



November 13, 2025
(via email - psmeraldo@westorange.org)

Township of West Orange
Department of Administration
66 Main Street
West Orange, NJ 07052

Attn: Pete Smeraldo, Business Administrator

**RE: Implementation Plan
Comprehensive Parking Study
West Orange, NJ**

Dear Mr. Smeraldo,

We thank you again for the opportunity to develop the Comprehensive Parking Study for the Valley, Heights, and Rolling Green Hills/Municipal Plaza Areas. Based on our recent discussions, this scope and fee estimate will serve as the outline for implementation phase of the project.

As discussed at our recent meeting, the proposal is broken out into three phases. The first phase will consist of finalizing and prioritizing the elements of the plan, and identifying a strategy for implementation moving forward. The second and third phases are broken out into subphases for both the residential streets and municipal areas, and outline the procurement and physical implementation effort. Based on recent conversations, the scope of work has been further clarified and timeline estimates have been included.

The Dynamic/Level G team looks forward to ongoing collaboration with the Township of West Orange.

Sincerely,

Dynamic Traffic, LLC

A handwritten signature in black ink, appearing to read 'John McCormack'.

John McCormack, PE, PTOE
Senior Principal

Level G Associates

A handwritten signature in black ink, appearing to read 'Gerard Giosa'.

Gerard Giosa
President

PHASE ONE
Finalize Parking Program Plan; Implementation Prep

1. Prepare for and attend public meetings to present the 2025 Comprehensive Parking Study report findings, provide any updates, and hear public comments. A total of three (3) meetings are envisioned which includes the most recent public Open House held on September 29, 2025, the meeting being scheduled in early December 2025 and one (1) future meeting if determined to be necessary by the Township;
2. Assist the Township in finalizing the parking program plan to reflect public comment and any changes that have occurred since the initial recommended program was released in the Spring of 2025;
3. Update parking program plan capital cost estimates and pro forma (revenue and expense projections);
4. Assist the Township in prioritizing elements of the parking program plan and developing a phased implementation program on a district-by-district basis;
5. Assist the Township in developing an operational structure and budget for the West Orange Parking & Transportation Department;
6. Assist the Township in the development of resolutions and/or ordinances necessary to effectuate changes to local parking regulations, street sweeping, street directions, meter zones and other elements of the parking program plan;
7. Assist the Township in preparing a procurement strategy for the preparation and release of RFBs or RFPs necessary to implement the agreed upon / coordinated parking program plan. The strategy will be designed to obtain bids, quotes or RFP responses with unit prices that may be used to implement the parking program on a district-by-district basis.

Fee Proposal: Time and expense / Fee Estimate: \$50,000

Estimated Time of Completion: Anticipated 4 - 6 months subject to the decision making and/or meeting schedule as determined by the Township

PHASE TWO Procurement

A. Residential Streets Parking Availability Improvement (RSPAI) Program

1. Fieldwork, evaluations and research to determine locations, quantities, verbiage and options for signage and pavement markings to convey new one-way street patterns, new street sweeping regulations, and other regulatory changes identified in Phase One;
2. Review findings of fieldwork, evaluations and research with Township officials to develop agreed upon locations, quantities and verbiage for signage and pavement markings;
3. Prepare Requests For Bids (RFBs) for the installation of signage, sign posts, hardware, pavement markings and related work necessary to deploy the agreed upon RSPAI program. Separate pricing will be obtained for the Heights, Valley and Municipal Plaza study areas;
4. Review, level, and evaluate RFB responses and assist the Township during the vendor selection process.

Fee Proposal: Time and expense / Fee Estimate: \$15,000

Estimated Time of Completion: Anticipated 3 - 4 months subject to the RFB timeline

B. Paid Parking System (PPS)

1. Fieldwork, evaluations and research to determine locations, quantities, verbiage and options for signage and pavement markings to clearly convey the proposed PPS rules and regulations;
2. Fieldwork, evaluations and research to determine locations, quantities, programming and options for parking pay stations;
3. Fieldwork, evaluations and research to determine locations, programming and options for a mobile payment (pay-by-app and/or pay-by-text) system;
4. Evaluations and research to determine programming and options for a license plate-based parking enforcement and citation management system;
5. Review findings of Tasks B.1 – B.4 with Township officials to develop agreed upon locations, quantities, verbiage, fee structure, meter zone limits and programming for the complete PPS;
6. Prepare an RFP or RFPs for Mobile Payment (Pay-By-App and/or Pay-By-Text); Parking Kiosks, Enforcement Equipment, Signage, and/or peripheral equipment that may be necessary to implement a coordinated PPS on a district-by-district basis;
7. Review, level, and evaluate RFP responses and assist the Township during the vendor selection process.

Fee Proposal: Time and expense / Fee Estimate: \$20,000

Estimated Time of Completion: Anticipated 3 - 4 months subject to the RFB timeline

C. Municipal Lot Regulatory Program

1. For municipal lots not included in the PPS, conduct fieldwork, evaluations and research to determine locations, quantities, verbiage and options for signage and pavement markings to clearly convey new parking rules and regulations;
2. Review findings of fieldwork, evaluations and research with Township officials to develop agreed upon locations, quantities and verbiage for signage and pavement markings;
3. Prepare Requests For Bids (RFBs) for the installation of signage, sign posts, hardware, pavement markings and related work necessary to deploy the agreed upon parking lot regulatory program. Separate pricing will be obtained for each separate municipal lot;
4. Review, level, and evaluate RFB responses and assist the Township during the vendor selection process.

Fee Proposal: Time and expense / Fee Estimate: \$10,000

Estimated Time of Completion: Anticipated 3 - 4 months subject to the RFB timeline

PHASE THREE Implementation / Rollout

A. Residential Streets Parking Availability Improvement (RSPAI) Program

1. Assist the Township in finalizing vendor contract(s) and developing a work schedule;
2. Assist the Township in marketing and rollout of the RSPAI;
3. Review vendor work program, cut sheets, sign proofs, pavement marking plans, and related materials;
4. Coordinate installation with Township and vendor;
5. Review installation and prepare punch list(s) as necessary;
6. Sign off.

Fee Proposal: Time and expense / Fee Estimate: \$15,000

Estimated Time of Completion: Anticipated 2 - 3 months subject to the schedule of the installation vendor

B. Paid Parking System (PPS)

1. Assist the Township in finalizing vendor contracts and developing a work schedule;
2. Assist the Township in marketing and rollout of the PPS;
3. Review vendor work program, cut sheets, sign proofs, pavement marking plans, kiosk and app programming (including fees, verbiage, screen flow, etc.) and related materials;
4. Coordinate installation with Township and vendor;
5. Periodic testing of kiosks, app and enforcement equipment;
6. Review installation progress and prepare punch list(s) as necessary;
7. Coordinate and participate in operational demonstration testing;
8. Sign off.

Fee Proposal: Time and expense / Fee Estimate: \$20,000

Estimated Time of Completion: Anticipated 2 - 3 months subject to the schedule of the installation vendor

C. Municipal Lot Regulatory Program

1. Assist the Township in finalizing vendor contract(s) and developing a work schedule;
2. Assist the Township in marketing and rollout of the Municipal Lot regulatory program;
3. Review vendor work program, cut sheets, sign proofs, pavement marking plans, and related materials;
4. Coordinate installation with Township and vendor;
5. Review installation and prepare punch list(s) as necessary;
6. Sign off.

Fee Proposal: Time and expense / Fee Estimate: \$10,000

Estimated Time of Completion: Anticipated 2 - 3 months subject to the schedule of the installation vendor