

Contracting Issues

Best Practices and Considerations When Contracting all Municipal Parking Services



Atlanta



ATLANTA at a glance

- There are approximately 95,000 parking spaces available to visitors of the downtown and surrounding areas.

BREAKOUT OF PARKING SPACES

- Approx. 67,000 – Parking Structures
- 25,250- Surface Lots
- 2500- On-street



How did we get here?

- History of Limited Parking Enforcement.
 - Due to limited staff caused by budget shortfalls.
- Residents and commuters alike had been accustomed to abundant and inexpensive parking in downtown Atlanta for years.
- Citizen sense of entitlement to free parking.



DECISION TO OUTSOURCE

- In 2009, the City of Atlanta entered into a 7 year contract with DUNCAN SOLUTIONS aka “PARKatlanta” for complete responsibility as its parking management provider.



The Deal

- PARKatlanta provides a \$5.5 million annual revenue guarantee to the City of Atlanta
- PARKatlanta is responsible for the following:
 - Parking Enforcement
 - Booting and Towing
 - Parking Signage, Installation, and Repair
 - Delinquent Citation Collection



Challenges



atlanta
park



Atlanta





atlanta **Biggest Challenges**

park

- Perception- “Outsiders coming to takeover”
- Citizen objection/Councilmembers Response
 - Some felt contract was illegal
- Contractor mistakes during ramp up
 - Incorrect Signage and Poor Customer Service.



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atlanta **RECOMMENDATIONS**

park

- OUTREACH... OUTREACH... OUTREACH
- RAMP UP SLOWLY
- ESTABLISH COMMUNICATION PROTOCOL
- MAINTAIN CITY STAFF FOR OVERSIGHT AND PERFORMANCE MONITORING
- MEET REGULARLY
- BE SURE THERE IS AN AUDIT PROVISION
- HAVE A PLAN “B”



atlanta park FINAL RECOMMENDATIONS

- Be sure to review the contract with all affected City departments for their understanding and buy in.

Ex. Police, City Solicitors Office, Judges, Code Enforcement, Mayors Office, City Council, etc.



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For more information please visit

www.atlantaga.gov/government/publicworks/parkatlanta.aspx or
www.parkatlanta.org



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