



SUBJECT: CRA Parking Study – Phase 2

ACTION REQUESTED: Approval of a Professional Services Task Order with Kimley-Horn and Associates, Inc. for Phase Two of the CRA Parking Study.

REQUESTED BY: Carol Stricklin, Community Development Director

SUPPORTING DOCUMENTS: Yes

SUMMARY

This task order builds off Phase 1, completed in July 2025, to provide the following:

- Verification of the parking inventory from Phase I and collection of the current public parking inventory within City limits.
- Expanded parking inventory review of Downtown area as shown below in 'Exhibit A'.
- Understanding of parking occupancy/conditions and parking hotspots.
- Review of parking standards, parking turnover, and anticipated future parking demand.
- Parking recommendations for Downtown including a focus on special event parking.

This effort is designed to address Goal 2024-4: Improve Management of Downtown Parking Plan from the City Commission Goals and Objectives and was mentioned in the City Manager's March 16, 2026 update.

Kimley-Horn and Associates, Inc., is currently under a continuing contract with the City pursuant to the Competitive Consultants Negotiations Act (CCNA). Kimley-Horn proposes to complete the study as outlined above and detailed in the scope of services provided in the supporting documents for a lump sum fee of \$90,000.

The CRA has \$450,000 budgeted for parking improvements (Project #CRPK26) from Account #067-6517-500.63-00. Sufficient funds exist to cover this task order. The task order is expected to be completed in FY25/26.

Staff recommends approval of the proposed task order for Phase 2 of the CRA Parking Study with Kimley-Horn and Associates, Inc. for a lump sum fee of \$90,000.

TASK ORDER FOR CONTINUING CONTRACT
PARKING STUDY PHASE II

THIS TASK ORDER FOR CONTINUING CONTRACT (“Task Order”) dated February 23, 2026, is issued pursuant to that certain continuing contract entered into pursuant to the Competitive Consultants Negotiations Act, section 287.055, Florida Statutes and RFQ 2023-1-CCNA on March 20, 2023, Renewal #1 issued March 17, 2025, and Renewal #2 issued March 16, 2026, by and between the Cit of Safety Harbor, Florida, a Florida municipal corporation (the City) and Kimley-Horn and Associates, Inc., a Florida for profit corporation with its principal place of business located at 200 Central Avenue, Suite 600, St. Petersburg, FL 33701 (“Contractor”)(collectively, the “Parties”)(the “Agreement”). This Task Order is issued under, as part of, an din accordance with the Agreement and is bound by its conditions and provisions thereof.

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged by the Parties, the Parties agree as follows:

1. Contractor shall complete the scope of work attached as Exhibit A, in accordance with the Agreement, the schedule for completion as provided in Exhibit A, and for a maximum lump sum amount not to exceed Ninety Thousand and 00/100 Dollars (\$ 90,000.00).

2. If any one or more provisions of this Task Order is held to be invalid, illegal, or unenforceable in any respect by a court of competent jurisdiction, the validity, legality, and enforceability of the remaining provisions of this Task Order, and the Agreement, shall not in any way be affected or impaired thereby and the Task Order shall be treated as though the invalidated portion(s) had never been a part hereof. If there is any conflict between this Task Order and the Agreement, the Agreement shall control.

3. The Parties represent and warrant that each is authorized to enter into this Task Order without the consent and joinder of any other party and that the individuals executing this Task Order have full power and authority to bind their respective party to the terms hereof.

4. This Task Order may be executed in one or more counterparts, any one of which need not contain the signatures of more than one party, but all such counterparts taken together will constitute one and the same instrument. This Task Order may be executed by electronic signature technology and such electronic signature shall act as the Parties’ legal signatures on this Task Order and shall be treated in all respects as an original handwritten signature.

IN WITNESS WHEREOF, the Parties have caused this Task Order to be executed as of the date first written above.

THE CITY OF SAFETY HARBOR, FLORIDA

By: _____

Print Name: Joseph Ayoub

Title: Mayor

Attest: _____

City Clerk

Approved as to form: _____

City Attorney

Agreed to and accepted by:

KIMLEY-HORN AND ASSOCIATES, INC.

Jared Schneider, AICP, CNU-A

Title: Project Director Date: _____

Chad Davis, AICP

Title: Project Manager Date: _____

Exhibit A
Scope of Work

March 17, 2026

Carol Stricklin, AICP
City of Safety Harbor, FL – Community Development Director
750 Main Street
Safety Harbor, Florida 34695

**Re: Letter Agreement for Professional Services
City of Safety Harbor Parking Study Phase II
Safety Harbor, Florida**

Dear Ms. Stricklin:

Kimley-Horn and Associates, Inc. (“Kimley-Horn” or “Consultant”) is pleased to submit this Letter Agreement (the “Agreement”) to the City of Safety Harbor (City) (“Client”) for providing professional parking services for the City. Our project understanding, scope of services, and fees are described below.

PROJECT UNDERSTANDING

The City of Safety Harbor hosts several special events throughout the year, which draw major crowds, causing parking concerns in public parking facilities and in residential areas. Phase I of the City’s Parking Study provided baseline information on parking inventory and occupancy data for two (2) City-owned off-street parking lots and two (2) on-street parking areas. Phase II will build upon the work completed in Phase I to provide a Citywide understanding of parking challenges and opportunities.

The Client seeks the following information:

- Verification of the parking inventory from Phase I and collection of the current public parking inventory within City limits
- Expanded parking inventory review of Downtown area as shown below in Exhibit A
- Understanding of parking occupancy/conditions and parking hotspots
- Review of parking standards, parking turnover, and anticipated future parking demand
- Parking recommendations for Downtown including a focus on special event parking

Exhibit A: Study Area (Designated On-Street and Off-Street areas):
 Analysis of areas in blue and orange below



The following scope will be provided as part of the **Safety Harbor Parking Study Phase II:**

SCOPE OF SERVICES

TASK 1 – Project Kick-Off

Kimley-Horn will conduct a kick-off meeting with City staff virtually via Teams to discuss project expectations, data collection, stakeholder engagement, confirm dates for data collection, and discuss project deliverables and milestones.

TASK 1 Deliverables:

- Project Setups
- Project Kick-Off meeting
- Data Collection Summary

TASK 2 – Project Meetings

Following the kick-off meeting, Kimley-Horn will develop a Project Management Plan (PMP) to formalize project deliverables and deadlines.

Kimley-Horn will participate in up to six (6) team calls virtually with the City staff. It is understood that Kimley-Horn will facilitate the calls as agreed upon with City staff to review the work assignments, project status, data/analysis needs, and similar, through the end of this project. It is assumed that up to two (2) Kimley-Horn team members will participate in each progress call. Progress reports will be provided for each month.

TASK 2 Deliverables:

- *Up to six (6) team virtual calls*
- *Up to six (6) progress reports.*

TASK 3 – Stakeholder Engagement

Kimley-Horn will also conduct up to five (5) stakeholder meetings to include stakeholder groups, as agreed upon, anticipated to be conducted over one day or over two half days. A summary will be developed to be provided as part of the Parking Study Report.

TASK 3 Deliverables:

- *Up to five (5) stakeholder meetings over one full day or two half days*
- *Summary to be provided as part of the Parking Study Report*

TASK 4 – Current State of Parking Analysis

Kimley-Horn will conduct a validation and expansion of the existing parking data to analyze current conditions in the study area. The parking inventory and analysis will include the following steps.

1. Baseline Analysis: Our team will conduct the following analysis:
 - Verify inventory of counts of both on-street and off-street parking (public) and selected private parking locations in the study area (to be agreed upon by the project team)
 - Confirm classification of spaces (e.g., time-limited, ADA-accessible, loading zones)
 - Identify the presence of golf carts, EV charging stations, and bicycle parking facilities
 - Evaluate the current condition and functionality of parking signage and wayfinding
 - Utilize Replica software to identify origin and destination locations. Up to five (5) maps will be developed to highlight different scenarios
 - Review existing parking standards and identify and create a map of non-conforming properties

2. Field Observations and Data Collection

To assess real-world usage patterns and system performance, our team will conduct a two-day field observation during a typical weekday and weekend, as agreed upon with the Client. Data collection will include:

- **Occupancy Counts** – Number of parked vehicles at regular intervals across parking assets agreed upon in the study area. Occupancy counts will include midday (12:00 PM – 3:00 PM) and evening (6:00 PM – 9:00 PM) counts, and during one special event for up to three hours.

- Turnover Rates – Kimley-Horn will perform a turnover analysis at up to three (3) public parking locations. This evaluation will observe parking vehicles entering and exiting a facility over a two-hour period. Observations will be used to calculate the hourly turnover rate.
- Average Parking Duration – As part of evaluating parking behavior, Kimley-Horn will assess parking duration at the three (3) sample locations included in the turnover rate analysis. To provide a low-cost and accurate duration analysis, Kimley-Horn recommends performing a manual/observational study. Parking duration observations will be conducted over the course of a typical weekday or weekend day.

Optional Data Collection Strategy: **Drone Data Collection** – Kimley-Horn can collect data via drone aerial imagery. Based on the size of the study area, using a drone to capture parking data may need to be targeted. We recommend assessing the feasibility of performing drone data collection to gather parking occupancy, turnover, and duration data. If it is determined that drone data collection is viable, Kimley-Horn will work with City staff refine the data collection strategy.

3. Mobility Assessment: Kimley-Horn will evaluate:

- Traffic Circulation Patterns – Kimley-Horn will assess how vehicles move through and around the study area, with attention to bottlenecks and loading zones. This evaluation will serve as the baseline for high-level circulation enhancement and traffic mitigation strategies.
- Pedestrian & Bicycle Connectivity – Kimley-Horn will start with the bicycle/pedestrian plan developed. The team will create a summary narrative and map in the Parking Study Report, highlighting opportunities that enhance the mobility experience in Downtown Safety Harbor, including multimodal parking opportunities.

4. Data Analysis & Reporting: Information will be summarized through:

- GIS Mapping – the parking inventory and usage data will be geospatially referenced and mapped to identify areas of surplus and shortage, hot spots of high turnover, and accessibility concerns. Kimley-Horn will document the parking inventory and observed parking behavior in GIS and tabular format. The data sets developed for assessment will be used to evaluate parking surpluses, deficits, and growth opportunities. Heat Maps showing occupancy trends by time of day and location
- Parking surplus and deficiency zones based on thresholds defined with City input
- Turnover and duration charts to identify short-term vs. long-term behaviors
- Narrative summary of observed behavior patterns, challenges, and opportunities

These findings will be compiled into an initial presentation and incorporated into the final parking study report to support the development of practical, data-driven recommendations.

TASK 4 Deliverables:

- *Initial Parking Inventory and Analysis in presentation format Summary Incorporated into Final Parking Study Report*

TASK 5 – Recommendations

Kimley-Horn will develop a list of recommendations to help to enhance the efficiency, accessibility, and user experience of the Downtown Safety Harbor area. Each recommendation will include priority level, and a proposed implementation timeline to support decision-making and phased execution.

1. Shared Use & Optimization of Existing Supply: Kimley-Horn will identify underutilized public and private parking assets and recommend ways to maximize their use through:
 - Operations Management – Enhance enforcement and compliance of existing parking rules
 - Shared Parking Agreements – Guidance for forming agreements with private lot owners (e.g., churches, businesses) for off-hour public use.
 - Dynamic Use Strategies – Opportunities for dual-use configurations (e.g., daytime commercial, evening event parking).
 - Wayfinding & Signage Improvements – Consistent, visible signage to guide visitors to lesser-known or underused parking areas, paired with pedestrian-scaled directional signage.
2. Regulatory & Zoning Standards Updates: Kimley-Horn will propose potential standards updates:
 - Reduced or flexible parking minimums for new development:
 - Incentives for shared parking and green infrastructure (e.g., permeable pavement, tree islands)
 - Time-limit parking with enhanced enforcement and technology
 - Development considerations, including cost of parking
3. Multimodal Recommendations: Kimley-Horn will propose parking demand is closely tied to mobility options. Kimley-Horn will assess and recommend:
 - Bikeshare Feasibility – Including location siting, cost partnerships, and ridership projections
 - Park-and-Walk Initiatives – Identification of peripheral lots for overflow use, connected by safe and attractive pedestrian routes
 - Last-Mile Solutions – Micro-mobility hubs or shuttle loops (especially during events or peak seasons)
 - Golf cart parking best practices
4. Digital Parking and User Communication Recommendations: Kimley-Horn will highlight strategies such as interactive web maps or apps, real-time availability, and integrated city website updates.
5. Spatial Analysis: Kimley-Horn will use aerial imagery to map projected demand against existing and planned parking supply to identify:
 - Future areas of parking surplus or shortfall and locations sensitive to growth
 - Opportunities for shared use or facility expansion assumptions
6. Case Study Review Best Practices: Kimley-Horn will perform a case study review and will compile best practices that address:
 - Parking management strategies for special events
 - Smart parking technologies and demand management tools
 - Key provisions for reducing parking requirements

7. Implementation Roadmap: Will include an implementation matrix outlining:
 - Short-, medium-, and long-term actions
 - Special events/standards (peak events)
 - Parking ratio standards, shared parking, and impacts to developments
 - Performance metrics to measure success over time

TASK 5 Deliverables:

- *Draft Recommendations*

TASK 6 – Report and Documentation

Kimley-Horn will incorporate material from the previous tasks in a draft and final report with background documentation.

1. Draft Report The draft report will serve as a summary of findings, analyses, and preliminary recommendations. It will include:
 - Executive Summary outlining key insights and themes
 - Technical Analysis Appendices, including maps, occupancy data, and future demand projections
 - Preliminary Recommendations across parking, policy, infrastructure, and outreach strategies

Kimley-Horn will provide the draft to stakeholders (city staff and city commission) through a coordinated review period, gathering feedback that will directly inform and refine the final deliverables. Our team will provide up to two (2) rounds of updates to the Draft Report based on consolidated comments provided by the city staff.

2. The Final Report will be updated and provided to city staff based on the consolidated updates

TASK 6 Deliverables:

- *Draft Report, up to two rounds of updates*
- *Final Report*

TASK 7 – Presentation

Kimley-Horn will provide the following as part of this task:

1. Presentation Development: Kimley-Horn will develop an executive summary presentation that outlines the study findings, incorporates community feedback, and highlights key recommendations, outcomes, and action items. The presentation will be designed to inform the City of Safety Harbor City Commission, key city leadership, and other stakeholders. Kimley-Horn will collaborate with the city staff and will make up to one (1) round of consolidated revisions.
2. City Commission Meeting: Kimley-Horn will present at one (1) City of Safety Harbor Commission meeting. This may be held in-person

TASK 7 Deliverables:

- *Summary Presentation*

- *City Commission Meeting*

ADDITIONAL SERVICES

Any services not specifically provided for in the above scope of services, as well as any changes in the scope of services the Client requests, will be considered additional services and will be performed at our then current hourly rates. Additional services we can provide include, but are not limited to, the following:

- Attendance at meetings and public hearings
- Data collection not specified above
- Facilitate and/or attend public outreach meetings/events
- Online and in-person surveying for feedback on parking in the City
- City parking code of ordinances updates
- Future buildout review of planned developments
- Any services not specifically described in the above scope of services

INFORMATION PROVIDED BY CLIENT

We shall be entitled to rely on the completeness and accuracy of all information provided by the Client or the Client’s consultants or representatives. The Client shall provide all information requested by Kimley-Horn during the project, including but not limited to the following: All information necessary to perform our services to support this effort.

PROJECT SCHEDULE

The schedule for the project tasks will be defined by mutual agreement with approval between the Client and the Consultant.

FEES AND EXPENSES

Kimley-Horn will perform the services in Tasks 1 - 7 for the total lump sum labor fee below.

Task Number & Name		Fee	Type
1	Project Kick-off and Coordination	\$2,000	Lump Sum
2	Project Meetings	\$4,000	Lump Sum
3	Stakeholder Engagement	\$4,000	Lump Sum
4	Current State of Parking Analysis	\$32,000	Lump Sum
5	Recommendations	\$33,000	Lump Sum
6	Report and Documentation	\$10,000	Lump Sum
7	Presentation	\$5,000	Lump Sum
Total Lump Sum		\$90,000	

Lump sum fees will be invoiced monthly based upon the overall percentage of services performed. Payment will be due within 25 days of your receipt of the invoice and should include the invoice number and Kimley-Horn project number.

CLOSURE

In addition to the matters set forth herein, our Agreement shall include and be subject to, and only to, the attached Standard Provisions, which are incorporated by reference. As used in the Standard Provisions, "Kimley-Horn" shall refer to Kimley-Horn and Associates, Inc., and "Client" shall refer to the City of Safety Harbor.

Kimley-Horn, in an effort to expedite invoices and reduce paper waste, submits invoices via email in an Adobe PDF format. We can also provide a paper copy via regular mail if requested. Please include the invoice number and Kimley-Horn project number with all payments. Please provide the following information:

____ Please email all invoices to _____
____ Please copy _____

If you concur in all the foregoing and wish to direct us to proceed with the services, please have authorized persons execute both copies of this Agreement in the spaces provided below, retain one copy, and return the other to us. We will commence services only after we have received a fully-executed agreement. Fees and times stated in this Agreement are valid for sixty (60) days after the date of this letter.

We appreciate the opportunity to provide these services to you. Please contact me at 727.371.8922 should you have any questions.

Very truly yours,

Jared Schneider, AICP, CNU-A
Project Director

Chad Davis, AICP
Project Manager

Attachment(s): Standard Provisions, Request for Information

Agreed this _____ of _____, 2026.

CITY OF SAFETY HARBOR

SIGNED: _____

PRINTED NAME: _____

TITLE: _____

Client's Federal Tax ID: _____

Client's Business License No.: _____

Client's Street Address: _____
