



City of Culver City

Staff Report

File #: 16-340, Version: 1

Item #: C-13.

CC - FOUR-FIFTHS VOTE REQUIREMENT (BUDGET AMENDMENT ONLY) - (1) Approval of an Agreement in an Amount Not-to-Exceed \$1,813,246 with Sentry Control Systems for the Purchase and Installation of New Parking and Revenue Control System Equipment for the City Hall, Watseka, Cardiff and Ince Garages in Downtown Culver City; (2) Approval of a 10-Year Maintenance Agreement with Sentry Control Systems in an Amount Not-to-Exceed \$1,145,238; (3) Authorize the City Manager up to \$350,000 in Change Order Authority for the Installation of License Plate Recognition Technology where Feasible; and (4) Approval of a Related Budget Amendment.

Meeting Date: October 24, 2016

Contact Person/Dept: Todd Tipton/CDD
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Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☒ No ☐

Public Hearing: ☐

Action Item: ☐

Attachments: Yes ☒ No ☐

Commission Action Required: Yes ☐ No ☒

Public Notification: (E-Mail) Meetings and Agendas - City Council (10/19/16)

Department Approval: Sol Blumenfeld, Community Development Director (10/17/16); Jeff Muir, Chief Financial Officer (10/17/16)

RECOMMENDATIONS:

Staff recommends the City Council:

1. Approve an agreement in the amount of \$1,813,346 with Sentry Control Systems (Sentry) to purchase and install new Parking and Revenue Control System (PARCS) equipment for the City Hall, Watseka, Cardiff and Ince garages (Garages) in Downtown Culver City (City); and
2. Approve a 10-year maintenance agreement with Sentry in an amount not-to-exceed \$1,145,238; and
3. Authorize the City Manager up to \$350,000 in change order authority for the installation of License Plate Recognition (LPR) technology where feasible; and

4. Approve a budget amendment to fund the improvements (a budget amendment requires a four-fifths vote).

BACKGROUND:

On January 4, 2016, the City Council approved a professional services agreement with Walker Parking Consultants to assist with the preparation of a Request for Proposal (RFP) to various providers of PARCS equipment because the existing equipment in the Garages is well beyond its useful service life and can no longer be supported by the vendor. Further, the age, operating speed and reliability are adversely affecting how the Garages operate. The RFP was issued on June 8, 2016.

DISCUSSION:

The City received eight responses to the RFP ranging in price from \$739,000 to \$2.7 million. After reviewing the proposals, the two most qualified vendors were determined and staff subsequently conducted interviews, contacted references and visited nearby installations of the equipment by the vendors. After completing its evaluation process, staff recommends entering into an agreement with Sentry because:

1. It is a premier provider of parking and building access solutions, installation, and maintenance services with successful installations in the City of Beverly Hills, City of West Hollywood, City of Santa Barbara, UCLA Ronald Reagan Medical Center, John Wayne, Long Beach and Burbank Airports and eight facilities in Orange County;
2. It has extensive experience working with municipalities;
3. The equipment is technologically advanced, robust (15-year life expectancy), and provides numerous payment and parking validation options, full reporting and auditing capabilities, which will satisfy the City's current and future needs;
4. The product software is updated annually in order to accept new technologies;
5. Sentry provides in-depth training in regard to the operation and maintenance of its equipment;
6. Sentry's offices are located in the greater Los Angeles area, which results in local service infrastructure (86% of all calls for service are resolved during the first visit);
7. Sentry equipment installations are located in private facilities throughout Los Angeles, which results in customers being familiar with the equipment's operation;
8. Sentry has been in business over 30 years; and
9. The company will timely manufacture and install the equipment prior to the second quarter of 2017.

The proposed PARCS equipment is comprised of payment kiosks with control equipment at ingress and egress of the Garages (see attached). Attendants will no longer conduct transactions, but will likely be present to assist customers on an as-needed basis. The equipment will interface with the parking office in Ince via an intercom in the event customers have difficulty when attendants aren't available. The equipment offers the following benefits:

- Improved transaction processing times, which will expedite patron through put in the Garages;
- Acceptance of credit card and cash payments;
- Multiple validation options for daily visitors, special events and businesses with high customer volumes;
- Improved auditing and revenue security controls;
- Real-time communications between customers, equipment, parking office and management team via network/cloud based technology;
- Large, easy to read touch screen displays;
- License Plate Recognition (LPR) technology which allows automatic raising of the exit arm for paid tickets and further increases the egress rate. Staff will be evaluating the feasibility of installing LPR technology in each garage when finalizing the project plan with Sentry. Ince Garage appears the most feasible, due to space constraints in Cardiff and Watseka which must be further analyzed; and
- Interface with the parking directional and digital occupancy signs that are being installed via a grant from the Los Angeles County Metropolitan Transit Authority (Metro).

If an agreement with Sentry is approved, Sentry's equipment is also proposed to be installed in the new garages beneath Parcel B and in the Washington/Centinela Market Hall. The equipment will be installed when the garages are constructed. Sentry has agreed to hold equipment pricing for two years, with CPI growth capped at 3% in subsequent years. Staff will return with an amendment to the amount of the agreement at the appropriate time for the additional locations.

Metro

Pursuant to an Option and Perpetual Easement Agreement with Metro, the City must provide 235 parking spaces in the Ince garage when construction of the Ivy Station project begins in early 2017. Staff is currently working with its parking manager (ABM), Lowe and Metro to prepare for the transition.

To control the demand for parking in the Ince garage, Metro will charge \$3 a day (currently there is no charge for parking at the Culver City Expo Station). In order to receive the \$3 daily rate, a Metro parker must possess a Transit Access Pass (TAP) card and have used it in the prior 96 hours. If a Metro parker does not have a TAP card or has not used it in the prior 96 hours, the Metro parker will pay Culver City's daily rate of up to \$12. The City's parking manager (ABM) will verify the \$3 rate before a Metro parker exits the Ince garage. The verification will occur via a hand-held cellular device provided by Metro.

In order to accommodate Metro parkers after Sentry's equipment is installed, the equipment must be capable of determining whether or not a Metro Parker has used their TAP card in the prior 72 hours. Sentry is working with Metro to develop an interface that determines TAP card usage. This only affects the Ince garage.

Maintenance

Once live at each garage, there will be a 90-day Operations/Demonstration Testing Period. During the 90-day period, Sentry will provide all required parts, maintenance, service and repairs free of

charge. Following the 90-day period, the City will enter into an agreement with Sentry to perform preventive maintenance and required repairs/replacements. All equipment is under a no-cost warranty for the first two years, resulting in a significantly lower cost maintenance agreement during that time. During year three (following expiration of the two-year warranty period), the maintenance agreement price increases to continue to include equipment coverage. Sentry has provided firm maintenance agreement pricing to cover the equipment for ten years, increasing at an average of 3.1% per year.

Virginia Parking Lot

The RFP required respondents to provide equipment for the Virginia Parking Lot located at 10401 Virginia Avenue, which is used primarily by monthly parkers and occasional daily parkers. Because the lot is used primarily by monthly parkers, parking control equipment was never installed. ABM is responsible for invoicing and collecting payment from monthly parkers and an attendant is stationed at the lot to receive payment from, and assist daily parkers.

Staff and Walker believed equipment was necessary in the Virginia Lot in order to use the attendant more efficiently during peak periods and improve how currency from daily parkers was managed. Staff and Walker met with a representative of the property owners who use the lot to explain the proposed equipment. The representative indicated that the owners prefer that equipment not be installed and agree that daily parkers should pay via credit card in order to better manage the currency. Walker believes this to be an acceptable solution and is now recommending that equipment not be installed in the Virginia Parking Lot.

FISCAL ANALYSIS:

A budget amendment requires a four-fifths vote.

The cost to procure and install the PARCS equipment is \$1,813,346, which includes a 90-day Operations/Demonstration Testing Period and a two-year equipment warranty. The cost of the annual preventative maintenance agreement is as follows:

<u>Year</u>	<u>Extended Annual Maintenance Costs</u>
1	\$ 48,390
2	\$ 48,390
3	\$116,943
4	\$120,976
5	\$125,008
6	\$129,041
7	\$133,074
8	\$137,106
9	\$141,139
10	\$145,171

The minimum expected life cycle of this equipment is 10 years, with a strong likelihood it will last longer than that with the preventative maintenance plan. The agreement with Sentry will include standard termination language.

The cost of installing LPR technology will be approximately \$11,000 per lane (with minimal lane modifications) or \$17,000 per lane (where removal and new concrete pour is required). Staff will work with Sentry to determine where it is feasible to install this technology, and will do so where possible. The geometry of Cardiff and Watseka present a challenge for LPR technology. It is requested that the City Manager be authorized up to \$350,000 in change order authority in order to install LPR where possible.

ATTACHMENTS:

None.

MOTIONS:

That the City Council:

1. Approve an agreement in the amount of \$1,813,346 with Sentry Control Systems (Sentry) to purchase and install new PARCS equipment for the City Hall, Watseka, Cardiff and Ince garages in Downtown Culver City; and
2. Approve a ten year maintenance agreement with Sentry in an amount not-to-exceed \$1,145,238; and
3. Authorize the City Manager up to \$350,000 in change order authority for the installation of License Plate Recognition (LPR) technology where feasible; and
4. Approve a budget amendment to appropriate \$350,000 from the Parking Authority Fund Reserve to account 47580000.730100.PA004 (A budget amendment requires a four-fifths vote); 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.