

Agenda Report

September 10, 2012

TO: Honorable Mayor and City Council

THROUGH: Finance Committee

FROM: Department of Transportation

SUBJECT: ISSUANCE OF A PURCHASE ORDER TO CALE AMERICA, INC. FOR \$839,724 FOR THE PURCHASE OF MULTI-SPACE PARKING METERS AND AMEND THE 2013 OPERATING BUDGET

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 issuance of a purchase order to CALE America, Inc. for the purchase of 75 multi-space parking meters to be placed in the Civic Center, Playhouse and Old Pasadena Parking Meter Districts in the amount not to exceed \$839,724. Competitive Bidding is not required pursuant to City Charter Section 1002(H), contracts with other governmental entities or their contractors for labor, materials, supplies or services. 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
3. Recognize and appropriate \$233,750 from the Old Pasadena Parking Meter Fund to account #8505-213-774310; recognize and appropriate \$111,845 from the Civic Center Parking Meter Fund to account #8505-214-774311; and recognize and appropriate \$46,750 from the Playhouse Parking Fund to account #8505-229-774400.

**OLD PASADENA PARKING METER ZONE ADVISORY COMMISSION
RECOMMENDATION:**

At their July 19, 2012 meeting, the Old Pasadena Parking Meter Zone Advisory Commission recommended that the City Council approve staff's recommendation.

EXECUTIVE SUMMARY:

The Department of Transportation is continually searching for opportunities to achieve greater operational efficiencies in managing on street parking through new and existing technologies. The Parking Division conducted a Pilot Study in 2011 to determine if the use of multi-space pay and display parking meters would be a desirable option for the City in the near future.

The study, conducted over a twelve month period at no cost to the City, provided valuable information on the benefits of multi-space pay and display technology. The study showed that multi-space pay and display meter technology provided operational benefits particularly in very active commercial areas that experience high demand for parking and parking turnover.

Staff proposes replacing the current Duncan pay by space multi-space parking meters in the Civic Center, Playhouse and Old Pasadena Meter Districts, and where beneficial replace single space meters with CALE multi-space pay and display meters:

BACKGROUND:

A twelve-month pilot project was undertaken to evaluate multi-space pay and display meter technology in a production environment and determine its suitability for broader use within the city. A multi-space pay and display parking meter controls 7-10 parking spaces and dispenses a parking permit that is displayed on the 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 provides a broader range of payment options including credit cards.

Based on the competitive procurement process utilized by the cities of Baltimore and San Diego, CALE was selected as the multi-space parking meter vendor for this pilot project. Pasadena has the option to take advantage of the favorable pricing negotiated by the City of Baltimore. The City has the option to purchase multi-space parking meters via a monthly lease purchase that does not require up front capital.

On March 1, 2011, seven CALE multi-space (pay and display) pay stations were put into service on Colorado Boulevard between Los Robles Avenue and Arroyo Parkway. Another three multi-space (pay and display) pay stations were deployed in the city owned surface lot at Union Street and El Molino Avenue. The CALE multi-space (pay and display) pay stations replaced ten Duncan multi-space (pay by 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.

All multi-space pay stations were installed in a *Pay and Display* mode. In this configuration, customers are provided a printed receipt that must then be displayed on the dash of their car showing proof of payment of the posted parking rate.

MARCH – FEBRUARY (2010 vs. 2011)					
DUNCAN VS. CALE					
Civic Center	Duncan	Transaction Info	CALE	Transaction Info	% Change
Revenue	\$ 71,415.05		\$91,599.60		28%
No. of Transactions	102,863		89,870		-13%
Avg. Transactions	\$ 0.69		\$ 1.02		47%
Cash	\$ 42,210.90	59%	\$33,984.70	37%	-19%
No. of Transactions	77,401	75%	46,967	52%	-39%
Avg. Cash Transactions	\$ 0.55		\$ 0.72		31%
Credit Card Payments	\$ 29,204.15	41%	\$57,614.90	63%	97%
No. of Transactions	25,462	25%	42,903	48%	68%
Avg. Credit Card Transactions	\$ 1.15		\$ 1.34		17%

The CALE parking pay stations performed well over the duration of the pilot period (including in inclement weather). As shown during the pilot, costs are offset over time by significantly lower coin collection (coins will only be collected when the coin vaults are full) and data gathering costs coupled with resulting parking meter revenue increases. The equipment is reliable and the vendor provided excellent service and support throughout the pilot period. The modular aspects of the internal components equate to “plug & play” in terms of replacing parts. This serves to lower maintenance and repair cost. The CALE pay stations are all equipped with solar panels which charge the batteries. Batteries are expected to last a minimum of five years (another significant cost savings).

Overall feedback from users was highly favorable. Customers welcomed having a receipt and visual reminder of when their parking privilege would expire. Those in the business community embraced the fact they now had a receipt for tax purposes.

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:

The total compensation under this contract will be an amount not to exceed \$839,724 and corresponding to \$763,385 as base contract and \$76,339 set aside for contingencies (10%). The contingency amount will be dispersed among the three account numbers. Sufficient funding is available in the parking meter funds of the various parking meter districts to cover the cost of purchasing the multi-space pay and display parking meters.

The recommendation from the Old Pasadena Parking Meter Zone Advisory Commission and the Playhouse Parking District is to purchase the meters outright. The fund balances supports these recommendations.

For the Civic Center parking funds an outright purchase would deplete the fund. It is recommended that a 60 month lease purchase be utilized to acquire the Civic Center Parking District meters.

The following table represents the budget account appropriations.

Meter District	Account Numbers	Meters per District	Cost per District	Preliminary Unrestricted Fund Balance 6/30/12
OPPMZAC	8505-213-774310	25	\$212,500	\$487,802
CIVIC CENTER*	8505-214-774311	45	(\$101,677 per annum x 5 yrs = \$508,385)	\$370,634
PLAYHOUSE	8505-229-774400	5	\$ 42,500	\$932,284
SUB-TOTAL		75	\$763,385	
10% CONTINGENCY			\$ 76,339	
TOTAL FISCAL IMPACT			\$839,724	

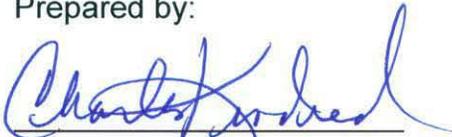
*Civic Center meters will be acquired on the following 60 lease purchase arrangement: \$188.29 per month per meter.

Respectfully submitted,



 FREDERICK C. DOCK
 Director
 Department of Transportation

Prepared by:



 Charles E. Kindred
 Parking Manager

Approved by:



 MICHAEL J. BECK
 City Manager

**Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment
Pasadena City Charter, Article XVII**

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name: Cale America Inc.

2. Type of Entity:
 non-government nonprofit 501(c)(3), (4), or (6)

3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:

<u>Edward Olender, President</u>
<u>Kenneth J Beattie, Secretary</u>
<u>Henrik Mella, CEO</u>

4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:

<u>Cale Access 100%</u>

Prepared by: *Kenneth J Beattie*
Title: Controller
Phone: 813-405-3900
Date: 8-27-2012