

Alyssa Hager

From: Charlie Kratovil <opra+request-67545-48855f55@requests.opramachine.com>
Sent: Tuesday, October 1, 2024 9:40 PM
To: Susan Minock
Subject: OPRA request - THA Consulting Contract and Related Records

RECEIVED

Dear South River Borough,

OCT 02 2024

BOROUGH CLERK

Please accept this electronic request for public records made under the OPRA and the common law right of access. I am a journalist with New Brunswick Today and Trenton Makes News, and require the records for my reporting on New Jersey's local governments, school districts, and autonomous authorities. I am not required to fill out an official form or use a particular software platform to submit my request per NJSA 47:1A-6(f), which states that an email from a requestor including all of the information required on the adopted form shall suffice in place of a completed form as a valid government record request.

I HAVE NOT been convicted of any indictable offense under the laws of New Jersey, any other state, or the United States.

I WILL NOT use the requested government records for a commercial purpose.

I AM NOT seeking records in connection with a legal proceeding.

Please provide a copy of your most recent contract with THA Consulting (144 Livingston Avenue, New Brunswick, NJ 08901), formerly known as Timothy Haahs & Associates. Please also provide all submissions, solicitations, letters of interest, proposals, or other documentation submitted while they were seeking the contract. Please also provide copies of all bills, invoices, or receipts from THA Consulting, and any reports or other publications they produced for you in the course of their work.

My preferred delivery method for response(s) to this request is by E-mail as an attachments.

Please confirm you have received this request, and feel free to contact me at 732-993-9697 if I can be helpful in clarifying this request. Thanks very much and have a nice day.

Yours faithfully,

RESOLUTION 2022-324
**AUTHORIZING THA CONSULTING TO PROVIDE A SITE FEASIBILITY STUDY FOR THE OBERT STREET
PARKING LOT**

WHEREAS, there exists a need for a Site Feasibility Study for the Obert Street Parking Lot, and;

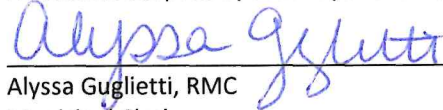
WHEREAS, the Chief Financial Officer of the Borough of South River has certified the availability of funds in account 2-20-55-502-204.

NOW, THEREFORE, BE IT AND IT IS HEREBY RESOLVED by the Mayor and Council of the Borough of South River in the County of Middlesex, the State of New Jersey:

1. That THA Consulting is hereby authorized to provide a Site Feasibility Study to the Borough at a fee not to exceed \$8,500.00.
2. This contract is awarded without competitive bidding as a professional service under the provisions of the Local Public Contracts Law (N.J.S. 40A:11-5 (1) (1) since this contract is for services performed by a person authorized by law to practice a recognized profession and it was not possible to obtain competitive bidding.
3. A copy of this Resolution shall be published in the official newspaper of the Borough of South River within ten (10) days of its passage.

COUNCIL	MOTION	2 ND	AYES	NAYS	ABSTAIN	ABSENT
<i>Councilwoman Balazs</i>		X	X			
<i>Councilman Guindi</i>	X		X			
<i>Councilman Gurchensky</i>			X			
<i>Councilwoman Meira</i>			X			
<i>Councilman Oliveira</i>			X			
<i>Council President Ciulla</i>			X			

I do hereby certify that the foregoing is a true and exact copy of authorization to approve the foregoing resolution adopted by the Mayor and Borough Council of South River on December 19, 2022.



Alyssa Guglietti, RMC
Municipal Clerk
Borough of South River

October 2, 2024
09:04 AM

Borough of South River
Detail Vendor Activity Report By Vendor Name

Page No: 1

Vendor Range: THA CONSULTING INC	to THA CONSULTING INC	Status: Active
Report Type: All	Include Open Requisitions: N	
Threshold Amount: 0.00	Include Tax Id: Y Contracts: N	Bid: Y State: Y Other: Y Exempt: Y
Date Range Type: Both	First Enc Date Range: 01/01/16 to 10/02/24	Paid Date Range: 01/01/16 to 10/02/24

Vendor # Name	Status	1099 Type	Tax Id	1099
First P.O. # Item Description	Prch. Type Status	Invoice	Amount	Excl
Enc Date Contract Id Account Type Charge Account	Account Description			
T550 THA CONSULTING INC	Active	23-2756408		
12/21/22 22-03220 1 OBERT ST SITE FEASIBILITY ST	Other	Pd ck: 0 08/22/23	0.00	
Budget 2-20-55-502-204		PARKING - PROFESSIONAL SERVICES		
12/21/22 22-03220 2 OBERT ST SITE FEASIBILITY ST	Other	Pd ck: 69156 08/22/23 014602	8,500.00	
Budget 2-20-55-502-204		PARKING - PROFESSIONAL SERVICES		
Total Open P.O.: Bid:	0.00 State:	0.00 other:	0.00 Exempt:	0.00 All: 0.00
Total Paid P.O.:	0.00	0.00	8,500.00	0.00 8,500.00
Vendor P.O. Total:	0.00	0.00	8,500.00	0.00 8,500.00

Total Vendors:	1	Total Open P.O.:	0.00	Total Paid P.O.:	8,500.00	Total Open & Paid:	8,500.00
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Classified Ad Receipt
(For Info Only - NOT A BILL)

Customer: BOROUGH OF SOUTH RIVER

Address: 48 WASHINGTON ST
SOUTH RIVER NJ 08882
USA

Ad No.: 0005533239

Pymt Method Invoice

Net Amount \$22.36

Run Times: 1

No. of Affidavits: 0

Run Dates: 12/23/22

Text of Ad:

RESOLUTION 2022-324
AUTHORIZING THA CONSULTING TO PROVIDE A SITE FEASIBILITY
STUDY FOR THE OBERT STREET PARKING LOT

WHEREAS, there exists a need for a Site Feasibility Study for the
Obert Street Parking Lot, and;

WHEREAS, the Chief Financial Officer of the Borough of South River
has certified the availability of funds in account 2-20-55-502-204.

NOW, THEREFORE, BE IT AND IT IS HEREBY RESOLVED by the Mayor
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3. A copy of this Resolution shall be published in the official newspaper of the Borough of South River within ten (10) days of its passage.
(\$22.36)

0005533239-01



PROFESSIONAL FEE

THA will provide the services outlined above for a Professional Fee as follows:

TASK ONE – DOWNTOWN PARKING STUDY

Twenty-Eight thousand Dollars (\$28,000.00) INCLUSIVE of all customary reimbursable expenses such as travel, meetings, print, etc.

TASK TWO – SITE FEASIBILITY STUDY

Eight Thousand Dollars (\$8,500.00) INCLUSIVE of all customary reimbursable expenses such as travel, meetings, print, etc.

This proposal shall be valid up to 6 months from submission date. If the project is awarded to THA after 6 months from the submission date, THA shall discuss and identify any impact from a professional fee and/or schedule perspective.

Thank you again for the opportunity to submit our proposal and we look forward to providing our services to the Borough of South River in a prompt and professional manner. Please contact me should you have any questions or need additional information regarding the proposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jim M. Zullo', with a stylized flourish at the end.

Jim M. Zullo
President, AICP, PP, CAPP

ENCL:

1. THA Standard Terms & Conditions Form
2. THA Hourly Billing Rates

AUTHORIZATION

Trusting the above is satisfactory, please sign and return one copy as our authorization to proceed.

Project _____

Signed _____

Title _____

Date _____

Invoice

THA Consulting, Inc.
(fdba Timothy Haahs and Associates, Inc.)
144 Livingston Avenue
New Brunswick, NJ 08901

Arthur Londensky
Borough of South River
48 Washington Street
South River, NJ 08882

April 8, 2023

Project No: NBR22136.00

Invoice No: 0014602

Project NBR22136.00 Borough of South River Parking Study and Site Feasibility Study

Professional Services through April 30, 2023

Fee

Billing Phase	Fee	Percent Complete	Earned	Previous Fee Billing	Current Fee Billing
Task 1- Downtown Parking Study	28,000.00	0.00	0.00	0.00	0.00
Task 2- Site Feasibility	8,500.00	100.00	8,500.00	0.00	8,500.00
Total Fee	36,500.00		8,500.00	0.00	8,500.00
	Total Fee				8,500.00
			Total this Invoice		\$8,500.00

Billings to Date

	Current	Prior	Total
Fee	8,500.00	0.00	8,500.00
Totals	8,500.00	0.00	8,500.00


Jim Zullo, LEED AP, CAPP
President

Please Remit and Make Payable To:
THA Consulting, Inc.
550 Township Line Road, Suite 100
Blue Bell, PA 19422

THA
THA CONSULTING



Borough of South River

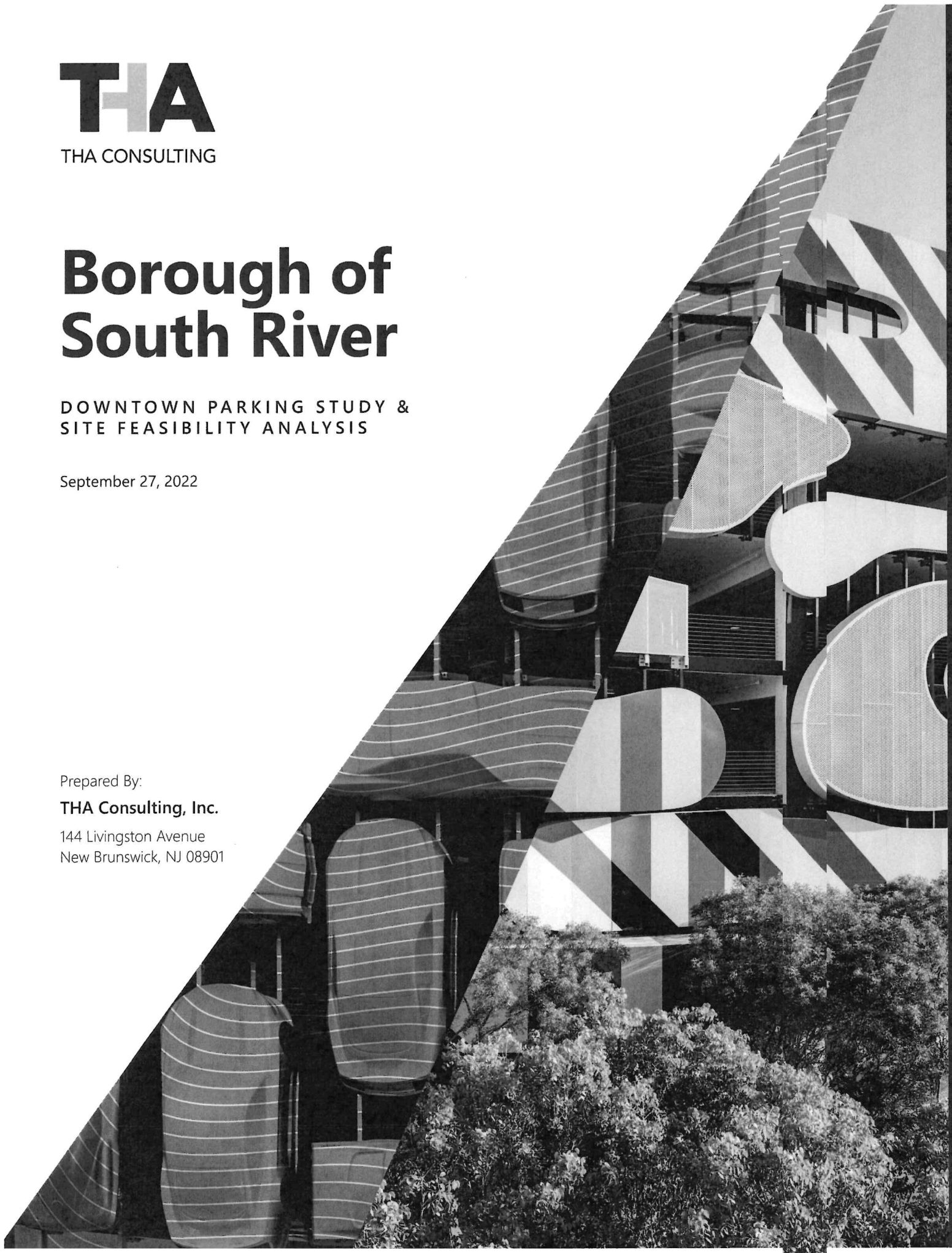
DOWNTOWN PARKING STUDY &
SITE FEASIBILITY ANALYSIS

September 27, 2022

Prepared By:

THA Consulting, Inc.

144 Livingston Avenue
New Brunswick, NJ 08901





THA CONSULTING, INC.

MIAMI
ATLANTA
PHILADELPHIA
NEW BRUNSWICK

PARKING PLANNING & DESIGN

THA Consulting, Inc., understands the important role parking plays in development. THA is a multi-disciplined engineering, design, and mobility consulting firm specializing in the planning, design, operation, and restoration of parking and mixed-use facilities, as well as master planning for campuses, urban and high density areas, and transit related projects. Since our inception in 1994, we have completed close to 1,000 parking projects and almost 1,000,000 spaces. Our expertise has been cultivated by extensive experience with unique issues and requirements associated with parking facilities, including pedestrian connectivity, safety and security, and amenities. We provide exceptional service and strategic solutions for complex parking issues to a variety of clients.

Our approach to parking planning & design is to successfully integrate the parking facility with the overall project, campus, or downtown, thereby enhancing the pedestrian experience, user-comfort, and helping to create active and vibrant places. Our primary focus is to design efficient, user-friendly, and aesthetically enhanced parking facilities that serve as gateways to destinations and other development components. We think outside of the four walls of the garage to understand how the facility will integrate with other uses and how the use of the facility can be maximized to create efficiency and economy.

Our design and engineering experience has created value for our clients for the past 28 years through our considerable project experience and practical knowledge of these unique project types.

PROJECT AWARDS

**Miami Design District
Museum Garage, Miami, FL**
Best of Design of Mixed or Multi-Use Parking Transportation Facility, International Parking & Mobility Institute, 2019 Award of Excellence for Architecture, Florida Parking & Transportation Association, 2018

**Incyte Corporation
Parking Garage, Wilmington, DE**
Eastern Pennsylvania and Delaware Chapter of ACI, Mid-Rise Garage Category, 2019

**Miami Design District
City View Garage, Miami, FL**
Award for Excellence for Architectural Achievement, International Parking Institute, 2016

SERVICES

PLANNING FOR PARKING

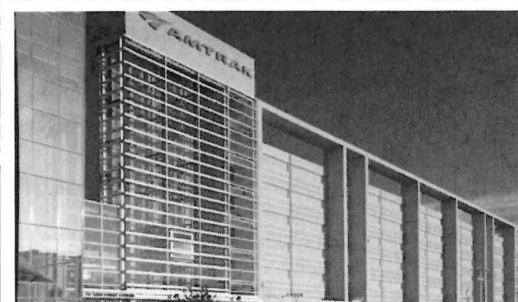
- Master Planning
- Site Analysis
- Supply/Demand Analysis
- Feasibility Studies
- Shared Parking Analysis
- Due Diligence Reports
- Parking Consulting
- Financial Analysis

ENGINEERING & ARCHITECTURE

- Parking Structure Design
- Mixed-Use Structure Design
- Project Design Management
- Functional Design
- Facade & Aesthetic Design
- Structural Engineering
- Design Build Services
- Sustainable Design

ASSET MANAGEMENT

- Condition Appraisal
- Restoration Engineering
- Life Cycle Cost Analysis
- Operational Consulting
- Owner Representation
- Graphics & Wayfinding
- Maintenance Programs





JAMES M. ZULLO, AICP, PP, CAPP, LEED AP

President

YEARS OF EXPERIENCE

34 Years

PREVIOUS EMPLOYMENT

Senior Director, Real Estate
New Jersey Transit
Executive Director
New Brunswick Parking Authority
Vice President
New Brunswick Development Corporation

EDUCATION

Tulane University,
Bachelor of English and Communications,
1983

New York University, Real Estate Institute,
Diploma in Real Estate,
Investment Analysis Concentration, 1989

Rutgers University,
Master of City and Regional Planning, 1996

REGISTRATIONS

American Institute of Certified Planners
(AICP)
Certified Administrator of Public Parking
(CAPP)
Leadership in Energy and Environmental
Design
(LEED)

PROFESSIONAL AFFILIATIONS

American Planning Association
International Parking & Mobility Institute
New Jersey Parking Institute
New York State Parking and Transportation
Association
Urban Land Institute

PUBLICATIONS

Parking and Transit Oriented Development
- Has COVID Cooled a Hot Market? IPMI
Magazine, 2021

Parking Planning for Transit Oriented
Development, Urban Land Institute
Magazine, 2011

RELEVANT PROJECT EXPERIENCE

City of Malden Downtown Parking Study, Malden, MA

Project Manager. For the City of Malden, THA provided parking consulting services as a subconsultant to Weston & Sampson to undertake a Parking Adequacy Study; Parking Operations Review; Parking Site Feasibility Study; and Existing Parking Facilities Façade Enhancement.

Bethlehem Parking Authority Walnut Street Site Feasibility, Bethlehem, PA

Project Manager. THA was engaged by the BPA to undertake parking master planning and develop concepts for a new parking structure "right sized" to meet the area's present and future parking needs and to illustrate other potential development that could occur on the remainder of the old garage site. In addition to master planning the site for both the parking structure and other development, THA prepared a preliminary financial analysis related to the capital and operating costs of the new parking structure.

Camden Parking Authority Waterfront Mixed-Use Garage & Site Feasibility Study, Camden, NJ

Project Manager. THA conducted a site feasibility analysis for a mixed-use development and a new waterfront parking garage at the site of an existing surface parking lot. The site feasibility study included a structured garage that doubled the capacity of the surface lot and presented a plan for the development of a mixed-use residential retail building to maximize the value of this waterfront property.

Camden Parking Authority Interim Executive Director, Camden, NJ

Project Manager. Mr. Zullo served as the Interim Executive Director for the Parking Authority of the City of Camden in conjunction with Bier Associates. Mr. Zullo provided on-site management and advisement related to the planning and development of parking facilities, parking policy enforcement, parking management and operations, asset management, capital improvements, financing and budget development.

City of Hartford Comprehensive Parking Study, Hartford, CT

Principal in Charge. The City of Hartford in conjunction with the Hartford Parking Authority retained THA as an experienced parking, and transportation planning consulting team to undertake a comprehensive parking study. The intent of the study was to further augment the City's existing parking and transportation system by identifying new opportunities and strategies to continue to support the City's resurgence, enhance its residential quality of life, and promote economic development.

City of Plainfield Master Planning Services, Plainfield, NJ

Project Manager. THA provided parking consulting for the City of Plainfield's Master Plan. THA's analyses for the City's 2020 Master Plan identified smart growth and TOD parking planning, management strategies, and best practices to "right-size" the amount of parking for new development, as well as effectively utilize and manage existing parking assets.

Township of Woodbridge Parking Study Services, Woodbridge, NJ

Project Manager. THA was retained by the Township of Woodbridge to provide a number of parking study services. A parking adequacy study provided an analysis of existing parking conditions, as well as anticipated parking demand associated with proposed future developments. THA evaluated two potential sites for possible development of a new parking facility.

Town of Westfield Comprehensive Parking Plan, Westfield, NJ

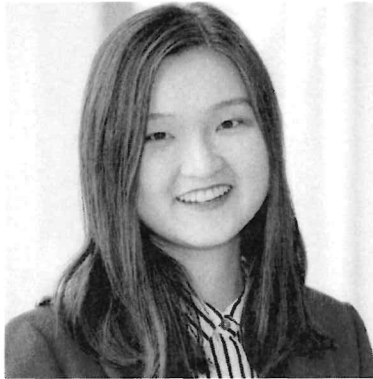
Project Manager. THA was retained to conduct a parking requirement review, and recommend any appropriate modifications to the Town of Westfield's Central Business District (CBD) Zone. The Town intended to promote Transit-Oriented Development (TOD) in the CBD, and our analysis examined present parking requirements for residential, commercial and retail development in the CBD Zone.

Village of Ridgewood Hudson Street Garage, Ridgewood, NJ

Principal in Charge. THA provided design-build parking planning and design services and construction for a 252-space parking facility to serve residents, visitors and commuters in Ridgewood. THA performed a conceptual design study to assess the existing municipal parking lot to determine the most efficient and cost-effective solution to the Village's parking needs.

Township of Millburn Parking Garage, Millburn, NJ

Principal in Charge. For the Township of Millburn, THA designed a 375-space parking facility to serve residents, visitors and commuters. THA performed a conceptual design study of two sites to determine the best option for the proposed garage. THA designed the facility to complement the character of the surrounding area.



NAN CHEN, MBA

Parking & Mobility Specialist

YEARS OF EXPERIENCE

6 Years

EDUCATION

Rutgers, the State University of New Jersey,
Master of City and Regional Planning, 2016

Beijing University of Technology,
Bachelor of Science in Urban Planning, 2014

PROFESSIONAL AFFILIATIONS

American Planning Association
International Parking & Mobility Institute
New Jersey Parking Institute

RELEVANT PROJECT EXPERIENCE

Town of Westfield On-Call Parking Consulting Services, Westfield, NJ

Parking Analyst. THA was retained by the Town of Westfield to provide parking consulting services to assist the Town with the identification, evaluation, and development of parking planning, utilization, and development strategies to support redevelopment initiatives. THA evaluated the pre-COVID and existing parking utilization and redistributed the proposed parking supply to different user groups based on the projected parking demand. THA also proposed different strategies to reduce the parking demand to fit the Town's goal for the future development project.

City of Malden Downtown Parking Study, Malden, MA

Parking Analyst. For the City of Malden, THA provided parking consulting services as a subconsultant to Weston & Sampson to undertake a Parking Adequacy Study; Parking Operations Review; Parking Site Feasibility Study; and Existing Parking Facilities Façade Enhancement.

Bethlehem Parking Authority Walnut Street Site Feasibility, Bethlehem, PA

Parking Analyst. THA was engaged by the BPA to undertake parking master planning and develop concepts for a new parking structure "right sized" to meet the area's present and future parking needs and to illustrate other potential development that could occur on the remainder of the old garage site. In addition to master planning the site for both the parking structure and other development, THA prepared a preliminary financial analysis related to the capital and operating costs of the new parking structure.

City of Hartford Comprehensive Parking Study, Hartford, CT

Parking Analyst. The City of Hartford in conjunction with the Hartford Parking Authority retained THA as an experienced parking, and transportation planning consulting team to undertake a comprehensive parking study. The intent of the study was to further augment the City's existing parking and transportation system by identifying new opportunities and strategies to continue to support the City's resurgence, enhance its residential quality of life, and promote economic development.

City of Stamford Citywide Parking System Review, Stamford, CT

Parking Analyst. THA was retained by the City of Stamford to conduct a comprehensive review of the city's parking system including operations, pricing, regulations, and payment equipment, to identify any opportunity for enhancement and adoption of best practices.

Town of Westfield Comprehensive Parking Plan, Westfield, NJ

Parking Analyst. THA was retained to conduct a parking requirement review, and recommend any appropriate modifications to the Town of Westfield's Central Business District (CBD) Zone. The Town intended to promote Transit-Oriented Development (TOD) in the CBD, and our analysis examined present parking requirements for residential, commercial and retail development in the CBD Zone.

Township of Woodbridge Parking Study Services, Woodbridge, NJ

Parking Analyst. THA was retained by the Township of Woodbridge to provide a number of parking study services. A parking adequacy study provided an analysis of existing parking conditions, as well as anticipated parking demand associated with proposed future developments. THA evaluated two potential sites for possible development of a new parking facility.

City of Plainfield Master Planning Services, Plainfield, NJ

Parking Analyst. THA provided parking consulting for the City of Plainfield's Master Plan. THA's analyses for the City's 2020 Master Plan identified smart growth and TOD parking planning, management strategies, and best practices to "right-size" the amount of parking for new development, as well as effectively utilize and manage existing parking assets.

West New York 51st Street Lot Parking Demand Study, West New York, NJ

Parking Analyst. THA determined the existing parking utilization of the facility as well as project the proposed development project's future parking demand. Based upon existing and projected parking demands and utilizing a shared parking analysis it is the intent of the study to "right size" the parking garage to accommodate existing users and future development parking needs.



MAX HOLPERIN

Parking & Mobility Study Assistant

YEARS OF EXPERIENCE

2 Years

EDUCATION

University of Wisconsin
Bachelor of Business Administration; Real
Estate and Urban Land Economics, 2020

RELEVANT PROJECT EXPERIENCE

City of Hartford Comprehensive Parking Study, Hartford, CT

Parking Study Assistant The City of Hartford in conjunction with the Hartford Parking Authority retained THA as an experienced parking, and transportation planning consulting team to undertake a comprehensive parking study. The intent of the study was to further augment the City's existing parking and transportation system by identifying new opportunities and strategies to continue to support the City's resurgence, enhance its residential quality of life, and promote economic development and to also promote the use of mobility alternatives to the single-occupancy vehicles to get to and around the City of Hartford.

Bethlehem Parking Authority Walnut Street Site Feasibility, Bethlehem, PA

Parking Study Assistant THA was engaged by the BPA to undertake parking master planning and develop concepts for a new parking structure "right sized" to meet the area's present and future parking needs and to illustrate other potential development that could occur on the remainder of the old garage site. In addition to master planning the site for both the parking structure and other development, THA prepared a preliminary financial analysis related to the capital and operating costs of the new parking structure.

Town of Westfield On-Call Parking Consulting Services, Westfield, NJ

Parking Study Assistant THA was retained by the Town of Westfield to provide parking consulting services to assist the Town with the identification, evaluation, and development of parking planning, utilization, and development strategies to support redevelopment initiatives. THA evaluated the pre-COVID and existing parking utilization and redistributed the proposed parking supply to different user groups based on the projected parking demand. THA also proposed different strategies to reduce the parking demand to fit the Town's goal for the future development project.

EXPERIENCE PRIOR TO THA CONSULTING, INC.

WI HIGH-SPEED TRANSPORTATION GROUP, September 2019-Present

- Assess and analyze news articles and reports about the feasibility of high-speed rail in the U.S, particularly in Wisconsin
- Engage with guest speakers at presentations sponsored by Central Japan Railway and Texas Central

Real Estate Club, September 2019-May 2021

- Gained industry knowledge by listening to guest speakers, visiting recent developments in Wisconsin, and discussing trends in urbanization, sustainability, mortgage lending, and financing

Model United Nations September 2017-December 2020

- Chaired a committee of over 100 high school students as a volunteer for the annual Wisconsin High School
- Model UN conference in 2019
- Debated global issues such as sustainable development and currency manipulation as a delegate in six collegiate conferences in Chicago, Boston, and Montreal

MUNICIPALITY / LOCAL GOVERNMENT ENTITY EXPERIENCE

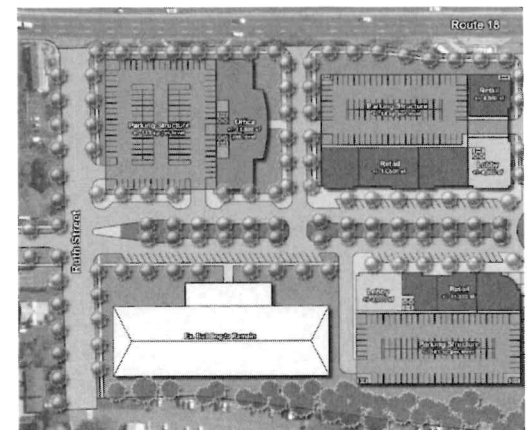
Parking Study Municipalities / Local Government Entity Clients in the last 5 Years

- Township of Woodbridge, NJ
- Borough of Somerville, NJ
- Westchester County, NY
- City of Pensacola, FL
- City of Hartford, CT
- Sussex County, DE
- North Bay Village Florida, FL
- Union County, NJ
- City of Passaic, NJ
- City of Albany, GA
- Township of Bloomfield, NJ
- Union Township, NJ
- City of Decatur, AL
- Bergen County, NJ
- City of Rahway, NJ
- City of Gainesville, FL
- City of Yonkers, NY
- Town of Westfield, NJ
- Newark Parking Authority, NJ
- Town of West New York, NJ
- City of Oxford, MS
- City of Coral Gables, FL
- Malden Redevelopment Agency, MA
- City of Jacksonville, FL



10 Year Parking Study Experience in New Jersey

Metuchen Parking Study	Metuchen
UCIA Parking Garage Shared Analysis	Plainfield
Plainfield The Green Building	Plainfield
Princeton University Lake Campus Garage Concepts	Princeton
UCIA Parking Needs Assessment & Parking Facility Sizing	Elizabeth
Great Falls Parking Facility Feasibility	Paterson
Bloomfield Parking Study	Bloomfield
Union Township Parking Assessment	Union
East Orange Brick Church Shared Parking	East Orange
Bergen County Parking Demand Study	Hackensack
Rahway PARCS Consulting	Rahway
Hamilton Development Parking Analysis	Somerset
The District-Berkeley Heights Consulting	Berkeley Heights
Westfield Master Plan Re-examination	Westfield
Newark On-Street Meter Study	Newark
Asbury Park Parking Planning and Design	Asbury Park
51st Street Lot- Parking Study	West New York
East Brunswick Commuter Parking Demand	East Brunswick
Pier Place Mixed-Use Parking Structure	Long Branch
Newark Green St. Mixed-Use Parking Study	Newark
Woodbridge Twp Avenel Station Parking Study	Woodbridge
NJIT Parking Adequacy/Financial Analysis	Newark
Woodbridge Township Parking Study	Woodbridge
Fort Lee Guntzer Street Parking Study	Fort Lee
Springfield NJ Parking Assessment	Springfield





Town of Westfield On Call Parking Consulting Services

THA was retained by the Town of Westfield to provide parking consulting services to assist the Town with the identification, evaluation, and development of parking planning, utilization, and development strategies to support redevelopment initiatives.

THA evaluated the pre-COVID and existing parking utilization and redistributed the proposed parking supply to different user groups based on the projected parking demand. THA also proposed different strategies to reduce the parking demand to fit the Town's goal for the future development project.

CLIENT

Town of Westfield

LOCATION

Westfield, NJ

PROJECT DATES

September 2021 - Present

REFERENCE

James Gildea

Town Administrator

Town of Westfield

(908) 789-4041

administrator@westfieldnj.gov





Township of Woodbridge Parking Study & Financial Analysis

For the Township of Woodbridge, THA provided parking consulting services to undertake a Parking Adequacy Study; Parking Operations Review; Parking Facility Planning Study; and Preliminary Financial / Break Even Analysis.

The parking adequacy study included an analysis for the existing parking supply in the study area and the identification of strategies to maximize parking utilization. This assessment looked at existing parking conditions on a normal day, as well as anticipated parking demand associated with proposed future developments.

THA also evaluated two potential sites for possible development of a new parking facility. This assessment addressed a number of garage feasibility issues including size, cost, aesthetics, and feasibility of mixed-use integration.

In addition, the parking study included the development of a preliminary financial / break even analysis to estimate the potential project financing and operational costs for the new parking facility in the Township.

CLIENT

Township of Woodbridge

LOCATION

Woodbridge, NJ

REFERENCE

June 2017 - December 2017

REFERENCE

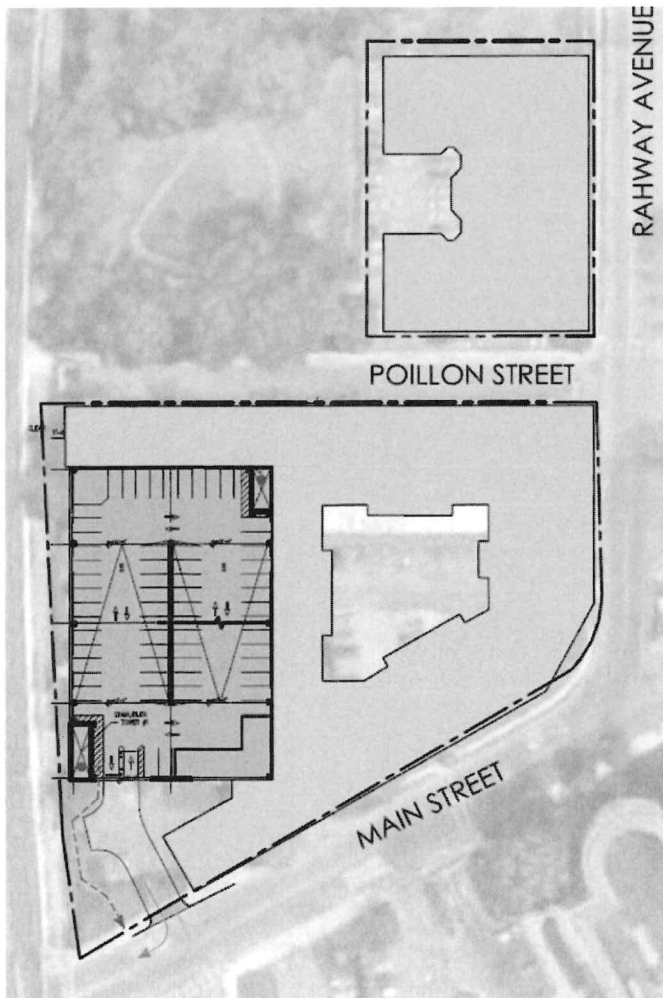
Caroline Ehrlich

Executive Director

Township of Woodbridge

(732) 602-6015

caroline.ehrlich@twp.woodbridge.nj.us





Union Township Downtown Parking Assessment

Union Township sought to redevelop its Center Business District in accordance with smart growth principles including mixed-use residential projects that will serve to revitalize the Center Business District area. Union Township retained THA to perform a Downtown Parking Assessment to evaluate the current parking inventory in the Center Business District study area and to make a projection of the future required parking.

THA reviewed and evaluated existing parking conditions and utilization in the downtown area. Projected future demand based on various redevelopment and downtown growth assumptions. THA provided recommendations to maximize utilization of existing assets to provide increased convenience and a higher level of parking patron comfort.

Recommendations were made to enhance the parking operations in order to support local businesses, the residential quality of life and future economic development. Smart parking strategies were also given to the township in order to support future developments.

CLIENT

Union Township

LOCATION

Union, NJ

PROJECT DATES

May 2019 - November 2019

REFERENCE

Michele Delisfort

Mayor

Union Township

(908) 851-8500

mdelisfort@uniontownship.com





City of Plainfield Master Planning Services

THA was retained by H2M Architects & Engineers to provide consulting for the City of Plainfield's (The City) Master Plan. THA identified and outlined parking planning and management best practices, that would support the City's Master Planning and future smart growth/transit-oriented development (TOD).

THA's analyses for the City's 2020 Master Plan identified smart growth and TOD parking planning, management strategies, and best practices to "right-size" the amount of parking for new development, as well as effectively utilize and manage existing parking assets. Recommendations were provided to improve downtown parking operations and strategies as a component of the 2020 Master Plan with the intent of accomplishing the following: Centralizing parking operations into a single-responsibility center to improve planning operations to better accommodate existing downtown business activity and future growth; Maximizing the utilization of existing parking assets and sharing parking between complementary users to mitigate the amount of parking to be developed; Providing increased convenience and a higher level of parking patron comfort with upgraded wayfinding, communication information and parking facility improvements.

CLIENT

H2M Architects & Engineers

LOCATION

Plainfield, NJ

PROJECT DATES

July 2019 - December 2019

REFERENCE

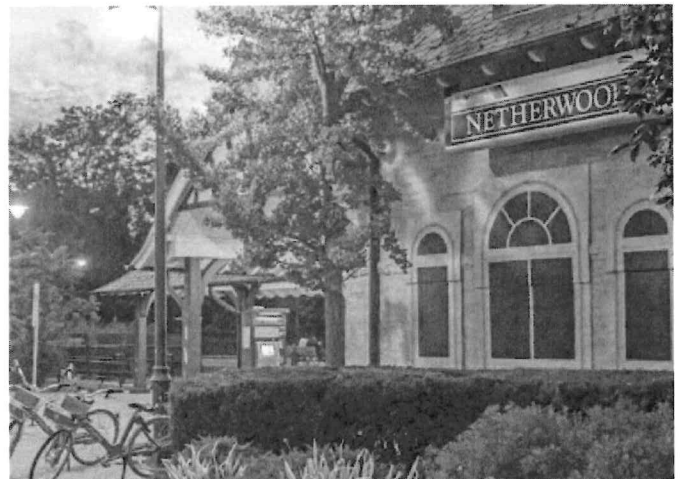
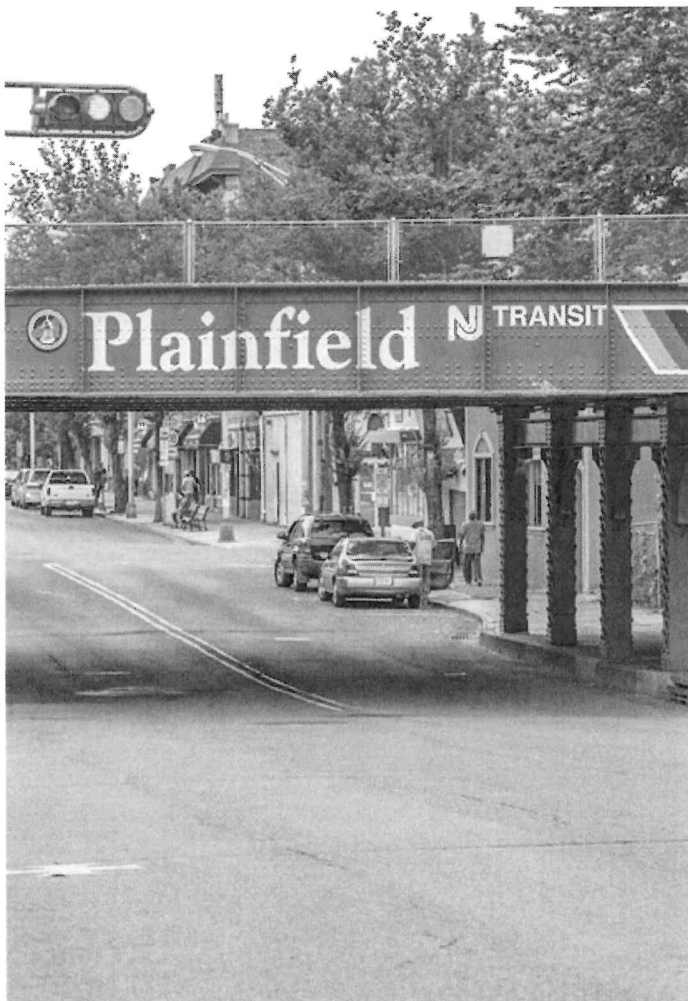
Valerie Jackson

Director of Economic Development

City of Plainfield

(973) 266-5118

valerie.jackson@plainfieldnj.gov



September 27, 2022

Arthur Londensky
Borough Administrator
Borough of South River
48 Washington Street
South River, NJ 08882

RE: Downtown Parking Study and Site Feasibility Analysis – South River, NJ

Dear Mr. Londensky:

It was a pleasure meeting with you last week and discussing the Borough of South River's parking situation and opportunities. As per our discussion, please find our proposal to undertake a Downtown Parking Study and Site Feasibility Analysis for your review.

PROJECT UNDERSTANDING AND APPROACH

The Borough of South River (the "Borough") seeks a parking study and site feasibility analysis to perform a review of the Borough's parking conditions and operations, and to conduct a site feasibility analysis of the property located at the northeast corner of Washington Street and Obert Street for a structured parking facility yielding approximately 200 spaces.

THA Consulting, Inc. (THA) is a leading consulting, planning, design, and engineering firm that specializes in parking. We have completed over 1,000 parking projects and 1,000,000 parking spaces in the past 28 years. In addition to our parking expertise, we provide exceptional service and practical solutions to complex parking issues for municipal clients throughout New Jersey and the United States. Our parking specialists, engineers, architects, and planners focus on innovative and practical parking solutions, bringing unique perspectives to our clients in government, transit, real estate, education, and healthcare. THA has outstanding capabilities and hands-on municipal parking management experience to successfully work with the Borough to undertake this study and to identify solutions that are specific and appropriate for South River. THA's experience in both performing studies of this nature and in the actual management of municipal parking systems provides us with the knowledge to identify and help implement effective "smart" parking strategies.

THA understands the importance of effective parking planning and management for municipalities like South River and recognizes the role parking plays to support downtown development, business activity, and residential quality of life. We will work collaboratively with the Borough to identify, augment, and refine parking strategies to support the goals and economic development of the Borough, and evaluate the capability of the referenced property to support a structured parking facility. THA is a leading parking garage design firm and is also fully versed in parking management, operations, payment systems, and technology "best practices".



In addition to our technical and professional capabilities, responsiveness and client service are the hallmarks of the THA. Our core values and management approach include going the extra mile for our clients and making every effort to exceed expectations. THA's extensive experience with similar projects facilitates responsiveness and quality-yielding coordination.

SCOPE OF SERVICES

Outlined herein is our anticipated scope of services and the associated professional fee for this study.



TASK ONE - DOWNTOWN PARKING STUDY

Study Administration, Data Gathering, and Meetings

1. **Data Request and Review** - THA will obtain all relevant information with regards to the parking study and the conditions that prompted the study. We will provide an information request to the Borough for pertinent information including but not limited the following:
 - Map of all existing public parking areas including rates, capacity, user restrictions, time-limits, hours of operation, and equipment installed.
 - Organizational chart for parking operations and management.
 - Parking rates by location for the past three (3) years.
 - Existing parking communication materials (brochures, maps, etc.).
 - Existing technology (hardware and software) used to operate the parking system.
 - Recent parking studies, redevelopment plans, master plan, recent demographic data, parking requirements / zoning ordinances for the study area.
2. **Project Kick-Off Meeting** - Meet with the Borough to discuss and confirm the study governance, the study area / sites, scope of work, study schedule, procedures, and concerns about parking in the study area. Confirm the expectations and goals for the study. This meeting will also provide an opportunity to ask questions and obtain clarifications relevant to the Borough's parking conditions that prompted the study. THA will prepare an agenda in advance of the meeting and take minutes to define action items.

Some of the issues to be covered at the Kick-Off Meeting include:

- What are the existing parking challenges?
- What are the most critical parking issues from the perspective of staff, developers, merchants, visitors, and other stakeholders?
- What are the opportunities to improve the existing parking regulations, conditions, policies, etc.?

Parking Demand and Future Adequacy Analysis

THA will conduct a parking adequacy analysis to identify existing and future parking demand and to understand existing parking conditions, dynamics, and challenges in the study area. The intent of this analysis is to accurately measure the actual parking demand and project the future need. This analysis will inventory existing parking resources, measure the existing demand and estimate how parking demand may change in the near future. THA will consider anticipated development in the study area, lease up of vacant retail space, and modifications to any of the existing parking resources to project the need for additional parking for 5-7 years. To undertake the Parking Demand and Future Adequacy Analysis we will perform the following:

1. **Parking Inventory** - THA will compile an inventory of the parking in the study area to include on-street parking and public off-street lots. We will also inventory private parking resources of adequate size to be potentially shared or utilized as public parking. The inventory will include number of spaces, location, time limits, user restrictions, rates (if any), and hours of operation, etc. We will also inventory bus stops, loading zones, and ADA-accessible parking. We will work with the Borough to confirm the supply, its users, and any unique issues associated with both the on- and off-street parking supply. We will summarize the results of the parking inventory and present graphically on maps and charts. The map below represents the contemplated study area.

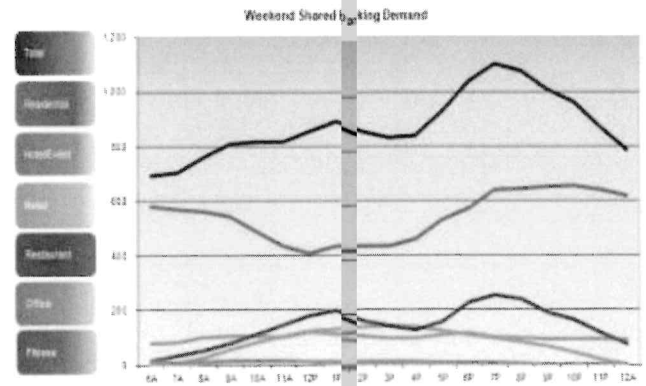


2. **Occupancy Counts** – THA will perform occupancy counts for all on-street parking and public off-street lots and private parking facilities within the study area on a typical busy day, evening, and weekend. The occupancy analysis will determine the pattern of parking utilization throughout the day / evenings and weekends. We will work with the Borough to select data collection days and times which are appropriate to provide meaningful information as the parking demand may fluctuate. We anticipate conducting parking occupancy counts at intervals of approximately every two (2) hours. Our proposed schedule, subject to Borough input and approval, is as follows:

Data Collection Day	Data Collection Time
Typical Weekday	10am-8pm
Typical Weekend	10am-8pm

We will observe and note any general observations of on-street and off-street parking patterns such as areas most impacted by high parking demand, as well as locations and times that are inundated with particular types of parkers, including business employees, residents, restaurant patrons, visitors, etc. This analysis will categorize any specific areas that have parking shortages and surpluses or unique conditions like high levels of illegal parking.

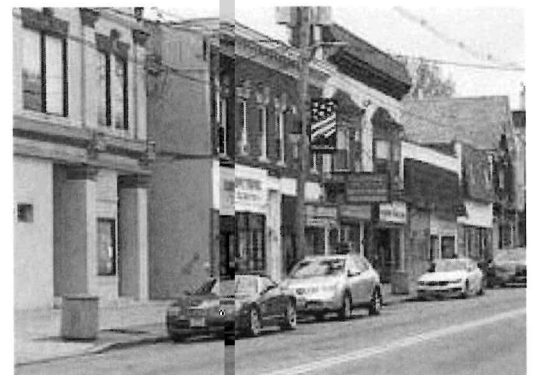
3. **Future Parking Demand** - To assess future parking demand, THA will meet with the Borough to review and confirm the anticipated redevelopment projects to obtain input on new study area initiatives that may have a potential impact on parking. Using the anticipated new projects, we will document the amount of anticipated new development by square footage, land use, tenant mix, number of units, amount of parking, etc. We will then estimate the potential parking demand associated with the proposed developments to determine the probable parking needs. We will identify the amount of parking to be provided as part of the new development and project any anticipated shortages or surpluses associated with the new projects. To determine the increase in parking demand from changes in normal growth (population, etc.), we will perform historical population research by census tracts, either borough-wide or county-wide.
4. **Shared Parking Analysis** - In order to more accurately project the amount of new parking required to satisfy projected parking demand in the study area resulting from our analysis, THA will prepare a shared parking analysis. The analysis is based on Urban Land Institute (ULI) and International Traffic Engineers (ITE) recommendations as well as local adjustments and will help identify the extent to which the estimated amount of additional parking can be shared by different users without conflict based to mitigate the cumulative parking demand and projected amount of parking to be developed. If private lots are available for public parking, they can be included in a shared parking analysis.
5. **Additional Parking Opportunities** – THA will evaluate opportunities to share private parking resources to the extent possible to mitigate the present and future need for new parking facilities and look specifically for sites of adequate size with excess availability to share with the general public or other land uses. THA will perform an assessment of the study area to identify potential locations for any new on-street parking that do not negatively vehicular or pedestrian safety. We will. We will prepare a map of any new locations or those to be potentially removed.



Parking Management and Operations Review

THA will perform a review of the Borough's parking regulations, management, and enforcement, etc. to identify opportunities for enhancement and adoption of best practices. Our objective is to identify any strategies to improve the Borough's parking conditions including user convenience, enhanced availability, and increased regulation

1. **Parking Operations and Management** – THA will review the policies and procedures related to both the public on-street and off-street parking and make recommendations to improve utilization and oversight of the parking system including:
 - Downtown parking regulations and restrictions.
 - Existing parking enforcement and recommend adjustments as required.
 - Organizational and administrative structure of parking management functions.
 - Identification of training and certifications that parking staff should obtain to successfully carry out their responsibilities.



2. **Parking Fee and Duration Review** – THA will evaluate opportunities to adjust the Borough’s parking fee structure and duration to incentivize the wider use of all parking locations and generate revenue to support enhanced parking operations and facilities, and other downtown improvements. THA will outline parking pricing recommendations based on demand, location, users, length of stay, fees of peer municipalities, etc. We will also analyze the existing parking durations for on-street and off-street parking and make any appropriate recommendations to better regulate utilization.



3. **Parking Technology Review** – THA will review and recommend parking fee payment technologies (parking meters, parking pay stations and/or PaybyCell) based on the following criteria:
 - Capital and operating cost
 - Convenience for users
 - Ease of price adjustments and merchant validations
 - Ease of integration with enforcement
 - Reliability, performance history, ease of repair
 - Data collection to inform future parking pricing and management strategies

4. **Parking Wayfinding Review** – A proper wayfinding and signage program can greatly improve a coordinated parking program for the Borough including assisting visitors to find downtown parking facilities and thereby reduce frustration and extraneous vehicular circulation. For this task, THA will:
 - Review the existing parking signage to determine the extent to which it conveys an identifiable style or “brand” for the Borough, is clear and understandable, and represents the character of the Borough.
 - Perform a field audit of the study area to identify existing wayfinding signage and map any additional or replacement signage at the most effective locations in directing travelers to public parking facilities.
 - Develop a draft mockup of a standard wayfinding sign and lot sign to convey the design intent of the parking wayfinding and signage program. The mockup signs will include a wayfinding sign to be installed on street to guide people to the parking facilities and a lot identification sign to convey the name of the lot, the type of parking, etc.

5. **Parking Communications Review** – To support ongoing economic activity there should be a communications program to inform its residents, downtown merchants, employees, shoppers, and the general public on how parking operates in the Borough. The objective in promoting a parking system is to transform what can often be perceived as a negative image into a positive one. THA will evaluate existing communication materials and mediums related to the parking system and recommend opportunities to improve parking-related communications, the use of social media, and web-based communications mediums, parking FAQ’s, maps, etc.

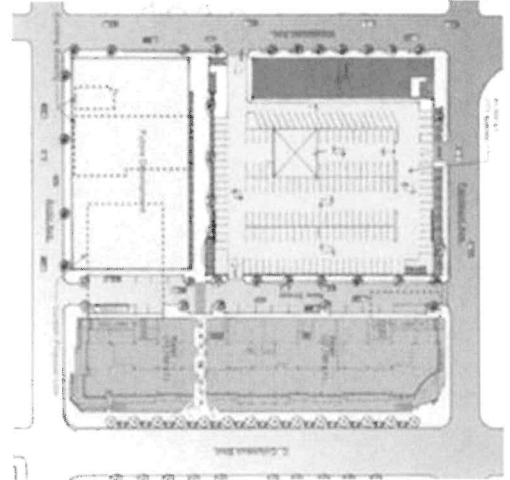
TASK TWO - SITE FEASIBILITY ANALYSIS

1. **Site Feasibility Analysis** – Based on the Parking Demand and Future Adequacy Analysis and the Borough’s intent to achieve approximately 200 structured parking spaces at the northeast corner of the Washington Street and Obert Street, THA will evaluate the site for a



potential parking facility based on the following criteria and considerations:

- Developing the most efficient cost-effective facility for accommodating the Borough's parking needs.
- Optimizing space count through accurate and efficient functional design and planning.
- Potential traffic concerns / issues.
- Proximity to primary destinations.
- Creating of active street edge with retail and mixed activity uses.
- Future aesthetics and impact on adjacent properties.
- Vehicular and pedestrian circulation and safety.
- Planning the entrances and exits of the garage to provide appropriate queuing of vehicles.



2. **Design and Present Concepts** - THA will develop design concepts and associated diagrams for the parking structure on the reference site and develop site plans illustrating the following:

- Location and siting of the new parking facility.
- Total vehicle capacity, space dimensions, and per-level car counts for the new garage.
- Locations of garage vehicle entry and exit.
- Internal traffic flow of parking facility.
- Isometric views and typical levels of the parking facility.
- Recommendations for placemaking and enhancing public spaces.
- Dimensional relationships to adjacent buildings, streets, etc.
- Elevator / Stair tower locations.
- Location of Parking Access Control Systems.

Present conceptual site plans in a PowerPoint format to include the following:

- Two-dimensional site plan graphically illustrating the proposed parking garage with precedent pictures communicating additional master planning ideas and strategies.
- Order of magnitude budget for the parking garage.

Draft and Final Report / Public Presentation

1. **Draft Report** - THA will prepare a DRAFT report summarizing findings and recommendations of the study for the Borough's review and comment. We will also summarize the report findings into an executive summary outlining order of magnitude costs associated with recommendations to help Borough representatives take the necessary actions to implement parking recommendations and strategies. The report will include charts, graphs, tables, photos, illustrations, and narratives to communicate the study findings and recommendations.



2. **Final Report** - Upon review of the DRAFT and the provision of comments by the Borough regarding the study, THA will prepare and submit the FINAL report.
3. **Final Presentation** - THA will coordinate with the Borough to conduct one (1) public presentations of the report.



PROFESSIONAL FEE

THA will provide the services outlined above for a Professional Fee as follows:

TASK ONE – DOWNTOWN PARKING STUDY

Twenty-Eight thousand Dollars (\$28,000.00) INCLUSIVE of all customary reimbursable expenses such as travel, meetings, print, etc.

TASK TWO – SITE FEASIBILITY STUDY

Eight Thousand Dollars (\$8,500.00) INCLUSIVE of all customary reimbursable expenses such as travel, meetings, print, etc.

This proposal shall be valid up to 6 months from submission date. If the project is awarded to THA after 6 months from the submission date, THA shall discuss and identify any impact from a professional fee and/or schedule perspective.

Thank you again for the opportunity to submit our proposal and we look forward to providing our services to the Borough of South River in a prompt and professional manner. Please contact me should you have any questions or need additional information regarding the proposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. M. Zullo', written over a horizontal line.

Jim M. Zullo
President, AICP, PP, CAPP

ENCL:

1. THA Standard Terms & Conditions Form
2. THA Hourly Billing Rates

AUTHORIZATION

Trusting the above is satisfactory, please sign and return one copy as our authorization to proceed.

Project _____

Signed _____

Title _____

Date _____



TERMS & CONDITIONS OF SERVICES

A. SCOPE OF SERVICES

The services to be provided by THA Consulting, Inc. (THA) have been set forth in the Proposal/Scope of Services/Contract Document. All services not specifically identified in the Proposal/Scope of Services/Contract Document are excluded from THA scope and will only be performed in accordance with a written amendment to the agreement outlining the exact services and the associated fees.

B. BILLING/PAYMENT

Payments for services and expenses are to be made in accordance with the Proposal/Scope of Services/Contract Document. Invoices will be submitted monthly along with reasonable supporting documentation if requested by the Client. Payment is due within forty five (45) days of invoice date regardless of whether Client has or has not already received payment or other monies by any other party. There shall be no retainage of fees unless otherwise agreed to in writing. Past due amounts are subject to an interest charge of either one and one-half (1½) percent per month or the maximum rate permitted by law. Client agrees to pay all costs associated with collection efforts. THA reserves the right to stop work and/or withhold any and all work product until invoices that are more than seventy five (75) days past due are paid in full. Client agrees that any delays, claims or losses associated with stopping of work under these circumstances will not be the responsibility of THA and are otherwise waived.

If the project is suspended or abandoned in whole or in part for more than three (3) months, THA shall be compensated for all services performed and expenses incurred prior to receipt of written notice from Client of such suspension or abandonment in an amount as determined in accordance with the Proposal/Scope of Services/Contract Document together with all reasonable termination costs and expenses.

C. STANDARD OF CARE

THA services as defined by the Proposal/Scope of Services/Contract Document shall be performed in a manner consistent with the level of skill and care ordinarily exercised by members of the profession currently practicing in the same locality under similar conditions. Client agrees that THA services will be rendered without any warranty, expressed or implied. Client agrees to give THA written notice within one (1) year of any breach or default under this section and to provide THA with a reasonable opportunity to correct such breach or default as a condition precedent to any claim for damages.

D. STANDARDS AND CODES

If the work outlined in the Proposal/Scope of Services/Contract Document is to be performed in accordance with codes or other standards and regulations, the edition or revision of said codes, standards and regulations in effect as of the date of the Proposal/Scope of Services/Contract Document will apply. Any revisions to documents or other additional work caused by the application of a more recent code, standard or regulation shall be considered a changed condition under the Proposal/Scope of Services/Contract Document. In addition, any revisions or additional work required by regulatory agencies which are not explicitly outlined in applicable codes, standards or regulations will also be considered a changed condition.

E. OPINIONS OF COSTS

THA will provide estimates of costs for remediation or construction as appropriate based on available data, designs or recommendations. However, these opinions are intended primarily to provide information on the range of costs and are not intended for use in firm budgeting or negotiation unless specifically agreed to in writing.

F. SAFETY

THA shall not have control or charge of, and shall not be responsible for, construction means, methods, techniques or procedures for safety precautions and programs in connection with the work of the Contractor, Subcontractors or other persons performing work or for the failure of these parties to carry out the work assigned to them.



G. HAZARDOUS CONDITIONS OR MATERIALS

Client agrees that THA shall not be responsible for the identification, evaluation, treatment or removal of any hazardous conditions or hazardous materials/substances. Should such conditions or materials be encountered, THA will take action to protect the health and welfare of their personnel and will notify the client for direction.

H. OWNERSHIP OF DOCUMENTS

Client may use drawings, specifications, reports and other documents prepared by THA for the purposes outlined in the Proposal/Scope of Services/Contract Document only. These documents are not to be used on other projects, extensions of this project or for completion of this project by others, except by agreement in writing and with appropriate compensation to THA.

I. REVIEW OF CONTRACTOR SUBMITTALS

Review of contractor submittals (for example, shop drawings), if included in THA scope of services, is not conducted for the purpose of determining the accuracy and completeness of details such as dimensions and quantities or for substantiating instructions for installation or performance of equipment or systems designed by the Contractor, all of which remain the responsibility of the Contractor to the extent required by the Client's agreement with the Contractor. THA review of contractor submittals shall not constitute approval of construction means, methods or techniques.

J. DISPUTE RESOLUTION

All claims, disputes and other matters in controversy between THA and Client arising out of or in any way related to the Proposal/Scope of Services/Contract Document will be submitted to alternative dispute resolution such as mediation (first) or arbitration (second) if mutually agreed upon by both parties as a precedent to other legal remedies. If a dispute arises related to the services outlined in the Proposal/Scope of Services/Contract Document and that dispute requires litigation instead of alternative dispute resolution, then: (a) the client assents to personal jurisdiction in the state of THA principle place of business; (b) the claim will be brought and tried in judicial jurisdiction of the court of the county where THA principle place of business is located and Client waives the right to move the action to any other county or judicial jurisdiction.

K. INDEMNIFICATION

THA shall indemnify and hold harmless, but not defend, Client, its employees, officers, directors, subsidiaries, subconsultants and agents from and against liabilities, damages, and costs, including reasonable attorney's fees arising out of the death or bodily injury to any person or the destruction or damage to any property, to the extent caused by the negligence or willful misconduct of THA in connection with the performance of services outlined in the Proposal/Scope of Services/Contract Document.

The Client shall indemnify and hold harmless THA, its employees, officers, directors, subsidiaries and agents from and against claims, demands and lawsuits, including reasonable attorney's fees to the extent arising out of or caused by the negligence or willful misconduct of the Client or contractors, consultants and others retained by the Client.

L. LIMIT OF LIABILITY

THA total liability for services provided shall not exceed THA fees for services or \$50,000, whichever is greater. Client agrees that all limitations granted herein to THA shall extend to those subcontractors, individuals and organizations retained by THA for performance of services outlined in the Proposal/Scope of Services/Contract Document.

M. CONSEQUENTIAL DAMAGES

In no event shall either party be liable to the other party for any consequential, incidental, punitive, or indirect damages including but not limited to loss of income, loss of profits, loss or restriction of use of property, or any other business losses regardless if such damages are caused by breach of contract, negligent act or omission, other wrongful act, or whether either party shall be advised, shall have other reason to know, or in fact shall know of the possibility of such damages.

N. ENTIRE AGREEMENT

The foregoing terms and conditions are considered part of the Proposal/Scope of Services/Contract Document to constitute the entire agreement between THA and the Client. If any of these terms and conditions shall be judged null and void, it is agreed that the remaining terms and conditions shall remain intact.



HOURLY BILLING RATES

OFFICERS

President / Vice President / Principal	\$240
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ENGINEERING / ARCHITECTURAL / PROJECT MANAGEMENT

Senior Project Manager	\$210
Project Manager	\$180
Senior Engineer/Architect	\$185
Project Architect	\$160
Assistant Project Manager	\$140
Project Engineer	\$125
Project Designer	\$125

PARKING CONSULTING

Senior Parking and Mobility Consultant	\$200
Parking and Mobility Specialist	\$125
Parking and Mobility Analyst	\$85

ADMINISTRATION

Business Manager	\$135
Administrative Assistant	\$74

Effective January 2022, the above rates are adjusted annually without prior notice.