

PARKSL

Downtown Parking Enforcement: Contract Services

City Council Presentation

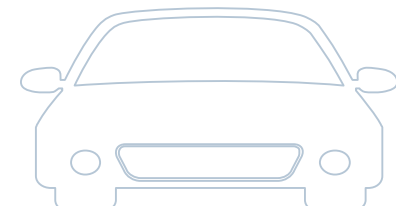
City of San Leandro

April 1, 2019



Background

- ❑ City Council amended SL Municipal Code 6.1.825 –February 4, 2019
 - Allows special contractors designated by the Chief of Police to enforce parking regulations
- ❑ RFP Parking Enforcement Services –October 5, 2018
 - Two proposals received
- ❑ Meets Downtown Parking Management Plan goals

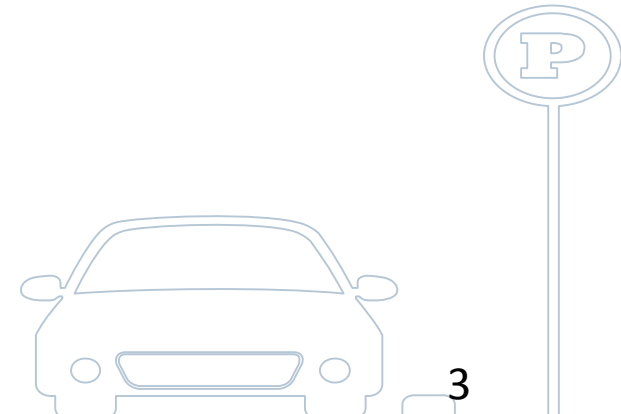


Parking Enforcement = Compliance

Two main goals of Parking Enforcement:

- ❑ Create turnover to support economic development and maximize the efficiency of the City's overall parking system
 - Long-term challenges maintaining adequate staffing for in-house enforcement

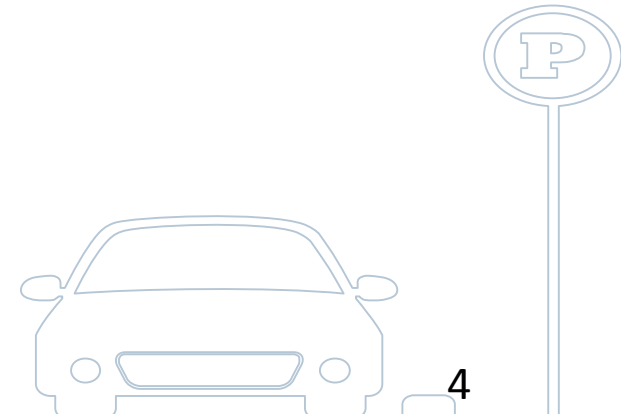
- ❑ Collect fees to operate and maintain parking facilities
 - Downtown Parking Garage



Parking Enforcement = Compliance (cont.)

Positive Impacts:

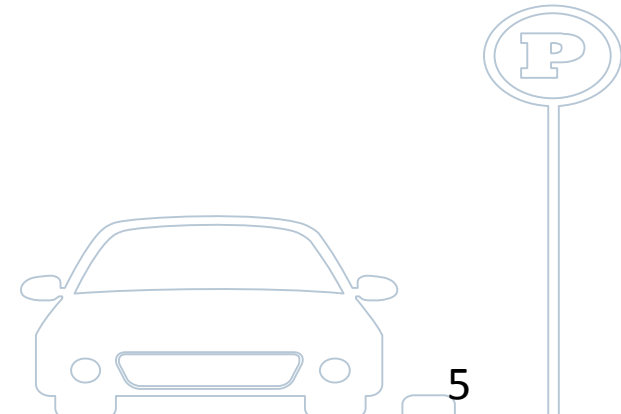
- ❑ Generate sufficient revenues to stabilize the Parking Fund and support future enhancements to the parking system
- ❑ Ensure a parking space is available for shoppers and diners in proximity to their destination
- ❑ Achieve greater compliance through parking enforcement
- ❑ Ensure consistent and fair parking enforcement practices
- ❑ Free up PD capacity for higher priority services



SP Plus Corporation

- ❑ Founded in 1929
- ❑ Municipal parking services in over 100 cities
 - i.e. City of Vallejo, Antioch, Stockton etc.
- ❑ The first commercial parking operator to earn the Accredited Parking Organization (APO) with Distinction designation

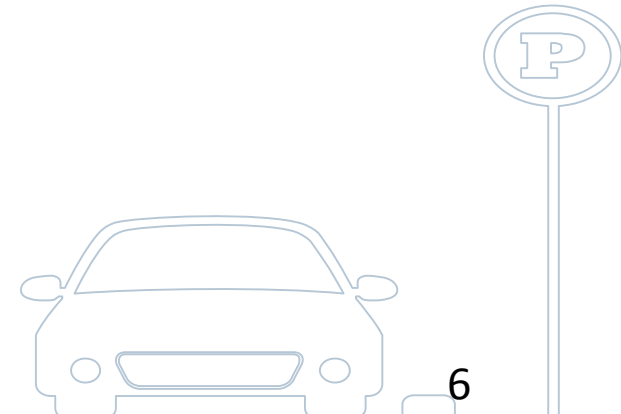
SP+ COMPANY STATISTICS	
Employees:	20,000
Total Facilities:	3,600
Total Spaces Managed:	2.1 Million
Cities Operated In:	350
Annual Revenues:	\$1.470 Billion
Municipalities Operated:	100+
Years in Business:	89 (founded 1929)



Parking Enforcement Services

Parking Enforcement Services will include:

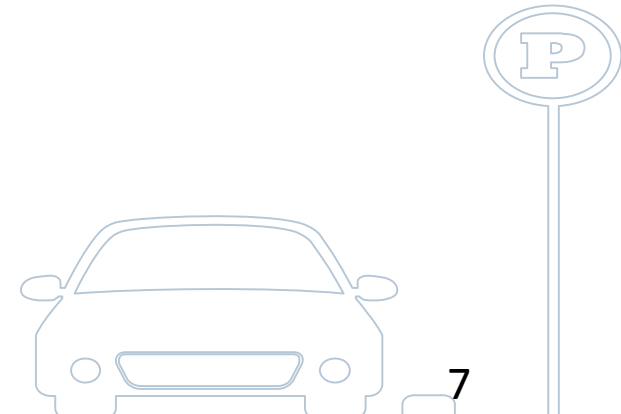
- ❑ Monitoring and citations where parking is currently enforced
 - Downtown San Leandro/ Parking Garage/ Surface Lots
- ❑ Proactive refresher education campaign that includes warning notices and marketing
 - Residential/ Street Sweeping
- ❑ A minimum of 80 hours per week
- ❑ Personnel Training:
 - Current Parking Aide onboarding option



Parking Enforcement Services (cont.)

Personnel Training:

- Customer service delivery and expectations
- Enforcing permit violations by the issuance of citations
- Marking and tagging of vehicles
- Responding to calls for service
- Conflict resolution management
- San Leandro Municipal Code and State laws relating to parking enforcement and associated activities
- Testimony and courtroom procedures
- Job procedures, safety and emergency protocol
- Civil rights law and procedures



Compensation for Services

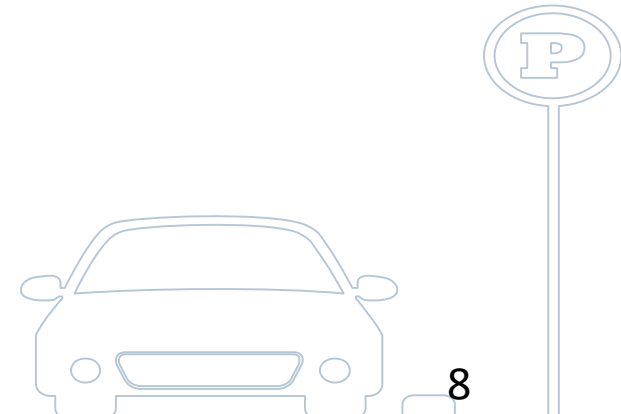
❑ Parking Enforcement

- Total contract amount: \$730,000 over three years
- \$20,000 per month / \$243,333 per year
 - Regular hours rate \$51.86
 - Extended hours rate \$42.19

❑ Current Parking Enforcement Funding

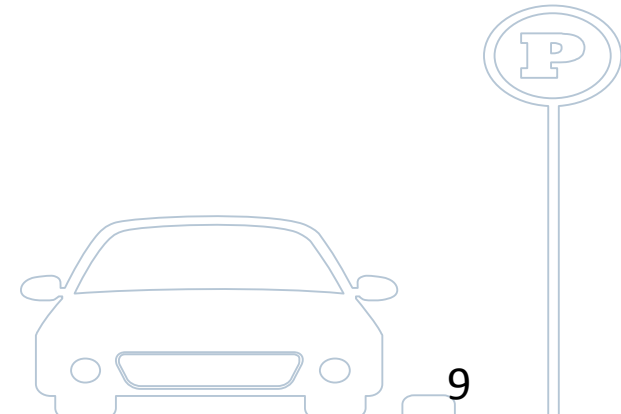
- \$124,750/ year (5 PTE Parking Aides)
- Annual average citation revenue \$300,000/ year

❑ SP Plus has strong fiscal track record for cost recovery



Recommendation & Next Steps

- ❑ Recommend approval of a Consulting Services Agreement with SP Plus Corporation for three years of parking enforcement services
- ❑ If this agreement is approved by Council, the Chief of Police shall designate the consultant to carry out the agreed-upon services consistent with the San Leandro Municipal Code section 6.1.825
- ❑ Parking Enforcement Services would begin July 1, 2019



Questions?

