



Agenda Report

March 30, 2020

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: **AUTHORIZATION TO ENTER INTO A CONTRACT WITH DIXON RESOURCES UNLIMITED FOR CONSULTING SERVICES FOR THE DEVELOPMENT OF A PARKING STRATEGIC PLAN**

RECOMMENDATION:

It is recommended that the City Council:

1. Find that this action is exempt under the California Environmental Quality Act (CEQA) in accordance with Section 15061(b)(3), the General Rule that CEQA only applies to projects that may have an effect on the environment;
2. Authorize the City Manager to enter into a contract, as a result of a competitive selection process pursuant to Pasadena Municipal Code Section 4.08.047, with Dixon Resources Unlimited for the creation of a Parking Strategic Plan for an amount not to exceed \$131,747;
3. Amend the Department of Transportation's Fiscal Year 2020 Operating Budget by appropriating \$101,183 from Fund 407 Off-Street Parking Facilities unappropriated fund balance to the various garage organizations in Fund 407 as listed in the Fiscal Impact section of this Agenda Report. The remaining \$30,564 will be offset by savings in the existing Fiscal Year 2020 budgeted appropriations in the various parking funds as listed in the Fiscal Impact section.

BACKGROUND:

The City of Pasadena's Parking Division oversees nine (9) parking garages with 6,175 spaces, three surface lots that contain 967 spaces, and an on-street parking system that includes approximately 1,250 metered spaces and 13,000 non-metered parking spaces. Additionally, the Parking Division is responsible for parking enforcement activities that include enforcement activities in metered and time limited parking spaces, and for overnight parking between 2:00 a.m. and 6:00 a.m. citywide. The Parking Division oversees annual revenues of approximately \$26.5M.

Since 2014, the City's Parking program has been the subject of several audits, each resulting in various recommendations for operations. Some of these recommendations have caused DOT staff to engage in deeper internal reviews. In order to provide a cohesive approach to comply with audit recommendations and best practices, Dixon Resources Unlimited will review all aspects of the City's Parking operation, including, but not limited to: off-street garage and parking lot operations, on-street parking operations, the use of technology, rates and rate modeling and City owned property disposition.

DOT staff anticipates returning to City Council once the plan is completed to provide recommendations as to how the City should proceed with its parking program.

Competitive Selection

The Department of Transportation prepared a Request for Proposals (RFP) for the subject project. The RFP was released on October 17, 2019 with a due date of November 27, 2019.

Six proposals were received from the following vendors:

- Chen Ryan; Los Angeles, CA
- Dixon Resources Unlimited; San Diego, CA
- General Technologies & Solutions; Los Angeles, CA
- Nelson Nygaard; Los Angeles, CA
- Transpo Group; Kirkland, WA
- Walker Consultants; Tampa, FL

The proposals were reviewed and evaluated by a committee of representatives from the City of Pasadena and the Los Angeles County Metropolitan Transportation Authority (Metro). The committee used the following criteria for evaluation, as was provided as part of the RFP:

Criteria	Weight
Proposed Solution	35%
Experience	35%
Cost Proposal	20%
Local Pasadena Business Preference	5%
Small and Micro-Business Preference	5%
Total	100%

The table below provides the average total score received by each of the six companies:

Company	Score
Dixon Resources Unlimited	84.5
Walker	77.3
GTS	74.0
Nelson Nygaard	62.9
Transpo Group	58.5
Chen Ryan	40.0

The proposal by Dixon Resources Unlimited was rated highest on the basis of their comprehensive proposed solution, their extensive experience with similar projects in the State of California and the overall value of their proposal with consideration given to their cost proposal in comparison with the other proposals (Attachment A).

In 2015, DOT contracted with Dixon Resources Unlimited in the amount of \$11,350 to complete an assessment of meter operations and collections procedures with recommendations for best practices. More recently, Dixon Resources Unlimited have completed similar program reviews for the Cities of San Leandro, Paso Robles, Seal Beach and Laguna Beach. They have also successfully completed projects in Beverly Hills, Los Angeles, Newport Beach and San Jose. They are a woman-owned, California certified Disadvantaged Business Enterprise Program and a California Certified Small Business.

COUNCIL POLICY CONSIDERATION:

This project is consistent with the City Council's goal to improve, maintain and enhance public facilities and infrastructure. It also supports and promotes the quality of life and the local economy.

ENVIRONMENTAL ANALYSIS:

The project has been reviewed for compliance with the California Environmental Quality Act (CEQA) and is exempt per Section 15061 (b) (3). The project is covered by the general rule that CEQA only applies to projects that have the potential for causing a significant effect on the environment. The contract with Dixon Resources Unlimited will not result in any significant effect on the environment.

FISCAL IMPACT:

The total cost of this action is \$131,747.

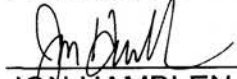
The following table shows the breakout of funding for this action. There is saving in various parking funds to accommodate \$30,564 of the total \$131,747 however, the Department of Transportation recommends appropriating an additional \$101,183 in FY 2020 project costs from projected year-end unappropriated fund balance in both On-Street and Off-Street Parking Facilities Fund to the following accounts:

Garages	Account	Base Amount	Contingency	Total Amount w/Contingency	Add'l Approp. Required
Holly	40724009-811400	\$5,034	\$504	\$5,538	\$5,538
Plaza Las Fuentes	40724012-811400	\$17,728	\$1,773	\$19,501	\$19,501
Schoolhouse	40724023-811400	\$20,214	\$2,021	\$22,235	\$22,235
Delacey	40724024-811400	\$11,366	\$1,137	\$12,503	\$12,503
Marriott	40724025-811400	\$2,166	\$217	\$2,383	\$2,383
Marengo	40724029-811400	\$6,500	\$650	\$7,150	\$7,150
Los Robles	40724030-811400	\$5,350	\$535	\$5,885	\$5,885
Paseo Sub	40724031-811400	\$19,857	\$1,986	\$21,843	\$21,843
Del Mar	40724032-811400	\$3,768	\$377	\$4,145	\$4,145
Surface Lots					
Playhouse Lot	40724019-811400	\$2,133	\$213	\$2,346	
Union/El Molino Lot	40724020-811400	\$1,652	\$165	\$1,817	
Shopper's Lane	21724011-811400	\$3,251	\$325	\$3,576	
Meter Funds					
Old Pasadena	21324013-811400	\$13,190	\$1,319	\$14,509	
Civic Center	21424014-811400	\$5,432	\$543	\$5,975	
West Gateway	22524015-811400	\$153	\$15	\$168	
Playhouse Lot	22924017-811400	\$132	\$13	\$145	
South Lake	23224016-811400	\$1,844	\$184	\$2,028	
	Total	\$119,770	\$11,977	\$131,747	\$101,183

Respectfully submitted,


 LAURA CORNEJO
 Director
 Department of Transportation

Prepared by:


 JON HAMBLEN
 Parking Manager

Approved by:


 STEVE MERMELL
 City Manager

Attachment (1):

Attachment A – Parking Strategic Plan Evaluation Sheet