

LEVEL G ASSOCIATES  
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OLD BETHPAGE, NY 11804

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March 3, 2021

Mr. John McNally, Assistant City Manager  
City of Long Beach  
1 West Chester Street  
Long Beach, NY 11561

Re: Proposal for "As Needed" Parking  
Consulting and Technical Assistance  
During the Finalization, Procurement and  
Implementation of a Parking Management  
System / Our No. 21-3006

Dear Mr. McNally:

This letter describes the services that Level G Associates, as parking consultant, will provide to the City of Long Beach, as client, with respect to the finalization, procurement and implementation of a parking management system serving the City's Central Business District. The letter also describes our understanding of the project, the project purpose, and fees that will be charged for and in consideration of rendering these services.

**Project Understanding & Purpose**

The City of Long Beach engaged Level G Associates in 2018 to assist in the preparation of a Parking Management Program (PMP). That program included the installation of 38 parking meter kiosks and was accompanied by capital cost, revenue and program expense estimates prepared by Level G. After a series of delays, the City is now interested in implementing the 2018 Parking Management Program, or something similar, in the near future and is seeking advice and guidance to assist in the process.

The purpose of this assignment is to provide parking consulting services and technical assistance on an "as needed" basis to the City of Long Beach during the finalization, procurement and implementation of the Parking Management Plan.

**Scope of Services**

Although services will be conducted on an "as needed" basis, the following is a series of tasks where the City may find services of the parking consultant to prove helpful:

1. A project start-up meeting with City officials including a review of the 2018 PMP, City maps and a discussion of project schedule and goals;
2. Field observations to review subject parking areas and update parking inventory;
3. A review of resident vs. non-resident parking management options and parameters;
4. A review of the City's current parking enforcement equipment, software and protocol;

5. Preparation of PMP revenue and expense projections using a variety of fee structures and operating models;
6. Preparation of capital cost estimates for a variety of PMP operating structures along with the pros and cons of each option. Such options may include single space (credit card) meters; multi-space meter kiosks; and pay-by-app only, among others;
7. Preparation of a high-level briefing packet summarizing the PMP options and identifying the steps required to procure and install the program and make it operational;
8. With input from the City, assist in the preparation of RFP documents including illustrations, instructions, performance standards, and project schedule, among others;
9. Prepare RFP addenda, if necessary, and assist in answering proposer queries during the proposal response period;
10. Attend the RFP opening, review the proposals, and prepare an RFP comparison table summarizing the proposal contents;
11. Contact proposers for augmentation or clarification of proposals as needed;
12. Check proposer's references;
13. Rank the proposals based on the most advantageous combination of project approach, quality, experience, and price;
14. Attend a project start-up meeting with the successful proposer and City officials;
15. Interface with the successful proposer and/or parking equipment manufacturers to insure that all fabrication, programming, integration and installation requirements are properly delivered, tested and coordinated;
16. If necessary, assist the City in the development of a sign and pavement marking program to accompany the PMP installations;
17. If necessary, prepare or assist the City in the preparation of parking equipment graphics, instruction panels and programming documents that will be required to properly outfit and program the pay stations to City specifications;
18. If necessary, conduct observations of the installations and prepare a punch list of possible incorrect or incomplete items that need to be accomplished or corrected before the parking equipment "go live" date;
19. Test equipment and/or pay-by-app programming in advance of "go live" dates;
20. Assist in the design and implementation of a coordinated informational campaign to assist the City in disseminating information regarding the features and benefits of the parking management system;
21. Assist the City in the development and refinement of protocol for record keeping, internal controls, parking enforcement, revenue collections, and other procedures to insure the establishment of a municipal parking division that is run efficiently and based on operational best practices.

### **Fee Proposal**

If authorized to conduct this assignment, we will provide our services on a timecard basis in accordance with the attached fee schedule. A project budget of Ten Thousand Dollars (\$10,000.00) is hereby established for the execution of project services and we specify that the total fee to provide these services will not exceed this amount without written authorization from the City.

Should the City require services that are beyond the scope and budget of this agreement, the parking consultant agrees to two optional \$5,000 budget extensions using the attached fee

schedule provided the extension or extensions are approved by written authorization from the City within 48 months of the original contract execution date.

We will submit invoices to the client on a monthly basis representing actual monthly accruals of fee. Each invoice will include a summary of work performed, previous amount invoiced and the remaining contract value, if applicable. Invoices will not be submitted during months with little or no project activity. In the case of the former, the non-invoiced fee will carry over to the next month. This proposal shall remain firm and in effect until March 31, 2021.

Level G Associates is a parking consulting firm, not an engineering firm, and we do not employ professional engineers or architects on our staff. Products generated by Level G in the course of this assignment may include design concepts or technical illustrations but these products are not intended for construction and are developed for "design intent" or planning purposes only.

**Professional Liability Insurance**

Level G Associates currently maintains professional liability insurance with annual limits of \$2,000,000 each claim / \$2,000,000 aggregate and shall continue to maintain such coverage while engaged to conduct consulting services for the City of Long Beach.

**Acceptance**

If the terms and conditions of this proposal are acceptable to the City of Long Beach, kindly indicate acceptance by an appropriate signature in the space provided and return an executed copy to us.

We are pleased to have the opportunity to submit this proposal and thank you for your consideration of Level G Associates. If you have any questions, or would like to discuss this proposal in further detail, please contact me at (516) 756-4750 or ggiosa@levelgassociates.com.


Respectfully submitted,  
LEVEL G ASSOCIATES



Gerard Giosa  
President

\* \* \* \* \*

**ACCEPTED BY THE CITY OF LONG BEACH, NY:**

Signature:   
Name: DONNA M GAYDEN  
Title: CITY MANAGER  
Date: 3/11/2021

**ATTACHMENT NO. 1**

**PREVAILING LABOR RATES - 2021**

<b><u>Discipline:</u></b>	<b><u>Hourly Rate</u></b>
Principal (Giosa)	\$ 140.00
Senior Planner / Grant Writer	\$ 125.00
Analyst	\$ 105.00
CADD Operator / Illustrator	\$ 90.00
Assistant Analyst	\$ 75.00
Technician	\$ 55.00

**Reimbursable Expenses**

Travel outside of the Tri-State (NY-NJ-CT) area at the client's request, including airfare, lodging and car rentals, at actual verified cost, or prevailing IRS rate for auto travel. Special printing or shipping requested by the client at actual verified cost.