

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

Meeting Date: 05/26/2015		Item Number: <u>C-6</u>	
CITY COUNCIL AGENDA ITEM: Authorization (1) for the Public Works Department to Solicit Proposals for a new Online Residential Permit Parking Program System; (2) for the Police Department to Solicit Proposals to Purchase a Digital Chalking and License Plate Recognition System for Automated Parking Enforcement; and (3) for the City Manager to Add the Associated Costs and Personnel to the Proposed Fiscal Year 2015/2016 Budget.			
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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: (E-mail) Agenda and Meetings – City Council (05/21/15)			
Department Approval: Charles D. Herbertson (05/04/15) Scott Bixby (05/21/15)		City Attorney Approval: Carol Schwab (by H. Baker) (05/19/15)	
Chief Financial Officer Approval: Jeff Muir (05/21/15)		City Manager Approval: John M. Nachbar (05/21/15)	
<u>RECOMMENDATION:</u> Staff recommends that the City Council authorize (1) the Public Works Department to solicit proposals for a new online residential Permit Parking Program system; (2) the Police Department to solicit proposals to purchase a digital chalking and license plate recognition system for automated parking enforcement; and (3) the City Manager to add the associated costs and personnel to the Proposed Fiscal Year 2015/2016 Budget. <u>BACKGROUND:</u> The topic of residential parking permits and restricted parking has two interdependent components: (1) the administration of the Permit Parking Program and (2) the enforcement of parking violations within parking restricted residential districts. As such, and to present a holistic approach to addressing present challenges and proposing solutions, this is a joint staff report presented by the Public Works Department and the Police Department.			

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DISCUSSION:

The Permit Parking Program (PPP)

The most recent comprehensive revision of the PPP was adopted by the City Council in November of 2013. With this revision, the PPP has grown significantly to:

1. Meet the needs of the residents of Culver City by making available 14 new parking permits, increasing the number of permitted vehicles per household from two to four, providing annually 144 free visitor paper parking passes per household, and making available permits for those who provide services to families residing on PPP streets, such as baby sitters, nannies, house keepers, medical care givers, and contractors.
2. Efficiently administer the PPP system by granting staff the authority to quickly add new residential blocks to the program based on petition, without conducting engineering parking studies or consideration by the Traffic Committee or the City Council, as long as the proposed restrictions are those pre-approved by the City Council in the City Council Policy.

The PPP currently has approximately 2,000 homes enrolled in the program, with approximately 3,300 vehicles registered and issued permits, in over 130 residential blocks. Currently there are an additional 18 blocks that have made contact with staff and expressed interest in obtaining restricted parking to address excessive non-residential parking intrusion. Some of these blocks have received information and petition forms, while others have already submitted qualifying petitions and are in the process of meeting the requirement that 66% of the homes on the block purchase parking permits before the parking restriction signs are installed. These 18 blocks represent approximately 430 additional homes and an estimated 730 additional vehicles that may be enrolled in the PPP.

The Public Works Department, Engineering Division, is responsible for managing the PPP. Since the adoption of the comprehensive revision to the PPP in November of 2013, staff has been challenged on meeting the high demand of the new PPP, at the cost of delaying and postponing other tasks and projects by all Engineering Division staff involved in the PPP.

The existing size of the program, the potential future growth, and the impact to staff's workload have caused staff to consider a new online residential Permit

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Parking Program system in which most of the processes currently being done manually would become automated.

The proposed system would fulfill three functions:

1. Accept applications online from qualifying residents, as well as all required supporting documentation, after the creation of an address-based password-protected account, and to determine and track what permits are available to qualifying households and charge the applicable fees. The system would generate daily approval lists so that the permits purchased are mailed to the residents.
2. Manage all processes contained in the adopted PPP such as A) to track new petitions based on three different qualifying processes: 1) City Council pre-approved parking restriction for daytime or nighttime; 2) Land development potential and perceived parking intrusion impacts; and 3) Traffic Engineering parking studies; B) to conduct audits to ascertain and pursue minimum participation requirements on a block-by-block basis; C) to automatically track and advise staff when blocks in the process of instituting parking restrictions have met the 66% permit purchase requirement; D) to run reports on all data in the system; E) to make data readily available to answer queries from the public; and F) other related processes.
3. Feed appropriate data, when changes occur in the PPP database, on a real-time basis to the Police Department's future digital chalking and license plate recognition system (Automated Parking Enforcement System). This topic is discussed later in this report. The Police Department seeks the City Council's authorization to release an RFP soliciting proposals to acquire this Automated Parking Enforcement System.

Additionally, a kiosk with two computers and a document scanner would be connected to the online system and be installed near the Public Works Department Engineering Division's public counter to be used as a self-service location for residents who may not have computers. Staff would assist in the use of the kiosk when needed. Further, the RFP requires that a telephone number and staffing be provided by the successful firm to answer the public's inquiries and assist with applications and resolution of concerns.

This migration of the PPP and the establishing of an Automated Parking Enforcement System has been discussed by the City Council's Ad Hoc Committee on Parking and Traffic. The Subcommittee's long term goal is to make the PPP into a paperless program. Additionally, this topic has been discussed and supported by the Parking Technology Working Group comprised

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of staff representing the City Manager's Office, the Police Department, the Public Works Department, Community Development Department, and Information Technology Department.

The RFP will require that the successful firm maintain and further develop the System to meet new needs and provide staff support to efficiently and promptly process PPP applications and fulfill parking permit purchases.

Should the City Council approve the proposed actions, the RFP would be sent to firms that are known to provide online permit parking management systems, as well as posted on the City website.

The Automated Parking Enforcement System

The Police Department issues an average of approximately 34,450 citations for all violations, based on data from the last seven years. Of these, an average of approximately 650 monthly citations are issued for violations in permit parking-restricted streets (approximately 7,800 per year). Such citations comprise 23% of all citations issued. In spite of the current enforcement experience, requests for additional enforcement are received from residents of parking-restricted streets. Given current staffing levels, manual chalking of vehicles, and the required second visit in order to witness a parking violation, citation numbers are not likely to increase. Limitations on enforcement diminish the objectives of the PPP.

In order to increase the effectiveness of parking enforcement efforts, automated parking enforcement technology is a promising tool. The experience of other municipalities using such technology indicates that the capture rate (number of violations captured and issued citations) increases, which in turn leads to parking behavior changes and greater satisfaction by residents.

The demand for parking enforcement has increased as a result of the ongoing growth of the PPP, a growing number of parking meters, and an underway citywide reduction of the street sweeping window from four hours to two hours. With competing parking enforcement priorities, and in order to best serve the parking enforcement needs of Culver City residents in the permit-parking restricted streets, with City Council concurrence the Police Department is proposing to institute the use of automated parking enforcement technology in Fiscal Year 2015/2016. Also the Police Department proposes to hire two additional Parking Enforcement Officers (PEOs), who, if approved by the City Council, will be dedicated to automated parking enforcement in residential permit parking-restricted streets.

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If the City Council approves of the concepts provided in this report, the City Manager's Proposed Fiscal Year 2015/2016 Budget will be adjusted to add two PEO positions and two parking enforcement pick-up trucks, radios, and hand-held citation-issuing units. These two trucks would be equipped with the Automated Parking Enforcement Technology, if the City Council authorizes the solicitation of proposals and subsequently awards a contract.

The Automated Parking Enforcement Technology is the integration of various technologies:

Digital chalking technology that captures with high-precision GPS the exact location of parked vehicles and documents such location with data and digital photography. Then, during a subsequent trip and a second sighting of the same vehicle, compares the vehicle's position, geographic data, and parking restriction data to determine if there is a parking violation;

License plate recognition (LPR) technology that captures the parked vehicle's license plate and checks database tables to determine if the vehicle has or does not have a valid parking permit or is on a list of stolen or scofflaw vehicles;

Real-time wireless communication and connections to servers that provide data pushed from the PPP's database and integrates with the Police Department's ticketPRO enforcement application to perform push-notification to issue citations and in turn connects to the City's contracted citations fine collector's web services to feed LPR data; and,

Vehicle equipped with GPS and digital camera equipment, in which occurs the integration of all of the above technologies through complex software. Such software has the ability to perform the above functions and alert the PEO while traveling at 25 miles per hour.

As indicated previously, the Automated Parking Enforcement System has been discussed and the pursuit of its implementation recommended by the City Council's Ad Hoc Subcommittee on Parking and Traffic and has also been discussed and supported by the Parking Technology Working Group.

The RFP will require that the successful firm install, test, train, maintain, and support the automated parking enforcement system.

If approved by the City Council, the RFP will be sent to firms that are known to provide these systems, as well as posted on the City's web site.

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FISCAL ANALYSIS:

The authorization to solicit proposals does not create a fiscal impact for the City. However, the ultimate award of a contract to successful bidders will create a fiscal impact. Also, the additional PEO positions and equipment required is a fiscal impact as well.

If the City Council approves of the requests in this report, it is recommended the City Manager be directed to include the following positions and appropriations in the City Manager's Proposed Fiscal Year 2015/2016 Budget:

Public Works

New Online Permit Parking Program system is estimated to cost \$75,000.

Police Department

Purchase of an automated parking enforcement system to equip two PEO trucks, at \$120,000;

Purchase of two PEO trucks, two radios, and two hand-held citation-issuing units, at \$55,500; and

Creation of two new PEO positions who would be dedicated to automated parking enforcement in residential permit parking-restricted streets, approximately \$160,500.

The total cost for the Police Department's proposed solution during the first year, if all components are approved, is \$336,000. And a subsequent annual ongoing cost of \$186,420, including staffing and equipment operating and maintenance costs.

It is anticipated that the number of citations issued in residential parking-restricted streets for violations of the posted permit parking restrictions would double the first year. Based on this, the estimated first year revenue is anticipated to be \$783,360, which represents an increase of \$386,172 over the existing revenue. After the first year, it is projected that after paying for all ongoing costs of \$186,420, the net revenue would be approximately \$199,752. The proposed solution would therefore be self-funding. Staff will monitor the results and report back to the City Manager after the programs have been in place for one year.

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MOTIONS:

That the City Council:

1. Authorize the Public Works Department to solicit proposals for a new online residential Permit Parking Program system; and,
2. Authorize the Police Department to solicit proposals to purchase a digital chalking and license plate recognition system for automated parking enforcement.
3. Authorize the City Manager to add two new PEO positions, associated equipment and software costs to the City Manager's Proposed Fiscal Year 2015/2016 Budget in the total amount of \$411,000, and increase estimated on-going Parking Citation revenues by \$386,172.