring 2015 assisting the City in developing the most reliable cost effective plan to become compliant with the newly adopted Cr6 maximum contaminant levels. Currently 5 out of 6 of the City's wells are not in compliance with the new standard of 10ppb. In December KJ presented their initial findings to the Council discussing a variety of options and solutions that could be utilized in develop a strategy to meet our compliance issues. Those options have been refined to the 6 alternatives being presented today. Staff recommends Alternative 4 as the most cost effective and reliable option. There are still some unknowns that need to be confirmed before we are certain that Alternative 4 is indeed the best option, namely will Well 9 be Cr6 compliant. If not we will need to move to Alternative 6 as our plan B. Staff and KJ have met with Department of Drinking Water to discuss funding options that may be available to the City. Unfortunately, those initial discussion didn't prove to be very promising. However we will continue to pursue whatever grant/loan funding options that the City will qualify for so as to bring as much relief to our rate payer as possible to offset these Cr6 implementation costs.

FISCAL IMPACT: ESTIMATES RANGE FROM \$28- \$33 MILLION



CITY COUNCIL
STAFF REPORT

TO: Honorable Mayor and Council Members
DATE: September 20, 2016
THROUGH: John W. Donlevy, Jr., City Manager 
FROM: Eric Lucero, Public Works Superintendent
SUBJECT: City Park Rehabilitation Project Completion Update

RECOMMENDATION:

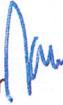
To update council on the completion of the City Park Rehabilitation Project.

BACKGROUND: The City Staff has teamed up with the Winters Park Committee to rehab the city park with funds from DOF & CDH Related Parks Program Park Fund, Non Housing Tax Allocation Bond Proceeds, Recycle Material Grant and the Park Maintenance Fund. The objective was to rehabilitate the court area, add a futsal court, rehabilitate the picnic area, the restrooms and the play structure with staff and volunteers. The council approved the original proposal from staff in 2013 but since then staff and the committee have made some changes to the original proposal. Staff would like to update the council on the completion of the project and the plans for future projects in the park.

FISCAL IMPACT: None at this time. Informational item only.



**CITY COUNCIL
STAFF REPORT**

DATE: September 20, 2016
TO: Mayor and City Council
FROM: John W. Donlevy, Jr., City Manager 
SUBJECT: Parking Study- Kimley-Horn Agreement

RECOMMENDATION:

That the City Council approve a Consultant Services Agreement between the City of Winters and Kimley-Horn Associates for Parking Consultant Services.

BACKGROUND:

At the September 3, 2016 City Council Meeting, Staff was authorized to work with Kimley Horn and the Downtown Parking Committee to refine some scope aspects of the parking services consulting proposal to attempt to bring some costs savings to implementing the project.

Staff was also authorized to review funding options for the project.

DISCUSSION:

Scope and Cost:

Staff worked with Kimley Horn to refine the scope of their services to maximize the professional services received while additionally reducing some aspects of the costs. Attached is a copy of the Kimley Horn Proposal which expands upon the task definitions.

The modifications to the tasks and costs are as follows:

Task 1- Review of Existing Parking Conditions

Deletion of the review of parking ownership, regulations and restrictions. City can provide this information and will be included in the final report as an addendum. Savings \$2,350.

Task 2- Map Existing Supply

City will develop and provide the mapping of the area, to be confirmed and reviewed by KH. Savings \$2,230.

Task 3- Evaluate Future Parking Demand

No change in this scope.

Task 4- Financing Options

City will provide financing alternatives and an overview of financing options. KH will review and comment on what is provided. Savings- \$4,480

Task 5- Draft and Final Report

KH will prepare a final draft memo of findings and recommendation. City will assemble final report and plan. KH will review and confirm final plan. \$4,245.

Task 6- Project Outreach

KH will conduct 2 full day meetings which will include 4 hour "working sessions" with the Parking Committee combined with 4 hour "workshops" for the Committee and general public. There will be two of these. KH will also do a meeting with the City Council and community to deliver the Final Report. Savings \$4,880.

Task 7

No Change

Total Reduction are shown in Attachment A which shows original costs per task and the revision. Total Savings from the previous proposal- \$18,190.

Staff has reviewed the revisions with the Parking Committee and is recommending the scope and agreement with Kimley Horn in the amount of \$21,315.

Funding

To fund the project, Staff is recommending the following:

City:	\$14,000
Hotel:	\$5,000
BID	Optional Funding Source \$5,000
Property owners	\$2,315

The one element where there is a disagreement is the participation of the business community and the amount which might come from the Business Improvement District (BID). At their September 9, 2016, the Winters Chamber of Commerce voted to support the Parking Committee's recommendation that the City fund 100% of the study.

Staff would argue that the use of BID funding is a legitimate funding option, because this is an essential element of why a community forms a "Business Improvement District". The conduct of a study for parking which "benefits the activities of business" is essential. In the Ordinance adopting the business improvement area, Parking is immediately recognized as the number 1 improvement as far as the facilities go and the planning for such is a very applicable component of that process.

Staff views the parking study and plan from a long term perspective for the business area. Planning and implementation to advance the vitality of the Downtown is essential and a contribution from the business community is seen as an appropriate expenditure of these funds. Realistically, gaining funding from businesses in time to commence the project in a timely manner cannot happen. It can happen through the use of BID funding.

Under the Municipal Code (Attached), the Chamber serves in an advisory capacity to the City Council regarding the funds collected from the Business Improvement Area. Ultimately, it is the City Council's purview on the actual expenditure of the funds. Staff would ask that the City Council consider this as a funding source given that this is an un-budgeted item to the City's General Fund. The BID has an unencumbered balance of approximately \$18,000 and the funds are available for this project.

In relation to funding from the property owners, Staff has generally received a positive response and feels the \$2,315 is an attainable amount from the group.

FISCAL IMPACT:

\$21, 315 and staff time to implement the agreement.

**Winters Downtown Parking Study - Project Budget
Cost Estimate**

Task	Project Manager \$305.00	Professional \$205.00	KIMLEY-HORN				KHA Total Hours	KHA Task Labor Total	Revise
			Analyst II \$145.00	Project Support \$125.00	Admin \$110.00				
Task 1 - Review of Existing Parking Conditions	4	0	24	0	0	28	\$ 4,700		
Review of Parking Inventory & Demand	2		12			14	\$ 2,350	\$ 2,350.00	
Review of Parking Ownership, Regulations and Restrictions	2		12			14	\$ 2,350	\$ -	
Task 2 - Map Existing Parking Supply	2	0	16	0	0	18	\$ 2,930		
Parking System Mapping	2	0	16			18	\$ 2,930	\$ 700.00	
Task 3 - Evaluate Future Parking Demand	4	5	24	0	0	33	\$ 5,725		
Develop Future Parking Demand Estimates	4	5	24			33	\$ 5,725	\$ 5,725.00	
Task 4 - Financing Options	4	8	16	0	0	28	\$ 5,180		
Review of Existing Regulations	2	4	8			14	\$ 2,590	\$ 700.00	
Develop Parking Policy Recommendations	2	4	8			14	\$ 2,590		
Task 5 - Draft and Final Report	6	3	40	0	0	49	\$ 8,245		
Draft Downtown Parking Study Report	4	2	32			38	\$ 6,270	\$ 4,000.00	
Final Downtown Parking Study Report	2	1	8			11	\$ 1,975		
Task 6 - Project Outreach	20	0	33	0	0	53	\$ 10,885		
Kick-Off Meeting	7		6			13	\$ 3,005	\$ 4,000.00	
Public/Community Outreach Meetings (up to 2)	7		15			22	\$ 4,310	\$ -	
City Board/Commission/Council Meetings (Final Report Presentat	6		12			18	\$ 3,570	\$ 2,000.00	
Task X - Project Management	2	0	2	4	4	12	\$ 1,840		
Project Coordination and Administration	2		2	4	4	12	\$ 1,840	\$ 1,840.00	
Total Hours	42	16	155	4	4	221			
Total Labor Costs							\$ 39,505	\$ 21,315.00	
Other Direct Costs¹							\$ 450		
TOTAL COST²							\$ 39,955	\$ (18,640.00)	

Notes:

¹ "Other Direct Costs" include travel costs, mileage, reproduction, etc.

² No data collection costs are assumed in this estimate. If the review of the existing data determines the need for additional data collection, recommendations will be provided to the Committee.

**Chapter 5.40
WINTER BUSINESS IMPROVEMENT AREA**

Sections:

- 5.40.010 Authority.
- 5.40.020 Area established.
- 5.40.030 Authorized uses.
- 5.40.040 Levy of charge separate and in addition to business license tax.
- 5.40.050 Classification of businesses and charges imposed.
- 5.40.060 New businesses.
- 5.40.070 Voluntary contribution.
- 5.40.080 Administration.
- 5.40.090 Modification or disestablishment of the area.
- 5.40.100 Payment of charge effective date.
- 5.40.110 Violation—Penalty.

5.40.010 Authority.

This chapter is adopted pursuant to the "Parking and Business Improvement Area Law of 1989," being Section 36500 et seq. of the California Streets and Highways Code, and Resolution of Intention No. 9120, adopted by the city council on May 7, 1991, 1989, and titled "A Resolution of the City Council of the City of Winters, California, Declaring Its Intentions to Establish a Business Improvement Area, to Provide for the Levying of Charges on the Businesses Located Within Such Area, Classifying Various Businesses for Such Purposes, Describing the Boundaries of the Proposed Area, the Authorized Uses to Which the Proposed Revenues Shall Be Put, the Rate of Such Charges, Fixing the Time and Place of a Hearing to be Held by the City Council to Consider the Establishment of Such an Area, and Directing the Giving of Notice of Such Hearing." Such resolution was published and mailed as provided by law, and hearings thereon were held by the city council at its regular meeting held in the city council chambers, 318 North First Street in the city, on June 4, 1991, at which time all persons desiring to be heard, and all objections made or filed, were fully heard. The city council duly concluded the hearing on June 4, 1991, and determined that protests objecting to the formation of the area have not been made by a majority of the businesses within the area and that such protests are overruled and denied. (Ord. 96-01 § 1 (part); Ord. 91-06 (part); prior code § 10-6.101)

5.40.020 Area established.

There is established a business improvement area which shall be known as the "Winters Business Improvement Area of the City of Winters," herein referred to as the "area" for brevity and convenience. A description of the area is as follows:

All of the area within the City Limits of the City of Winters and as said City Limits may be changed from time to time by action of LAFCO and the City Council.

The businesses and those engaged in business in the area shall be subject to any future amendments to the Parking and Business Improvement Area Law of 1989 (commencing with Section 36500 of the Streets and Highway Code). (Ord. 97-01 (part); Ord. 96-01 § 1 (part); Ord. 91-06 (part); prior code § 10-6.102)

5.40.030 Authorized uses.

The proposed authorized activities and improvements to which the proposed revenue shall be put are as follows:

A. Activities.

"Activities" means, but is not limited to, all of the following:

1. Promotion of public events which benefit businesses in the area and which take place on or in public places within the area;
2. Furnishing of music in any public place in the area;
3. Promotion of tourism within the area;
4. Activities which benefit businesses located and operating in the area.

B. Improvement.

"Improvement" means the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following;

1. Parking facilities;
2. Benches;
3. Trash receptacles;
4. Street lighting;
5. Decorations;
6. Parks;
7. Fountains.

C. Initial Program.

The initial program expenditures of the Winters business improvement area are proposed to include the following:

1. Advertising (i.e., freeway signs, local and regional newspapers, etc.);
2. Customer comforts (i.e. benches, trash receptacles, etc.);
3. Holiday decorations (i.e., street decorations on Railroad, Grant and Main Streets);
4. Informational handouts (business directories, maps, presentation information to attract customers and quality businesses).

There shall be no expenditures of revenues from the levy of assessments with the area on improvement or activities outside of the area. (Ord. 97-01 (part); Ord. 96-01 § 1 (part); Ord. 91-06 (part); prior code § 10-6.103)

5.40.040 Levy of charge separate and in addition to business license tax.

There is imposed a charge for the purposes authorized in Section 5.40.030 which charge is separate and in addition to the ordinary business license tax as it is imposed upon businesses and those engaged in business within the area by Chapter 5.04. Such separate and additional charge is imposed at the rates set forth in Section 5.40.050 for the specified

business classifications regardless of whether the business is charged a flat rate or other basis under the provisions of Chapter 5.04. (Ord. 96-01 § 1 (part); Ord. 91-06 (part): prior code § 10-6.104)

5.40.050 Classification of businesses and charges imposed.

The annual charge imposed on each business in the area shall be twenty-five dollars (\$25.00) except that residential rental businesses only as determined by the Winters business license ordinance shall not be required to pay this BID charge.

If a person engages in two or more separate businesses at the same location, there shall be but one BID assessment. (Ord. 99-03; Ord. 97-01 (part); Ord. 96-01 §§ 1 (part), 2; Ord. 94-13; Ord. 93-01; Ord. 92-03 § 2; Ord. 91-06 (part): prior code § 10-6.105)

5.40.060 New businesses.

New businesses are not exempt from the levy of the assessment of the charge in Section 5.40.050. (Ord. 96-01 § 1 (part); Ord. 91-06 (part): prior code § 10-6.106)

5.40.070 Voluntary contribution.

Any business, person or institution may make a voluntary contribution to the city for the purposes of funding the activities and the improvements in the area and such contributions shall be used for the purposes provided in this chapter. (Ord. 96-01 § 1 (part); Ord. 91-06 (part): prior code § 10-6.108)

5.40.080 Administration.

It is the intention of the city to provide for the administration of the area's activities by appointing the Winters Chamber of Commerce as the advisory board, as provided by state law, for the area and entering into an agreement with the Chamber of Commerce, which, in the opinion of the city council, has the capability of representing the interests of the businesses in the area, whose general objectives are consistent with the purposes of this chapter, and who will provide the resources to effectively achieve those objectives. However, the city council will reserve unto itself sole discretion as to how the revenue derived from the charges, hereunder, is to be used within the scope of the authorized purposes, this chapter and an agreement between the city and the Winters Chamber of Commerce. (Ord. 96-01 § 1 (part); Ord. 91-06 (part): prior code § 10-6.109)

5.40.090 Modification or disestablishment of the area.

The city council, by ordinance, may modify the provisions of this chapter and may disestablish the area after adopting a resolution of intention to such effect. Such resolution shall describe the proposed change or changes, or indicate that it is proposed to disestablish the area, shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the area, and shall state the time and place of a hearing to be held by the city council to consider the proposed action.

The city clerk shall cause such resolution to be published at least once in the official newspaper of the city, and shall also mail a complete copy thereof, postage prepaid, to each business in the area, or, if it is proposed to enlarge the boundaries of the area, to each business in the area as it is proposed to be enlarged. Such publication and mailing shall be completed within seven days of the city council's adoption of the resolution of intention.

In the event the resolution proposes to modify any of the provisions of this ordinance, including changes in the existing charges or in the existing boundaries of the area, such proceedings shall terminate if protest is made by a majority of the businesses in the area, or in the area as it is proposed to be enlarged, as provided by Structural Highways Code

36525, provided that the city council may modify the boundaries or charges as specified in Streets and Highways Code Section 36528.

In the event the resolution proposes disestablishment of the area, the city council shall disestablish the area; unless at such hearing, protest against disestablishment is made by a majority of the businesses in the area.

At the hearing, the city council shall hear all protests and receive evidence for and against the proposed action; shall rule upon all protests. The council's determination in this regard shall be final. The council may continue the hearing from time to time. (Ord. 96-01 § 1 (part); Ord. 91-06 (part); prior code § 10-6.111)

5.40.100 Payment of charge effective date.

The collection of the assessments imposed hereunder shall be made at the same time and in the same manner as the general business license tax under Chapter 5.04 of this code, commencing January 1, 1992.

A special fund is created, known as the "Winters Business Improvement Area Fund," and the charges imposed by this chapter shall be deposited in such fund.

Any person who fails to pay any business improvement area assessment required to be paid by this chapter within the time required (thirty (30) days of notice) shall pay a penalty of fifty (50) percent of the amount of the assessment in addition to the amount of such assessment, and shall pay an additional ten (10) percent of the amount of such assessment, for each month of continued delinquency after the first month, provided that the amount of such penalty shall in no event exceed one hundred (100) percent of the amount of the business improvement area assessment due. (Ord. 97-01 (part); Ord. 96-01 § 1 (part); Ord. 91-06 (part); prior code § 10-6.112)

5.40.110 Violation—Penalty.

A. Any person violating any of the provisions of this chapter or any regulation or rule passed in accordance therewith, including failure to pay the BID assessment so regulated by this chapter or intentionally misrepresenting to any officer or employee of this city any material fact in failing to pay the BID charge herein provided, shall be guilty of an infraction as determined by the city's enforcing officer.

B. Each violation shall be documented in writing by the city's enforcing officer and sent by certified mail to the operator of the business in violation. Failure to respond to the notice by either abating the violation, or by filing a business license application and/or paying the BID assessment within thirty (30) days receipt of the notice shall constitute an additional violation.

C. A violation determined to be an infraction is punishable by a fine of fifty dollars (\$50.00) for the first violation, seventy-five dollars (\$75.00) for the second violation, and one hundred dollars (\$100.00) for a third and any subsequent violations. Infraction penalties become past due if not paid to the city in full within thirty (30) days of issuance. Penalty payments shall be cumulative, with a fine of one hundred twenty-five dollars (\$125.00) due after the second infraction notice, a fine of two hundred twenty-five (\$225.00) due after the third infraction notice, and so on.

D. The city may take legal action through small claims court to collect all past due penalties. (Ord. 97-01 (part); Ord. 96-01 § 1 (part); Ord. 91-06 (part); prior code § 10-6.113)

The Winters Municipal Code is current through Ordinance 2016-04, passed March 1, 2016.

Disclaimer: The City Clerk's Office has the official version of the Winters Municipal Code. Users should contact the City Clerk's Office for ordinances passed subsequent to the ordinance cited above.

City Website: <http://www.cityofwinters.org/>
(<http://www.cityofwinters.org/>)
Telephone number: (530) 795-4910
Code Publishing Company
(<http://www.codepublishing.com/>)

**Winters Downtown Parking Study - Project Budget
Cost Estimate**

Task	KIMLEY-HORN							KHA Total Hours	KHA Task Labor Total
	Project Manager \$305.00	Professional \$205.00	Analyst II \$145.00	Project Support \$125.00	Admin \$110.00				
Task 1 - Review of Existing Parking Conditions									
Review of Parking Inventory & Demand	2	0	12	0	0	0	14	\$ 2,350	
							14	\$ 2,350	
Task 2 - Map Existing Parking Supply									
Parking System Mapping	2	0	0	0	0	0	2	\$ 720	
							1	\$ 720	
Task 3 - Evaluate Future Parking Demand									
Develop Future Parking Demand Estimates	4	5	24	0	0	0	33	\$ 5,725	
							24	\$ 5,725	
Task 4 - Financing Options									
Review of Existing Regulations	2	8	0	0	0	0	10	\$ 720	
Develop Parking Policy Recommendations	1	0	0	0	0.5	0.5	1.5	\$ 360	
							1.5	\$ 360	
Task 5 - Draft and Final Memorandum									
Draft Downtown Parking Study Memorandum	6	0	18	0	0	0	24	\$ 4,135	
Final Downtown Parking Study Report	4	0	16	0	0	0	20	\$ 3,540	
	1	0	2	0	0	0	3	\$ 595	
Task 6 - Project Outreach									
Kick-Off Meeting	20	0	15.5	0	0	0	35.5	\$ 6,975	
Public/Community Outreach Meetings (1)	4		6				10	\$ 2,090	
City/Commission Meetings (2)	3.5		3.5				7	\$ 1,575	
	8		6				14	\$ 3,310	
Task X - Project Management									
Project Coordination and Administration	2	0	2	4	4	4	12	\$ 1,840	
	2		2	4	4	4	12	\$ 1,840	
Total Hours									
Total Labor Costs	38	13	71.5	4	4	4	130.5	\$ 22,465	
Other Direct Costs ¹								\$ 450	
TOTAL COST²								\$ 22,915	

Notes:
¹ "Other Direct Costs" include travel costs, mileage, reproduction, etc.
² No data collection costs are assumed in this estimate. If the review of the existing data determines the need for additional data collection, recommendations will be provided to the Committee.

1. General Qualifications

Kimley-Horn Firm Overview

Kimley-Horn and Associates, Inc. has a long and very successful history of completing transportation and parking projects. Since a handful of engineers founded Kimley-Horn in 1967, we've specialized in transportation while growing to a full-service, multidisciplinary engineering consulting firm with more than 2,300 employees in 73 offices nationwide. Local offices are located in Sacramento, Oakland, Pleasanton, and San Jose.

Parking Analysis Qualifications

Kimley-Horn's parking expertise and experience is renowned throughout the U.S.—ranging from planning to design, and everything in between. We have experts in the fields of strategic planning, supply/demand analyses, demand management, revenue control, parking pricing, program management, structural design, context-sensitive design, traffic circulation, wayfinding, intelligent parking systems, intercept surveys, and more. Our client base includes municipalities, universities, medical campuses, and private development.

Clients from coast to coast rely on us for realistic and creative parking solutions. We identify and prioritize an optimal mix of facility development and parking management strategies; build consensus for cost-effective solutions; and make sure rates, regulations, and ordinances reflect new land uses, support business development, and protect neighborhoods.

Our parking specialists are part of a team of engineers and planners that addresses the full range of land use and transportation issues. We tailor solutions that cost-effectively meet your needs today while laying groundwork for any anticipated growth.

Parking Management Planning

The world of parking is changing and Kimley-Horn is adapting to help you meet new challenges. Kimley-Horn has assembled an outstanding team of parking professionals with broad-based experience, enabling us to provide you with comprehensive parking solutions. We're ready to help you take your parking program to the next level. Whether your needs involve strategic planning, sustainable design solutions, new technology, or routine facility maintenance—we can help you.

Parking Design

Kimley-Horn offers broad-based expertise in all aspects of parking facility projects. Moreover, our parking professionals work day in and day out with our in-house urban planners, traffic and civil engineers, and landscape architects. Together, we help you focus on the big picture—i.e., how your project will fit in the context of the overall community. Kimley-Horn's goal is to meet your parking capacity needs and design a facility that patrons will be comfortable visiting again and again. Our comprehensive design solutions raise your project to the next level of patron satisfaction.

Relevant Projects

Lower Pacific Avenue Parking Study, Santa Cruz, CA – Kimley-Horn worked with the City of Santa Cruz Redevelopment Agency to evaluate parking needs for the Lower Pacific Avenue Area. The Lower Pacific Avenue area sits between the burgeoning downtown and the ever-popular wharf and is on the cusp of a redevelopment period that will link these two assets and create an extended downtown area for the Santa Cruz community. In anticipation of this expansion and redevelopment, the City proactively evaluated parking solutions to help manage demand and plan for a successful and sustainable future. Kimley-Horn provided stakeholder outreach and developed shared parking management strategies, facility feasibility evaluation, a unique parking demand model that predicts parking needs, and a collection of parking management and operations strategies intended to help the City grow over the next 30 years.

Civic Center Parking Study, Marin, CA – Kimley-Horn prepared the Marin County Civic Center Parking Management Plan which evaluated and recommended ways to better manage, refine, and optimize the current and future multi-functional operations of the Civic Center's parking facilities. The plan included recommendations for near-term operational and capital improvements, as well as a long-term analysis of parking supply and demand intended to address the Civic Center's expansion and changing functions. The Civic Center is a complex and multi-faceted facility. It serves most of the County's governmental, administrative, and legal functions, houses nearly 1,100 employees, and serves hundreds of visitors each day. Additionally, the Civic Center is

considered to be the cultural heart of Marin County featuring performing arts theaters, exhibition space, and the County's fairgrounds. Twice a week a Farmers Market attracts visitors to the Civic Center. The Parking Management Plan included an analysis of parking charges, how it would shift to alternative modes and help fund the County's Green Commute Program, capital costs associated with implementing parking charges, and a fiscal summary of annual revenues and expenses.

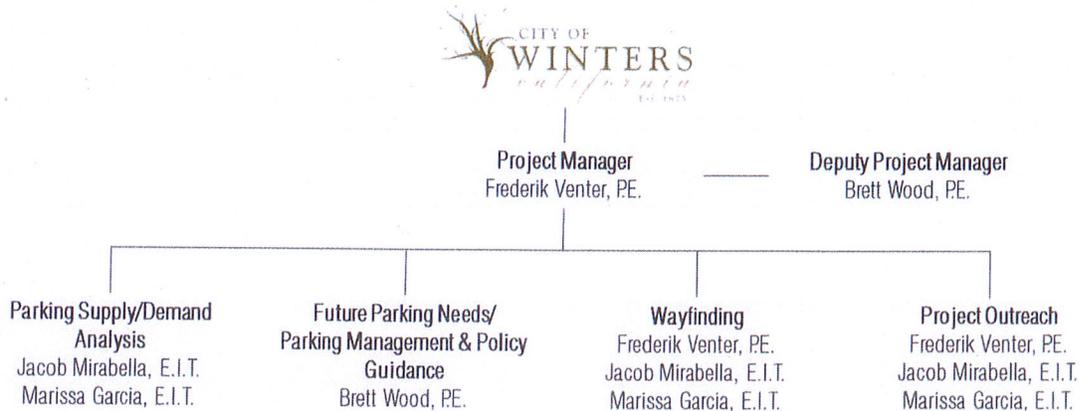
Boulder Access Management and Parking Study, Boulder, CO – The City of Boulder Parking Services Department engaged the Kimley-Horn team to evaluate the parking and transportation system within the City of Boulder and help define a new approach to parking management. This new parking management approach focuses on accessibility, promotes alternative transportation, and enhances a pedestrian-oriented community experience. The Kimley-Horn team is helping define new practices and policies related to Transportation Demand Management (TDM), communication, signage, vehicular demand reduction, and overall parking management strategies.

Tempe Downtown Parking Strategic Plan, Tempe, AZ – To create a strategic parking plan for Tempe's downtown area, Kimley-Horn identified potential sites for a future parking structure, investigated long-term plans for addressing the need for bigger and/or more loading zones, reviewed current on-street and off-street parking technology, evaluated ways to create more user-friendly streets that accommodate the needs of all users, and examined ways to maximize shared-parking arrangements. Through this project, Kimley-Horn recommended draft parking standards and provided a Park+@ modeling approach that allows users to evaluate new development proposals as they impact the overall parking supply.

San Jose Parking Guidance System, San Jose, CA – Kimley-Horn teamed with DKS Associates to prepare a feasibility study to implement a parking guidance system in downtown San Jose. Through the use of changeable message signs, the real-time system would inform motorists of available parking and guide them to parking garages and lots. The study identified an overall signing plan, evaluated system technologies, communications, and costs for system implementation. At the conclusion of the study, the City requested that Kimley-Horn prepare the PS&E for the system.

2. Key Staff

The organization chart below shows our team structure and defines relationships among disciplines and tasks. Resumes for key project team members are provided in Appendix A.



3. Project Approach and Methodology

The parking industry—from the driver demand and agency supply perspective—is undergoing a paradigm shift in parking management, requirements, standards, dynamic demand, and use. Higher parking occupancy, especially including motorized and non-motorized modes of mobility, and better shared use of parking spaces during all hours of the day, sustains our infrastructure and our daily living conditions. The days of wide open blacktop fields of parking spaces are gone. Maintaining

parking occupancy between 75% and 85% is a sign of a great investment in parking, a thriving community, and happy customers.

Task 1: Review of Existing Parking Conditions

At the outset of this task, the Kimley-Horn team will review existing data sources, including recent parking assessments, as well as collect supplemental data, if needed, to understand the true use and behavior characteristics of parking within the Winters downtown area. Our team intends to review the following information< City staff will prepare maps and graphics and consolidate information requested by consultant.

- Inventory and space allocation – including number of spaces that are within each parking facility and any specific designations for shared or private parking
- Ownership and Parking Restrictions – City Staff will document parking characteristics of each parking facility within the downtown study area with guidance provided by the Consultant
- Inventory of existing parking, bicycle and pedestrian wayfinding
- Identification of existing wayfinding deficiencies and service gaps
- Recommend placement and content for improved vehicular/parking, bicycle, and pedestrian wayfinding

An inviting, safe, and well-connected pedestrian network is the backbone to a vibrant, walkable downtown environment. Kimley-Horn will review the existing pedestrian environment, particularly with respect to pedestrian connectivity to key public parking facilities. Kimley-Horn will coordinate with City staff to identify currently planned pedestrian improvement projects. As appropriate, additional pedestrian-related improvement recommendations will be provided to enhance pedestrian safety, connectivity, and wayfinding. Kimley-Horn suggests the collection of parking turnover data in order to more effectively determine parking time limits and/or parking fees. Also, it is recommended that the Winters Parking Committee collect parking data on the existing service alleys.

Task 2: Map Existing Parking Supply

All parking data collected in the previous task will be tabulated to provide the City a database of parking information related to the existing parking system. The database will be used to map existing parking supply, including the following information. City staff will prepare base mapping, guided by Consultant:

- Parking inventory
- Parking ownership
- Restricted parking relationships
- Parking demands by user type

Task 3: Analysis of Current Parking Inventory and Utilization

All parking data collected in the previous two tasks will be analyzed to provide the City:

- Parking Model to encourage employees/managers/owners to park in public spaces
- Evaluate alley and private property parking and proposed solutions that would increase the inventory and utilization of this resource

Task 4: Evaluate Future Parking Demand

For the projection of future parking demand, Kimley-Horn will review parking data collected within the study area and provided estimates based on the proposed projects, including the Downtown Hotel, PG&E Training Facility, Winters Ranch, proposed Freeway Development, Putah Creek bridge improvement, and select Downtown Winters Special Events. Kimley-Horn will make generic recommendations based on information provided by City Staff and may include the following information:

- Location and impact of valet parking on downtown parking inventory
- Location of non-downtown parking facilities and role of shuttles from these sites
- Recommended policies in regards to current businesses, employers, and employees
- Analysis of policies that could facilitate downtown parking, including but not limited to:
 - Parking Enforcement (Timed zones, permits, policing etc.)

Task 5: Financing Options

Kimley-Horn will review funding mechanisms and data provided by City staff.

- Financing alternatives – Through discussions with stakeholders and City staff at the work session, our team will develop financing strategies for the study area and projected parking needs. Strategies to be considered include payment in lieu of parking, parking pricing, commuter financial incentives, bundling versus unbundling parking, parking taxes, etc.
- Management/pricing strategies – Kimley-Horn will assist the City in determining the most effective management strategies for proposed new facilities, including general operation, revenue control, security, etc.

Task 6: Draft and Final Memorandum

The Kimley-Horn team will develop a Downtown Parking/Wayfinding Study Draft and Final Memorandum for the Committee and City to review. The document will consolidate the work completed as part of the project. We will address and respond to one round of consolidated comments on the Draft Report from the Committee and the City staff. A PDF of the Final Report will be provided to the City and the findings of the study will be presented to the City Council. **Deliverables:** Draft and Final Memorandums

Task 7: Project Outreach

One of the major ingredients for a successful parking study is proactive community involvement. Whether at the one-on-one stakeholder level or the community at-large, outreach and interaction provide a necessary baseline for understanding a community's needs and developing community specific improvements. With this in mind, Kimley-Horn will develop a community outreach and participation program to inform, gather input, and communicate strategies and recommendations to the public, agency staff, and other stakeholders. Our proposed workshop formats include open forum (discussion and education series), interactive (group exercises and discussion), and informational (drop-in with maps and schematics of recommendations). We anticipate one Scoping meeting with City staff and the Committee to discuss the project process, scope, schedule, and personnel identification. In total, the Kimley-Horn team will work with the Committee and City staff to facilitate two public/community meetings, two Committee/City staff meetings, and a final presentation of the study findings and recommendations to the City Council. **Deliverables:** One Community/Public Meetings; two (2) Committee/City staff meetings; *Presentation to City Council*

4. References

Our clients know that with Kimley-Horn they experience better. How do we know this? They consistently tell us we deliver remarkable results and we're really good people to work with—and we live for that. In addition to reading the ways in which we've served our clients below, we invite you to contact them personally regarding our work history and quality of service.

Downtown Specific Plan, Napa, CA

Client Contact: Jennifer LaLiberte, Economic Development Manager, City of Napa

Time Period for the Project: March 2009 – May 2012

Scope of Services Performed: Kimley-Horn was part of an inter-disciplinary team that prepared a Specific Plan for Downtown Napa that responded to community concerns that downtown lacks an identity and requires modernization to serve the needs of residents and to keep pace with Napa County's world-class wine-making region. A resurgence of high quality mixed-use development along the Napa River draws visitors and business away from the traditional downtown core. The transportation element of the Specific Plan aimed to create a cohesive Downtown where historic and new areas are equally attractive to visitors. Kimley-Horn prepared a detailed study of existing and future on-street and off-street parking supply and demand within the downtown. Based on this analysis, policy recommendations were provided to establish appropriate parking requirements within the downtown, encourage shared parking in mixed-use blocks, promote and enforce the short-term use of on-street parking in the downtown core for retail shoppers, protect adjacent neighborhoods from spillover parking, and ensure that appropriate strategies are in place to fund construction, operations and maintenance of the existing and future parking system.

1600 First Street, P.O. Box 660
 Napa, CA 94559
 Phone: (707) 257-9502

Downtown and Village Parking and Circulation Study, Capitola, CA

Client Contact: Steve Jesberg, Public Works Director,

Time Period for the Project: 2007-2000, 2010-2012, Current

Scope of Services Performed: The City of Capitola faced challenges in providing parking spaces per their requirements to accommodate redevelopment of the Village area and maintain parking supply per the Local Coastal Plan. The project included an intercept survey to determine visit purposes, length of stays, and probabilities of using

420 Capitola Ave
 Capitola, CA 95010
 (831) 475-7300

remote parking. Seasonal demand from 500 daily beachgoers, proposed new hotel development, redevelopment of residential, commercial and office mixed use, and the intercept survey were used to develop a customized shared parking model for the Village area. The parking model was used to plan a future parking garage, the interim development of a second surface parking lot and the installation of SMART parking meters, a summer shuttle service for remote parking, and wayfinding. Since installation of the SMART meters, parking revenue has increased by 20% and the City is currently developing a parking pricing strategy for seasonal demand. The project also included alternatives for traffic circulation and parking layout alternatives.

3. Schedule

We anticipate the project to be completed within six to seven months, with the last month utilized mainly for City approval process. Each deliverable would include a two-week review by City staff and a turnaround time of one week for response to comments.

Winters Downtown Parking/Wayfinding Study - Project Schedule												
Task	2016											
	October			November				December				
1 Review Existing Parking Conditions												
2 Map Existing Parking Supply												
3 Evaluate Future Parking Demand												
4 Financing Options												
5 Draft and Final Memorandum												
6 Project Meetings and Outreach												
Project Kick-Off Meeting	◆											
Community/Stakeholder Workshops (1)							◆					
Committee/City Staff							◆					
Presentation to Planning Commission/City Council											◆	◆

◆ Meeting

■ Consultant Team Effort

■ City/Stakeholder Review

3. Rates

Effective July 1, 2016 through June 30, 2017

TECHNICAL SUPPORT	\$110.00 - \$125.00
SENIOR TECHNICAL SUPPORT	\$130.00 - \$180.00
SUPPORT STAFF	\$85.00 - \$105.00
PROFESSIONAL	\$100.00 - \$165.00
SENIOR PROFESSIONAL	\$155.00 - \$310.00
PRINCIPAL	\$310.00 - \$310.00

Note: Billing Rates are reviewed yearly and are adjusted effective July 1 each year based upon market conditions



Frederik Venter, P.E.

Project Manager

Frederik has 24 years of experience as a transportation planner, civil engineer, and traffic engineer. He has been involved in several major transportation and traffic engineering studies throughout the United States and has been performing transportation planning and traffic engineering services in Northern California for 12 years. Frederik also has extensive experience in the development of multimodal greenway transportation infrastructure needs, parking requirements and land use planning, urban design, socio-economic and transportation integration for the long term based on future development of small and major projects. Additionally, he has an excellent understanding of how an infrastructure project is defined and mitigated through the CEQA process.

Frederik has also managed transportation planning survey studies, including comprehensive origin/destination surveys and parking survey demand, mitigation proposals, pedestrian and bike facility planning, and roadway concept design. Frederik performs strategic planning of roads-related infrastructure remaining cognizant of applicable Caltrans and local standards, fiscal and socio-economic constraints, and community needs. His experience also includes traffic calming projects, neighborhood parking management programs, campus parking demand and supply studies, parking management techniques, and more lately, how smart parking strategies can be used to eliminate unnecessary parking supply through techniques like shared parking, parking maximums, parking pricing, the establishment of parking funding mechanisms including SMART parking meters.

Relevant Experience

Lower Pacific Parking Study, Santa Cruz, CA – Project Manager. Kimley-Horn worked with the City of Santa Cruz Redevelopment Agency to evaluate parking needs for the Lower Pacific Avenue Area. The Lower Pacific Avenue area sits between the burgeoning downtown and the ever-popular wharf and beach area and is on the cusp of a redevelopment period that will link these two assets and create an extended downtown area for the Santa Cruz community. In anticipation of this expansion and redevelopment, the City proactively evaluated parking solutions to help manage demand and plan for a successful and sustainable future. Kimley-Horn provided stakeholder outreach and developed shared parking management strategies, facility feasibility evaluation, a unique parking demand model that predicts parking needs and a collection of parking management and operations strategies intended to help the City grow over the next 30 years.

Salinas Valley Memorial Hospital Parking Occupancy and Management, Salinas, CA – Project Manager. The Salinas Valley Memorial Hospital and surrounding Medical Office Business and residential neighborhood was severely retained and impacted due to insufficient parking supply at the hospital. Frederik and his team developed parking management strategies for the community, resolved parking concerns for all the stakeholders and were involved in extensive outreach with the stakeholders, including residents, hospital staff, unions, the City of Salinas, doctors' offices and the various boards, attorneys and contractors to develop a parking management that included optimized parking provided on-site management, off-site parking supply, a parking management program for the neighborhood and implementation of a shuttle service. Since implementation of the program in 2009, the City of Salinas has not had any complaints from neighbors, whereas, it was the "hot spot" of complaints before the project was implemented.

Professional Credentials

- Master of Science, Urban Engineering, University of Pretoria
- Bachelor of Science, Civil Engineering, University of Pretoria
- Bachelor of Science, Transportation Engineering, University of Pretoria
- Professional Engineer in California
- American Public Works Association (APWA), Member
- Institute of Transportation Engineers (ITE), Member

Downtown and Village Parking and Circulation Study, Capitola, CA – Project Manager. The City of Capitola faced challenges in providing parking spaces to accommodate redevelopment of the Village area and maintain parking supply per the City's Local Coastal Plan. The project included an intercept survey to determine visit purposes, length of stays, and probabilities of using remote parking. Seasonal demand from 500 daily beachgoers, proposed new hotel development, redevelopment of residential, commercial and office mixed use, and the intercept survey was used to develop a customized shared parking model for the Village area. The parking model was used to plan a future parking garage, the interim development of a second surface parking lot and the installation of SMART parking meters and wayfinding, and a summer shuttle service for remote parking and wayfinding. Since installation of the SMART meters, parking revenue has increased by 20% and the City is currently developing a parking pricing strategy for seasonal demand. The project also included alternatives for traffic circulation and parking layout alternatives.

San Antonio and El Camino Real Precise Plan, Mountain View, CA – Task Leader. Mountain View divides its city into Precise Plan Areas—small area regulatory plans that allow for unique, context-sensitive development requirements. Precise Plans include development standards and guidelines for land use, urban design, parking, multimodal transportation, and infrastructure. The Precise Plans are funded in part by Priority Development Area (PDA) grants from the Metropolitan Transportation Commission (MTC). The MTC—a regional planning organization for roads and transit in the San Francisco Bay Area—supports PDAs, which are expected to absorb most of the area's population and job growth. Both new plan areas are transit-oriented; San Antonio encompasses a Caltrain commuter rail station, and El Camino Real contains a significant bus transit corridor planned for Bus Rapid Transit. Kimley-Horn teamed with a planning firm on the preparation of the transportation and infrastructure elements for both plans.

Middlebury Institute of International Studies (MIIS) Master Plan Parking Analysis, Monterey, CA – Project Manager. The MIIS is located on the periphery of Downtown Monterey. The Institute is updating their Master Plan, which includes an increase in student and faculty population, and a decrease in on-site parking supply—a very unlikely scenario based on typical parking requirement studies. The study included an online survey for students and faculty. The data from this survey was transferred into GIS and overlaid with bicycle and transit routes and origins of students and faculty. The project will mitigate its increased parking demand by entering into shared parking agreements with private and public entities, with parking facilities within one half mile from the campus. It will also introduce a “no parking permit” policy for students that live within 1.5 miles from the campus. In addition, transit passes, carpool incentives, carpool, hybrid, EV parking, and additional bicycle lockers and racks will be provided.

Additional Parking Projects

- City of Salinas Downtown Parking Garage Study, Salinas CA
- City of Salinas Downtown Vibrancy Plan, Salinas CA
- Beach and Boardwalk Area Parking Study- La Bahia Resort, Santa Cruz CA



Brett Wood, P.E. (AZ), CAPP

Parking Supply/Demand Analysis, Future Parking Needs/Parking Management and Policy Guidance

Brett has extensive experience in parking demand and management analysis, including supply and demand evaluations, parking operations management, and strategic parking planning for downtown areas, larger communities, universities, and medical campuses. Brett led the development of a unique software application, Park+®, which helps municipalities monitor changes to parking demand based on development intensity, transportation mode choices, and zoning changes. Over the past three years, Brett has implemented variations of this platform in more than 25 municipalities, universities, and medical campuses throughout the country.

Professional Credentials

- Master of Science, Civil Engineering, University of Alabama
- Bachelor of Science, Civil Engineering, University of Alabama
- Professional Engineer in Arizona and North Carolina
- Certified Administrator of Public Parking
- International Parking Institute – Advisory Council
- Southwest Parking Association, Immediate Past President

Relevant Experience

SANDAG Parking Management Toolbox, San Diego, CA – Project Manager. Kimley-Horn was selected by San Diego Association of Governments (SANDAG) to develop a Parking Management Toolbox. The intent of this Toolbox was to define parking management strategies for various typologies that can be found in the greater San Diego region (e.g. metropolitan centers, universities, coastal communities, ports, military bases, transit stations, etc.). Additionally, the Toolbox summarized potential benefits, challenges, and expected results of each strategy. As part of the process for this project, Kimley-Horn conducted extensive research and case studies of communities and agencies across the country that have a variety of parking issues and are employing unique management solutions to reach a multitude of community goals. The Toolbox will ultimately be translated to a web-based version which is accessible and easy to use by all SANDAG agencies.

Downtown Parking Strategic Plan, Tempe, AZ – Project Manager. To create a strategic parking plan for Tempe's downtown area, Kimley-Horn identified potential sites for a future parking structure, investigated long-term plans for addressing the need for bigger and/or more loading zones, reviewed current on-street and off-street parking technology, evaluated ways to create more user-friendly streets that accommodate the needs of all users, and examined ways to maximize shared-parking arrangements. Through this project, Kimley-Horn recommended draft parking standards and provided a Park+® modeling approach that allows users to evaluate new development proposals as they impact the overall parking supply.

Kimley-Horn's approach to this project included a robust set of parking and transportation planning tools intended to help the City of Tempe better understand its parking and transportation issues within the community, including mini-charrettes and stakeholder outreach to help define recommendations that fit the context of the community. The centerpiece of our approach was the unique and innovative Park+® model, which is Kimley-Horn's proprietary parking demand modeling platform.

Park+® Model, Beverly Hills, CA – Project Manager. Kimley-Horn is working with the City of Beverly Hills to develop a Park+® scenario planning model for the commercial components of its community, including the Triangle, Wilshire Boulevard, and Robertson Avenue areas. The model development included data collection, GIS database development, public outreach, presentations to planning and transportation commissions, and the development of the core Park+® model. New components of the Park+® model developed uniquely for Beverly Hills included a pricing module, enhanced user interface, and enhanced demand latency calculations.

*Brett Wood, P.E. (AZ), CAPP,
Continued*

Arizona State University and Tempe Park+® Model, Phoenix, AZ – Project Manager. Kimley-Horn is working with Arizona State University to develop a Park+® scenario planning tool for its downtown Tempe, AZ campus. The model will be the first Park+® tool to evaluate the municipal and university realms together, as it includes both the campus uses and the downtown Tempe uses. The model development includes data collection, GIS database development, presentations to administration, and the development of the core Park+® model. New components of the Park+® model developed uniquely for ASU included a financial evaluations, enhanced reporting, and output features to provide data from the Park+® model to the campus mobile website application.

Central Atlanta Progress, Downtown Parking Assessment, Atlanta, GA – Project Manager. Kimley-Horn worked with CAP to define a Downtown Atlanta parking management strategy that focuses on creating a more customer friendly and usable parking system. The core of the study was the framework development of a Downtown Parking Collaborative that will help create a public parking system from private parking assets. The framework included working with private parking operators to define criteria for inclusion in the Collaborative, a new branding and marketing strategy, and communication elements to help direct motorists towards public parking assets. The study also included defining pilot studies for CAP to implement after the study was completed to test the effectiveness of the proposed solutions iteratively. As part of the study, Kimley-Horn conducted extensive stakeholder outreach with downtown parking operators and stakeholders.

On-Street Parking Study, Phoenix, AZ – Project Manager. Brett led all aspects of an on-street parking technology acquisition and implementation plan for the City of Phoenix, including rate and management policies to support downtown growth. Brett and his staff guided policy-level decision making through significant technical research, analysis, and community outreach support. The project included the development of a comprehensive white paper on on-street parking technologies and a national peer-city assessment and a local merchant survey.

Parking and Mobility Enterprise System Business Plan, Aurora, CO – Project Manager. Kimley-Horn developed and implemented a business plan for a new Parking and Mobility Enterprise System. The program is being implemented in response to the new Aurora line within the RTD light rail line that serves the Denver metro area. The work being completed by Kimley-Horn includes the development of the business plan for the endeavor, including operations, enforcement, branding, wayfinding, marketing, technology, and specific station area policies. As part of the work, Kimley-Horn is developing its proprietary Park+® modeling platform, which will be used at each of the station areas to define parking management needs and future parking conditions.

Lower Pacific Parking Study, Santa Cruz, CA – Project Manager. Kimley-Horn worked with the City of Santa Cruz Redevelopment Agency to evaluate parking needs for the Lower Pacific Avenue Area. The Lower Pacific Avenue area sits between the burgeoning downtown and the ever-popular wharf and beach area and is on the cusp of a redevelopment period that will link these two assets and create an extended downtown area for the Santa Cruz community. In anticipation of this expansion and redevelopment, the City proactively evaluated parking solutions to help manage demand and plan for a successful and sustainable future. Kimley-Horn provided stakeholder outreach and developed shared parking management strategies, facility feasibility evaluation, a unique parking demand model that predicts parking needs and a collection of parking management and operations strategies intended to help the City grow over the next 30 years.