

**City of Culver City, California
Agenda Item Report**

Meeting Date: 10/24/11		Item Number: <u>C-3</u>	
CITY COUNCIL AGENDA ITEM: Award of a Contract to Duncan Solutions, Inc., for the Purchase of 13 Pay-by-Space Multi-Space Parking Meter Stations for the Sepulveda Boulevard Area Improvement Plan area and One Pay-by-Space Multi-Space Parking Meter Station for the Public Parking Lot Adjacent to A-Frame Restaurant on West Washington Blvd.			
Contact Person/Dept.:		Phone Number:	
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Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Commission Action Required: Yes ☐ No ☒		Date: _____	
Public Notification: (Email) Meetings and Agendas – City Council (10/20/11), Meetings and Agendas - Redevelopment Agency (10/20/11); (Email) Chamber of Commerce			
Department Approval:		City Attorney Approval:	
Sol Blumenfeld (10/11/11)		Carol Schwab (10/19/11)	
Charles Herbertson (10/17/11)		Agency General Counsel Approval:	
		Murray Kane: (10/14/11)	
Chief Financial Officer Approval:		City Manager/Executive Director Approval:	
Jeff Muir (by N. Kimball) (10/19/11)		John M. Nachbar (10/20/11)	
<u>RECOMMENDATION:</u> Staff recommends that the City Council award a contract to Duncan Solutions, Inc., for the purchase of 13 Pay-by-Space Multi-Space Parking Meter Stations for the Sepulveda Boulevard Area Improvement Plan area(Sepulveda Boulevard AIP) and 1 Pay-by-Space Multi-Space Parking Meter Station for the Redevelopment Agency owned parking lot adjacent to A-Frame Restaurant on West Washington Blvd. <u>BACKGROUND:</u> In June 2011, construction commenced for the Sepulveda Boulevard MTA Grant Project along Sepulveda Boulevard between the Culver Boulevard intersection and the City limit line south of Franklin Avenue (Attachment No. 1) in order to improve pedestrian circulation in the area. The pedestrian improvements included sidewalk replacement, new ADA-compliant curb ramps, pedestrian friendly crosswalk enhancement, street furniture, Mexican feather grass landscaping, energy-efficient lighting, and replacement street trees. The improvements were completed in early October 2011. The existing assemblage of telephone and utility poles, water meters, parking meters and other obstacles along the sidewalk challenged the ability to install tree wells and			

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planters in a regular and attractive pattern and with common spacing on both sides of the street. The new streetscape design was accomplished, in part, by removing the existing parking meters and installing a more modern Pay-by-Space station parking meter system which requires much less space along the sidewalks. In total, seventy four (74) new trees were planted at approximately 30 foot intervals on both sides of the street.

DISCUSSION:

Pay-by-Space, Multi-Space, Parking Meter Stations

At the conclusion of the construction of the project, staff recommended that the metered parking in the project area be replaced by the proposed new Pay-by-Space, multi-space, parking meter stations. The installation of Pay-by-Space parking meter stations within the Sepulveda Boulevard AIP would be the first installation of such parking meters since the City Council authorized the commencement of the Downtown Main Street Pay-by-Space pilot program.

On October 13, 2008, the City Council authorized the solicitation of proposals from qualified firms to commence a pilot program on Main Street in Downtown for Pay-by-Space, multi-space, parking meter stations. Subsequently, on May 26, 2009, the City Council awarded a contract to Duncan to install two Pay-by-Space stations.

During the pilot program, the Main Street Pay-by-Space parking meter stations have shown following benefits:

- Parking turnover has been improved;
- Convenience and flexibility with multiple payment options, including credit card and pay via cell phone acceptance;
- Reduced downtime due to built-in ability to wirelessly communicate with Parking Meter Technician when maintenance is needed;
- Enhanced data collection regarding parking revenue and parking utilization

While there were definite positive aspects experienced during the Pilot Program (and staff recommends expanding use of pay-by-space stations), there were some areas that needed improvement. The pilot was started with in-ground, wireless parking space sensors that were to detect the presence of vehicles in the parking spaces, and provide real-time parking occupancy data, as well as reset the parking clocks to zero when vehicles left their parking spaces. The observed accuracy was less than anticipated by Duncan and the City. As a result, their use was discontinued mid-way through the pilot. The sensors were a third-party product that Duncan integrated into

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the system, and delays were experienced in resolving the unexpected accuracy deficiency. Since then, Duncan has developed their own sensors that use multiple technologies to accomplish detection and resetting of the clocks to zero, and they have reported an accuracy of nearly 99%. However, Duncan's sensors were not installed during the pilot, and thus, staff was unable to verify this accuracy rate.

Staff contacted other agencies, and they have indicated a positive outcome by the use of Duncan's sensors. Staff proposes a no-cost trial of the Duncan sensors in the near future.

After the no-cost trial has been completed, and staff determines that integration and operation was successful, staff will make a recommendation regarding the purchase of the Duncan sensors. To this end, and for the sake of efficiency, staff recommends that the City Council and Agency Board authorize the funding of the sensors, and their potential future purchase, as part of this staff report, at the discretion of the Director of Public Works/City Engineer, contingent upon the outcome of the Duncan sensor trial. If the sensor trial is successful, and because of the cost of the sensors and the related recurring costs, staff anticipates using the sensors only at high turnover locations or at other locations for short duration of time when occupancy data is needed. Purchase of the sensors is exempt from bidding requirements as a proprietary item of an original equipment manufacturer (CCMC 3.07.045(A)).

Pay-by-Space Stations for Sepulveda Boulevard AIP Phase II

The project area contains approximately 85 parking spaces that will be served by the Pay-By-Space system. It has been determined that 12 Pay-by-Space stations are needed to cover the parking spaces. Additionally, staff recommends that one additional station be purchased as a safeguard to replace any unit that may be knocked down or in need of extended repair. This will decrease downtime and the potential loss of revenue.

Public Parking Lot at 12601 Washington Boulevard, Adjacent to A-Frame Restaurant

The City/Agency has authorized the construction of a 14-space surface parking lot located adjacent to A-Frame Restaurant on West Washington Boulevard. The parking lot will be ready for use in the coming months and will need to be metered. Staff recommends that one Pay-by-Space station be installed for this parking lot. Because the timing coincides with the Sepulveda Boulevard AIP Project, Phase II, staff recommends that the Pay-by-Space station be purchased along with the Sepulveda Boulevard parking meter stations. Funding for this one station will be provided by the Parking Participation Program (Account #48695100).

Recommendation

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Given the aforementioned process to select a vendor and the success of the Main Street Pay-by-Space pilot, staff recommends the purchase of 14 Pay-by-Space stations from Duncan. Further, staff recommends that Duncan be awarded a “turn-key” agreement to supply the equipment and also install the stations, related signage, and painting of parking space numbers on the curb. This will make the process of deploying the stations more efficient as coordination will be with one Contractor/Vendor.

Staff satisfied the bid requirement through the Request for Proposals that was issued during the pilot program. Since the needed equipment is “proprietary items of an original equipment manufacturer” and “a system of equipment previously acquired by the City” (through the RFP for the Pilot program), purchase of the equipment for this installation is exempt from bidding requirements per CCMC Sections 3.07.045(A) and 3.07.045(B), respectively.

Sepulveda Boulevard AIP Next Steps

For the City Council’s information, to complete the AIP, staff has identified the need to provide additional benches and install an Interlocking Concrete Paver (ICP) crosswalk at the Lindblade Street intersection. Staff will return with a report on these matters at a subsequent meeting. Marketing materials for the Sepulveda Boulevard Commercial Façade Matching Grant Program are currently being finalized and the program is scheduled to commence in November.

FISCAL ANALYSIS:

13 Pay-by-Space Stations and Installation Services for Sepulveda Blvd AIP

The cost of the 13 stations (12 to be installed and one to be shelved as a spare) is the following:

Item	Description	Cost
1.	Stations:	\$77,168.00
2.	Setup & Installation:	\$18,300.00
3.	Sensors:	\$29,750.00
4.	Signage:	\$1,992.00
5.	Parking Space Numbering:	\$6,375.00
6.	Freight:	\$1,350.00
7.	Pay-by-Cell Setup:	\$600.00
8.	Spare Parts:	\$4,937.53
	Subtotal	\$140,472.53
	Sales Tax at 8.75%	\$10,519.47
9.	3 Years’ recurring costs	\$19,008.00
	TOTAL	\$170,000.00

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1 Pay-by-Space Stations and Installation Services for 14-Space Parking Lot

The cost of the 1 Pay-by-Space station for the 14-space parking lot adjacent to A-Frame Restaurant is as follows:

Item	Description	Cost
1.	Station:	\$5,936.00
2.	Setup & Installation:	\$1,475.00
3.	Sensors:	\$4,900.00
4.	Signage:	\$166.00
5.	Parking Space Numbering:	\$1,050.00
6.	Freight:	\$110.00
7.	Pay-by-Cell Setup:	\$50.00
	Subtotal	\$13,687.00
	Sales Tax at 8.75%	\$1,054.55
9.	3 Years' recurring costs	\$1,584.00
	TOTAL	\$16,325.55

Ongoing Monthly Costs

The Pay-by-Space stations communicate wirelessly with enforcement personnel, credit card processing services, and data storing and reporting servers. These services represent an on-going cost of approximately \$44 per station per month, or \$528 per month. Additionally, if sensors are utilized, the related data collection and reporting have an on-going cost of approximately \$10 per sensor per month. The annual ongoing costs for the Sepulveda Boulevard stations could range from \$6,336 (without sensors) to \$16,536 (with sensors). The A-Frame Restaurant parking lot on-going annual costs could range from \$528 (without sensors) to \$2,208 (with sensors).

The Pay-by-Space station project was included as part of the Cooperation Agreement between the City and the Redevelopment Agency. Therefore, tax exempt bond funds transferred to the City by the Agency will be used to pay for the improvements. The Agency Board has allocated funds for the Pay-by-Space station for Fiscal Year 2011/2012 in Account #48692940 (Sepulveda Boulevard AIP Program) and Account #48695100 (Parking Participation Program). There is sufficient funding available to pay for the purchase of the station and related installation services, along with three years of on-going costs without the sensors. The Public Works Department will incorporate the recurring costs and the stations' maintenance in future budget requests.

As previously indicated, each credit card transaction carries a fee of \$0.0365 that the City pays to its bank; the total amount of fees for credit card transactions cannot be estimated at this time.

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The Pay-by-Cell feature will have a convenience cost of \$0.035 per transaction to the parking patron – there is no cost to the City beyond the one-time setup fee indicated previously.

ATTACHMENTS:

1. Sepulveda AIP Phase II - Project Limits
2. Pay-by-Space, Multi-Space, Parking Meter Station Price Quote from Duncan Solutions

MOTION:

That the City Council:

- 1) Award a contract to Duncan Solutions, Inc., for the purchase of 14 pay-by-space multi-space parking meter stations, in an amount not to exceed \$186,325.55 (13 pay-by-space stations to be funded from Account #48692940, in the amount of \$170,000.00; and 1 pay-by-space station to be funded from Account #48695100, in the amount of \$16,325.55); and,
- 2) Authorize the City Attorney to review/prepare the necessary documents; and
- 3) Authorize the City Manager to execute such documents on behalf of the City.