

Agenda Report

March 23, 2015

TO: Honorable Mayor and City Council

THROUGH: Finance Committee

FROM: Department of Transportation

SUBJECT: ISSUANCE OF A PURCHASE ORDER TO CALE AMERICA, INC. FOR AN AMOUNT NOT TO EXCEED \$124,000 FOR THE PURCHASE OF MULTI-SPACE PARKING METERS FOR THE SHOPPERS LANE PARKING LOTS

RECOMMENDATION:

It is recommended that the City Council:

1. Find that the following proposed actions are exempt from review pursuant to the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b) (3); and
2. Authorize the City Manager to enter into a contract with CALE America, Inc. for the purchase of 14 multi-space parking meters to be placed in the Shoppers Lane parking lots in the amount not to exceed \$124,000. Competitive bidding is not required pursuant to City Charter Section 1002 (H) Contracts with other governmental entities or their contractors; and
3. It is further recommended that the City Council grant the proposed contract an exemption from the competitive selection process of the Competitive Bidding and Purchasing Ordinance pursuant to Pasadena Municipal Code Section 4.08.049 (B), contracts for which the City's best interest are served; and
4. Appropriate \$124,000 from the South Lake Parking Operating Fund unappropriated fund balance to account number 8109-217-774212.

SOUTH LAKE PARKING PLACE COMMISSION RECOMMENDATION:

On January 22, 2015, the South Lake Parking Place Commission recommended that the City Council approve staff's recommendation.

BACKGROUND:

Prior to 2007, on-street parking, where metered, was controlled by single space parking meters. In 2007, multi-space pay-by-space parking meters were introduced in the Old Pasadena Parking Meter District and replaced the single space parking meters on Colorado Blvd. Additional areas of the City saw deployment of the pay-by-space technology throughout the next several years.

In 2011, as the original pay-by-space meter deployment was approaching the point where the equipment would need to be upgraded or replaced, staff evaluated the efficiency of the pay-by-space meters and compared them to multi-space pay-and-display parking meters.

A multi-space pay-and-display parking meter controls 7-10 parking spaces and dispenses a parking permit that is displayed on a vehicle's dashboard. This technology has the potential to increase occupancy and turnover of parking spaces, provide more complete and timely information and statistics, increase parking meter revenue, and provide greater flexibility and control of parking meter configurations. The technology also supports cash and credit card payment options among others.

In 2011, a pilot project deployed seven multi-space (pay-and-display) pay stations on Colorado Boulevard between Los Robles Avenue and Arroyo Parkway and three multi-space (pay-and-display) pay stations in the city owned surface lot at Union Street and El Molino Avenue. The multi-space pay stations replaced ten multi-space pay stations. Baseline data for existing parking meters at these locations was compiled in preparation for later comparison with data gathered during the pilot project period. The comparisons showed that the pay-and-display meters resulted in lower maintenance and repair costs, lower coin collection and data gathering costs, and parking meter revenue increases that accrue from more efficient space management, lowered credit card fraud and less equipment downtime from tampering/jamming.

In 2012, on the basis of the pilot deployment, staff recommended and the City Council approved deployment of pay-and-display parking technology in the Civic Center and Old Pasadena Meter Districts and in the City's El Molino and Madison off-street parking lots in the Playhouse District. In 2014, the South Lake Parking Place Commission recommended and the City Council approved the replacement of the pay-by-space multi-space parking meters on South Lake Avenue with CALE pay-and-display meters.

For these deployments, the City used the competitive procurement process utilized by the city of Baltimore, MD to select CALE as the multi-space parking meter vendor and was able to use the favorable pricing negotiated by Baltimore. Again we will take advantage of the competitive bidding process utilized by the city of Baltimore and "piggyback" on Baltimore's contract with CALE. The Baltimore contract with CALE is still in effect and the negotiated favorable pricing provides a good value to the City, therefore it is in the best interest of the City to exempt this procurement from the competitive selection process, the transaction is also exempt from the competitive

bidding pursuant to City Charter Section 1002 (H), Contacts with other governmental entities or their contractors.

All other multi-space meters located in the City have been replaced with Cale meters. The Shopper's Lane parking lots are the only remaining City managed parking lots with Duncan pay-by-space meters that have now reached an age where they need to be replaced or upgraded substantially. The South Lake Parking Place Commission has reviewed options for the parking lots and recommended the replacement of the existing meters with CALE multi-space pay-and-display meters. After the purchase of the meters, the City's Master Equipment Lease will be used to reimburse the parking meter fund.

COUNCIL POLICY CONSIDERATION:

The proposed purchase order agreement is consistent with the City Council's Strategic Planning Goals to improve, maintain, and enhance public facilities and infrastructure throughout the City.

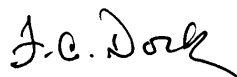
ENVIRONMENTAL ANALYSIS:

This purchase order with CALE America, Inc. is exempt from CEQA per section 15061 (b) (3), the General Rule. The General Rule can be applied when it can be seen with certainty that the activity will not have a significant effect on the environment. The proposed action will not result in any new development or physical changes.

FISCAL IMPACT:

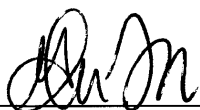
As of period ending January 31, 2015, the unappropriated fund balance in Fund 217, South Lake Parking Operating Fund is approximately \$99,398. Fund 217 is projected to end the fiscal year with an unappropriated fund balance of approximately \$200,000. An outright purchase of meters from this fund would have a negative impact to the fund balance. Therefore, once the meters are delivered and installed we will return seeking approval for Financing of the CALE meter Equipment. The South Lake Avenue Parking Operating Fund will then be reimbursed through the Equipment Lease agreement with Chase. Staff recommends the lease purchase agreement, as there is not sufficient fund balance available for an outright purchase. There is sufficient annual revenue in this fund to cover the meters lease payment estimated at \$23,973.60 per year.

Respectfully submitted,



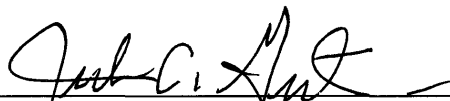
FREDERICK C. DOCK
Director
Department of Transportation

Prepared by:



Gloria Flores
Management Analyst

Concurred by:



JULIE A. GUTIERREZ
Interim Director
Department of Finance

Approved by:



MICHAEL J. BECK
City Manager