

Meeting Date: 3/31/2015

Report Type: Consent

Report ID: 2015-00242

Title: Request for Proposals for a New Parking Access and Revenue Control System and Related Services (Two-Thirds Vote Required)

Location: Citywide

Recommendation: Pass a Motion 1) determining it is in the best interest of the City to suspend competitive bidding; 2) suspending competitive bidding; and 3) authorizing staff to use an alternative procurement method and issue a Request for Proposals for parking access and revenue control equipment and related services.

Contact: Mike King, Program Specialist (916) 808-1172; Matt Eierman, Parking Services Manager (916) 808-5849, Department of Public Works

Presenter: None

Department: Public Works Department

Division: Off-Street Parking Admin

Dept ID: 15001211

Attachments:

1-Description/Analysis

City Attorney Review

Approved as to Form

Gerald Hicks

3/24/2015 8:43:29 AM

Approvals/Acknowledgements

Department Director or Designee: Jerry Way - 3/11/2015 3:59:02 PM

Description/Analysis

Issue Detail: On August 9, 2012, City Council passed a motion directing staff to pursue parking modernization through technology/rate enhancements, expansion, and legislation. Staff's report to Council at that meeting described technology enhancements, including an update to the garage Parking Access and Revenue Control System ("PARCS") and accounting equipment.

Currently, Parking Services operates five City-owned parking garages with 5,000 spaces that generate approximately \$12 million in revenue per year. In addition, Parking Services manages and operates off-street facilities owned by private parties or other public entities, and staff expects the number of management contracts to increase.

The City's parking garages are managed by a PARCS that is more than 14 years old. Within the industry, the average life span of a PARCS is about 10 years. While the system has served the City well, it has reached its end of life. It has become increasingly expensive to maintain and it does not meet the City's current needs. Therefore, Parking Services is seeking its next generation PARCS that will be one component of the City's overall Parking Modernization Program. The new PARCS will need to meet the following objectives:

- Wider range of convenient electronic payment methods, reducing the amount of cash that is handled
- More options to enter and exit the garages while tracking each session and calculating the appropriate fee, while also reducing the number of tickets and access cards
- Ability to reserve spaces, especially for events, along with the ability to pre-pay for parking, to streamline entry and exit (including reservations and pre-payments through third parties authorized by the City)
- Ability to have common equipment across facilities, even those not owned by the City, leading to a consistent customer experience
- Use of License Plate Recognition technology to validate users as they approach the gates, allowing the gates to open without requiring the customer to stop and use an access card
- Dynamic/demand-based pricing
- More options for customer and merchant self-service, eliminating trips to customer service counters or phone calls to Parking Services' staff, for routine transactions such as obtaining a monthly permit or purchasing validations
- VOIP intercom with camera at each entry, exit, and pay-on-foot station, ensuring that calls for assistance are answered quickly and agent can see customer, and allowing for remote activation of gate arms, if warranted
- Occupancy statistics, available to outside parties for inclusion in way finding and parking location services, to make it easier for customers to find parking spaces
- More effective management through revenue and operational on-demand graphical reports ("dashboards")
- Reduction of manual data entry
- Reduction or elimination of management of servers and other IT resources to support the PARCS

Working with our stakeholders, Parking Services developed a list of features and functionality for its future PARCS. In December 2014, a Request for Qualifications (“RFQ”) was published and vendors were invited to respond with their capabilities and specifications. A selection committee composed of City staff, representatives from the City’s business associations, and representatives of other cities, reviewed the Statements of Qualification submitted by vendors and determined that four vendors offered most of the features and had the resources to install and support a PARCS that would meet the City’s needs. However, the offerings from each manufacturer vary in features, usability, reliability, maintainability, support, warranty, and life-of-service. For a standard commodities purchase, City Code chapter 3.56 dictates that an Invitation for Bid be advertised and the lowest responsible bidder be selected. The characteristics set forth above may not be reflected in a low bid. To ensure the new PARCS meets the future needs of the City, staff recommends use of a Request for Proposals, allowing a selection committee to determine the best PARCS based on technical considerations. If more than one manufacturer offers a PARCS that meets the needs of the City, then cost would be used as a second criterion in the selection process. This will enable the City to obtain the PARCS that provides the best value for the City, even if it is not the lowest price.

Once a PARCS manufacturer has been selected, staff will return to Council with specifications and a recommendation to approve a contract.

Policy Considerations: This recommended action is consistent with:

1. City Council’s motion directing staff to pursue parking modernization through technology and rate enhancements
2. 2014 City of Sacramento Selected Parking Assets, Parking System Assessment
3. The Central City Parking Master plan goal to leverage technology to use time limits, rates and enforcement to manage parking supply efficiently

Economic Impacts: None.

Environmental Considerations:

California Environmental Quality Act (CEQA): This activity is not considered a project as defined by Section 15378 of CEQA. This activity involves no physical construction and, therefore, has no potential to cause a significant impact to the environment (CEQA Section 15061 (b)(3)).

Sustainability Considerations: This action supports the City of Sacramento’s sustainability goals to improve and optimize the transportation infrastructure.

Other: None.

Commission/Committee Action: None.

Rationale for Recommendation: Pursuant to City Code Section 3.56.120, where the cost of supplies or nonprofessional services required by the city equals or exceeds the sum of \$100,000, the City Manager shall request that the City Clerk call for formal bids. Pursuant to City Code

Section 3.56.230 (C), the City Council may suspend competitive bidding for any purchase or contract if it is in the best interests of the City. Issuing a Request for Proposal will enable staff to purchase a garage access/revenue system that would provide the highest value to the City based on the system's features and capabilities instead of only the system's price.

Financial Considerations: After a vendor has been selected, staff will return to Council with a recommendation to approve a purchase agreement. Financial details will be provided at that time.

Local Business Enterprise Program (LBE): Any goods or services will be purchased in accordance with established City policy.