

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

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| Meeting Date: 08/12/2013                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Item Number: <u>A-4</u>                                                                           |
| <b>CITY COUNCIL AGENDA ITEM: (1) Adoption of a Resolution (a) Establishing Specific Locations for the Installation of Parking Meters Within the City's Parking Meter Zones (Including New Meters on Jefferson Boulevard, Between Overland Avenue and the Easterly City Boundary and at 8520 National Boulevard), and (b) Rescinding Resolution Number 2011-R012; (2) Direction to the Public Works Director/City Engineer to Install Parking Meters in Such Locations; (3) Approval of an Agreement Authorizing the Purchase of 425 New Parking Meter Housings and Four New Multi-Space Parking Meter Stations for Such Locations from Duncan Parking Technologies, Inc.; (4) Approve an Agreement with IPS for the Purchase of 100 Additional New Technology Parking Meters; and (5) Approve an Agreement with James Oh Construction for the Installation of the Parking Meter Posts.</b> |                                                                                                   |
| Contact Person/Dept.: Gabe Garcia/PW                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Phone Number: (310) 253-5633                                                                      |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | General Fund: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                 |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |
| Commission Action Required: Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Date: _____                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                   |
| Public Notification: (Email) Agenda and Meetings – City Council (08/07/2013); (E-Mail) Baldwin Hills Conservancy (08/09/2013); (E-Mail) California State Parks (08/09/2013); (E-Mail) Downtown Business Association (08/09/13); (E-Mail) Chamber of Commerce (08/09/13); (Courtesy Notice Advertisement) Culver City News (08/01/13 and 08/01/13); and (Mail) Property Owners, Business Owners, and Residents immediately adjacent to Jefferson Boulevard, between Overland Avenue and the City Boundary to the east, adjacent to the Baldwin Hills Scenic Overlook State Park; (E-Mail) City of Los Angeles, Department of Transportation, Parking Meter Division.                                                                                                                                                                                                                        |                                                                                                   |
| Department Approval:<br>Charles D. Herbertson (07/29/13)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | City Attorney Approval:<br>Carol Schwab (by H. Baker) (08/07/13)                                  |
| Chief Financial Officer Approval:<br>Jeff Muir (by M. Noller) (08/07/13)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | City Manager Approval:<br>John M. Nachbar (08/07/13)                                              |

**RECOMMENDATION:**

Staff recommends the City Council (1) adopt a resolution (a) establishing specific locations for the installation of parking meters within the City's parking meter zones (including new meters on Jefferson Boulevard, between Overland Avenue and the easterly City boundary, and at 8520 National Boulevard) and (b) rescinding Resolution Number 2011-R012; (2) direct the Public Works Director/City Engineer to install parking meters in such locations; (3) approve an agreement authorizing the purchase of 425 new parking meter housings and four new multi-space parking meter stations for such locations from Duncan Parking Technologies, Inc.; (4) approve an agreement with IPS for the purchase of 100 additional new-technology parking meters; and (5) approve an agreement with James Oh Construction for the installation of parking meter posts.

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**BACKGROUND:**

In January 2011, staff presented to the City Council proposed objectives and policies to guide the future installation of parking meters. The policy direction received from the City Council was to install parking meters adjacent to all business/commercial/industrial streets except places of worship, schools, State and Federal government facilities, and residential frontages. In order for staff to install parking meters at specific locations, the explicit authorization from the City Council is still necessary, by adoption of a Resolution.

The on-street parking supply on Jefferson Boulevard, between Overland Avenue and Hetzler Road, is primarily used for employee parking. In recognition of this, much of this segment, on the north side, between Overland Avenue and Duquesne Avenue, already has approximately 72 10-hour parking meters. Although planned residential developments line part of Jefferson Boulevard on the south side, the developments have adequate on-site parking supply and are separated from Jefferson Boulevard by tall block walls.

The on-street parking supply on Jefferson Boulevard, between Hetzler Road and the City boundary to the east, adjacent to the eastern terminus of the Baldwin Hills Scenic Overlook (BHSO) State Park, is primarily used for BHSO patron parking.

**DISCUSSION:**

**Current Conditions along Jefferson Boulevard from Overland Avenue to Hetzler Road**

Jefferson Boulevard, between Overland Avenue and Hetzler Road, has an on-street parking supply of approximately 271 spaces. Of these, approximately 72 (on the north side of Jefferson Boulevard between Jordan Way and Duquesne Avenue) are presently metered with 10-hour parking meters. The meters are currently in operation from Monday through Saturday from 8 am to 6 pm.

The balance, 199 parking spaces, are presently unmetered, and are located on the following blocks:

| BLOCK NO. | SIDE       | FROM           | TO              |
|-----------|------------|----------------|-----------------|
| 1.        | South side | Summertime Ln  | Indian Wood Rd  |
| 2.        | South side | Indian Wood Rd | Raintree Circle |

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|     |            |                  |                  |
|-----|------------|------------------|------------------|
| 3.  | South side | Raintree Circle  | College Blvd     |
| 4.  | South side | College Blvd     | Leash Ln         |
| 5.  | South side | Leash Ln         | Duquesne Ave     |
| 6.  | South side | Duquesne Ave     | Hetzler Rd       |
| 7.  | South side | Hetzler Rd       | City boundary    |
| 8.  | North side | City boundary    | Hetzler Rd       |
| 9.  | North side | Hetzler Rd       | Transfer Station |
| 10. | North side | Transfer Station | Duquesne Ave     |

Proposed Installation of 10-Hour Meters (Standard IPS Meters)

In furtherance of the City Council's policy directive to staff in January 2011, staff recommends that 10-hour meters be installed for these 199 spaces,

As discussed during the City Council meeting of July 22, 2013, should the City Council adopt a \$0.25 per hour rate for 10-hour meters this evening (considered under a separate agenda item on the Consent Calendar), staff recommends such a rate be implemented for all 271 spaces with 10-hour meters.

On-Street Parking Utilization by City Employees

Some City employees cannot be accommodated in the City's existing parking facilities and, therefore, do not have an assigned parking space. Because of this, they park on Jefferson Boulevard or on Duquesne Avenue and Lucerne Avenue where there is currently no preferential permit parking.

On-street parking resources in the vicinity have diminished in the last two years due to new preferential parking districts being created. Also residents of Lucerne Avenue have recently submitted a petition to request the installation of preferential permit parking on their street, which will further limit the available on-street parking resources. If the City Council authorizes the installation of parking meters on Jefferson Boulevard, City employees who currently park in this area will need to pay for parking. Staff is exploring the idea of subsidized parking for such City employees by providing a smart parking meter card.

Hours of Operation – 10-Hour Standard IPS Meters

Generally, staff recommends that the hours of operation of the proposed meters be the standard hours of operation, which are 8 AM to 6 PM, Monday through Saturday.

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However, staff proposes a modified operation schedule of Monday through Friday, from 8 AM to 6 PM adjacent to the gated residential developments on the south side of Jefferson Boulevard, between Jordan Way and the eastern terminus of the Raintree development. This proposal recognizes that the on-site parking may not be sufficient in these residential developments on weekends due to parking demand by visitors.

**Installation Timeline for New IPS Standard Meters**

If the City Council authorizes purchase and installation of these parking meters this evening, installation of the meter posts can start in August and be completed in September. Installation of the meters can start as soon as the 325 meters arrive, most likely towards the end of August, and can most likely be completed by the end of September.

**Baldwin Hills Scenic Overlook – Duncan Multi-Space Meters**

BHSO visitors who park on the north side of Jefferson Boulevard have been observed illegally crossing the five striped lanes to access the entrance of the State Park. The recently completed new improvements encourage visitors to the BHSO to safely cross Jefferson Boulevard at the signalized intersection. However, staff believes that the likelihood of all pedestrians crossing at this new marked high-visibility crosswalk can be further improved by the installation of two multi-space parking meter stations, one on each side of Jefferson Boulevard located near the crosswalk (one for the 15 parking spaces on the north side and one for the 15 parking spaces on the south side, within Culver City, east of Hetzler Road) and a third multi-space parking meter station to serve the nine parking spaces on the north side of Jefferson Boulevard, west of Hetzler Road. By installing multi-space parking meters at these 39 parking spaces, anyone who parks in a metered parking space will need to walk to the parking meter to pay the parking fee. Because the meter pay stations will be located in close proximity to the marked crosswalk, all pedestrians would be further encouraged to cross at the signalized crosswalk.

Even though the BHSO visitors who park on the south side of the street would not need to cross Jefferson Boulevard, staff recommends that the south side be metered as well to prevent these spaces from becoming a “hot spot” of activity as drivers would 1) stop in the bike lane and travel lane to wait for a free parking space; and 2) to prevent drivers on the north side from making mid-block “U-turns” to arrive at a possible free parking space when BHSO visitors are approaching their parked vehicles on the south side of Jefferson Boulevard.

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Coordination with the City of Los Angeles

Staff contacted the City of Los Angeles to advise them of the proposal to meter spaces within Culver City. By implementing metering within Culver City, the City will address mid-block crossings from the parking spaces within the City, but it will not address similar crossing behavior in the City of Los Angeles. The City of Los Angeles has indicated to Culver City staff that they are exploring the possibility of installing parking meters on their segment of Jefferson Boulevard.

Hours of Operation – Duncan Multi-Space Meters

Staff recommends that the hours of operation of the proposed multi-space parking meters coincide with the BHSO hours of operation which are 8 AM to 8 PM, **daily**. Additionally, staff recommends that the time-limit for these meters be set to 2-hours

Timeline for Installation of Duncan Multi-Space Meters and Pay Stations.

If the City Council authorizes purchase and installation of these multi-space parking meters, installation can occur as soon as they are delivered (the manufacturer indicates 90-120 days for delivery).

Additional Parking Meter Requests

**8520 National Boulevard**

Staff was contacted by Media Temple, a Culver City business located at 8520 National Boulevard with a request that two presently unrestricted parking spaces immediately in front of their business be converted to 1-hour parking meter control in order to create short-term parking turn-over. They indicated that the lack of short-term parking turn-over is detrimental to their business needs. Staff investigated the request and concurs that the parking meters will address their short-term parking turn-over needs. This request, although ahead of time, is in line with staff's plans to propose that the City Council authorize the installation of parking meters on National Boulevard.

**North Side of Culver Boulevard, East of Main Street**

There are three parking spaces on the north side of Culver Boulevard, east of Main Street, that due to decorative, raised concrete landscape islands and the plantings in them, IPS single-/double-head parking meters could not be installed because access to feed the meter was not available. Staff recommends that a Duncan multi-space

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parking meter pay station be installed at this location. There is another parking pay station installed on the block to the west in a similar environment. This would be the fourth Duncan multi-space parking meter installed in the City, in addition to the three proposed for Jefferson Boulevard, adjacent to the BHSO.

Agreements Necessary to Implement Proposals

**IPS Standard Meters**

In late 2011, the City Council authorized the purchase of 1,000 new-technology IPS parking meters. Due to the large purchase, the City was given a discounted price of \$450 per meter. The City took delivery of 675 of these meters in 2012, and all were installed. The remaining 325 meters have been ordered. Between receipt of the first batch of meters and now, IPS has developed a meter model with a larger display, the ability to present graphics, and larger fonts, in addition to other improvements transparent to the user, in the areas of energy efficiency, communication, and others. The 325 meters will be of this improved model at no additional cost to the City.

Because this meter's optimum use is in an environment of short-term parking with frequent turn-over, where the benefit of a larger display with greater graphics capabilities is a better fit, staff proposes that all the Downtown parking meters be replaced with this new model, and that the existing Downtown meters be deployed to Jefferson Boulevard. The table below itemizes the components:

| <b>Item</b> | <b>Description</b>                | <b>Quantity</b> | <b>Cost</b> | <b>Extension</b>    |
|-------------|-----------------------------------|-----------------|-------------|---------------------|
| 1           | Duncan Parking Meter Housings     | 425             | \$ 210.00   | \$ 89,250.00        |
| 2           | Set-up and Installation           | 547             | \$ 20.00    | \$ 10,940.00        |
| 3           | Parking Meter Post Installations  | 283             | \$ 106.00   | \$ 29,998.00        |
| 4           | IPS New-Technology Parking Meters | 100             | \$ 500.00   | \$ 50,000.00        |
| 5           | Rechargeable Parking Cards        | 2,500           | \$ 2.25     | \$ 5,625.00         |
| 6           | Recharge Station                  | 1               | \$ 2,000.00 | \$ 2,000.00         |
| 7           | Freight                           | 425             | \$ 5.25     | \$ 2,231.25         |
| 8           | Signage                           | 140             | \$ 30.00    | \$ 4,200.00         |
| 9           | Spare parts to reduce downtime    | 1               | \$ 5,000.00 | \$ 5,000.00         |
| 10          | Subtotal                          |                 |             | \$199,244.25        |
| 11          | 9.5% Sales tax                    |                 |             | \$ 14,827.13        |
| 12          | Total                             |                 |             | <b>\$214,071.38</b> |

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**Ongoing Monthly Costs of the IPS New-Technology Meters**

The IPS new-technology meters communicate wirelessly with network servers for reporting of transaction data, with City meter maintenance and meter revenue collection staffs, and with credit card processing services. Additionally, a web-based parking meter management software is provided to manage and run reports. These services represent an on-going cost of approximately \$5.76 per meter per month, or \$2,225.25 per month for an anticipated 387 meters, initially. The annual ongoing costs for these meters will be \$26,703.

Additionally, the City pays two fees to its merchant bank for each credit card transaction: 1) a flat fee of \$0.34 per transaction; and 2) a fee of .0027 multiplied by the amount of the transaction. The total amount of fees for credit card transactions paid by the City to its merchant bank cannot be accurately projected due to the variation of parking meter payments. However, based on data from July, 2013, the average fee per parking meter transaction was \$0.35.

The Pay-by-Cell feature has not, yet, been activated. Staff is currently analyzing this feature to determine the pros and cons of implementing it in the Downtown meters. The costs are not known at this time.

**Estimate of Revenue of the IPS New-Technology Parking Meters**

If each of the initially installed 387 parking meters (271 at \$0.25 per hour and 116 at \$1 per hour), were occupied just 3 hours per day, out of 10 hours of operation, the anticipated annual revenue would be approximately \$171,990 per year.

***Duncan Multi-Space Meters***

Between 2009 and 2011, the City purchased and installed 17 multi-space parking meters from Duncan. Prior to purchasing the Duncan multi-space meters, staff evaluated the products of several firms, presented the results to the City Council, and recommended purchasing the multi-space meters from Duncan, since this vendor's product best met the City's needs – the City Council authorized the purchase. The selection of Duncan Parking Technologies, Inc., was in compliance with the City's purchasing procedures. The Duncan multi-space parking meters are currently installed on Main Street, Culver Boulevard west of Main Street, Sepulveda Boulevard south of Culver Boulevard and in a 14-space public parking lot at 12601 West Washington Boulevard.

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Based on the above: previous evaluation and selection, our experience with Duncan multi-space meter operations, and maintenance of these units as well as the desirability of having to keep spare parts for only one type of meter, staff recommends that the City Council authorize purchasing a total of four new multi-space meters from Duncan.

The cost for four meters would be approximately \$45,345.76, which includes the meters, related signage, curb-top parking space numbers, spare cashbox and battery, pay-by-cell setup, commissioning services by the vendor, and delivery.

**Ongoing Monthly Costs of the Duncan Multi-Space Meters**

As mentioned earlier, the Pay-by-Space Multi-Space Parking Meter Stations communicate wirelessly with network servers for reporting of transaction data. These services represent an on-going cost of approximately \$44 per station per month, or \$176 per month. The annual ongoing costs for these four stations will be \$2,112.

Additionally, each credit card transaction carries a fee, as indicated earlier in this report, that the City pays to its merchant bank; the total amount of fees for credit card transactions cannot be estimated at this time.

**Estimate of Revenue of the Duncan Multi-Space Meters**

If each of the 39 multi-space metered parking spaces were occupied just 4 hours per day, out of 12 hours of operation, at the present meter rate of \$1 per hour, the anticipated revenue would be \$56,784 per year

The proposed resolution lists the meters currently installed within the City's citywide parking meter zone, with the new meters discussed above identified in ***bold italics***.

***Meter Post Installation – James Oh Construction***

The presently unmetered parking spaces on Jefferson Boulevard do not have parking meter posts on which to install the parking meters, if the City Council approves the installation. Staff, in preparation for this staff report, has obtained competitive cost proposals from several contractors to perform the installation of parking meter posts. The lowest responsive and responsible cost proposal was submitted by James Oh Construction, for a cost of \$29,998 for the installation of up to 283 parking meter posts. Although the amount of the proposal is within the authority of the Public Works Director/City Engineer to approve, it is presented in this report in order to provide a complete understanding of the proposed project.



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The cost proposal request from the potential contractors is for more posts than are needed for Jefferson Boulevard, should the City Council approve the installation. However, to obtain better pricing for a higher volume of post installations, and in anticipation of future parking meter installations, staff obtained a cost proposal that will include post installations for the segment of Jefferson Boulevard under consideration, a proposed future phase of meter installations on Washington Boulevard, between Sepulveda Boulevard and Elenda Street, and beyond. Therefore, staff proposes an Agreement with James Oh Construction for the installation of parking meter posts at various locations throughout the City.

**Competitive Bidding Requirements Do Not Apply**

Section 3.07.045.B of the Culver City Municipal Code provides that the requirement for formal competitive bidding does not apply when the equipment: ... "Is a component for equipment or a system of equipment previously acquired by the City, and is necessary to repair, maintain or improve the City's utilization of the equipment."

**FISCAL ANALYSIS:**

**Summary of the proposed project budget**

| <b>Proposed Project Budget</b> |                      |
|--------------------------------|----------------------|
| PZ-949                         | \$ 383,470.00        |
| <b>Available Funds</b>         | <b>\$ 383,470.00</b> |

| <b>Estimated Project Expenses</b>                             |                     |
|---------------------------------------------------------------|---------------------|
| Jefferson Blvd IPS new-technology meters                      | \$214,071.38        |
| Jefferson Blvd IPS new-technology meters ongoing annual costs | \$26,703.00         |
| Duncan Multi-Space Parking Meter Purchase                     | \$ 45,345.76        |
| Duncan Ongoing Annual Costs                                   | \$2,112.00          |
| <b>Subtotal</b>                                               | <b>\$288,232.14</b> |

There is sufficient funding available in PZ-949 New Parking Meter CIP to pay for this proposed purchase. The on-going costs will be paid from the parking meter operations fund (10160260 – Parking Meter Maintenance), and there is adequate funding to pay for the cost during this fiscal year. The Public Works Department will incorporate the recurring costs and the stations' maintenance in future budget requests.

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**ATTACHMENTS:**

1. Parking Meter Locations Resolution
2. Parking Meter Hours of Operation Resolution

**MOTIONS:**

That the City Council:

1. Adopt a resolution (a) establishing specific locations for the installation of parking meters within the City's parking meter zones (including new meters on Jefferson Boulevard, between Overland Avenue and the City boundary to the east—adjacent to the Baldwin Hills Scenic Overlook State Park— and at 8520 National Boulevard), (b) directing the Public Works Director/City Engineer to install parking meters in such locations, and (c) rescinding Resolution No. 2011-R012; and,
2. Approve an agreement for the purchase from IPS Group, Inc. of 100 new technology parking meters, setup and installation, 2500 rechargeable parking cards, recharge station, signage, spare parts, and freight, in an amount not to exceed \$86,344.63; and,
3. Approve an agreement for the purchase from Duncan Parking Technologies, Inc., of a) 4 pay-by-space multi-space parking meter pay stations, and related equipment, in an amount not to exceed \$45,345.76; and b) 425 new parking meter housing units, in an amount not to exceed \$97,728.75, plus shipping,
4. Approve an agreement with James Oh Construction, for installation of parking meter posts, in an amount not to exceed \$29,998.00; and,
5. Authorize the City Attorney to review/prepare the necessary documents; and
6. Authorize the City Manager to execute such documents on behalf of the City;