



Legislation Details (With Text)

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**Title:** Adopt a Resolution to Approve and Authorize the City Manager to Execute a Consulting Services Agreement with LAZ Parking for Parking Enforcement Services through June 30, 2025 for a Total Not to Exceed Amount of \$1,281,343.00

**Indexes:**

**Code sections:**

**Attachments:** 1. Att A - Reso 2022 - LAZ CSA, 2. Att B - LAZ SOW Parking Enforcement, 3. Att C - LAZ Parking Revised Price Proposal 06.27.22

Date	Ver.	Action By	Action	Result
7/18/2022	1	City Council	Received and Filed	Pass

Adopt a Resolution to Approve and Authorize the City Manager to Execute a Consulting Services Agreement with LAZ Parking for Parking Enforcement Services through June 30, 2025 for a Total Not to Exceed Amount of \$1,281,343.00

**COUNCIL PRIORITY**

- Public Safety
- Community & Business Development

**SUMMARY**

Staff received and evaluated three responsive proposals to RFP #59502 for Parking Enforcement Services, given the City’s agreement with SP Plus expired on June 30, 2022. Staff selected LAZ Parking that proposes the following annual costs:

- 1. Fiscal Year 2022-2023: \$444,343
- 2. Fiscal Year 2023-2024: \$418,500
- 3. Fiscal Year 2024-2025: \$418,500
- Total: \$1,281,343**

**RECOMMENDATIONS**

Staff recommends that the City Council adopt a resolution to approve and authorize the City Manager to execute a Consulting Services Agreement with LAZ Parking for parking enforcement services through June 30, 2025 for a Total Not to Exceed Amount of \$1,281,343.00.

**BACKGROUND**

The City of San Leandro completed a Downtown Parking Management Plan (DPMP) to guide

policies and regulations for parking in Downtown San Leandro. The plan analyzed parking inventory, utilization, and turnover in the core Downtown and periphery areas. The data includes BART riders, employees of Downtown businesses, shoppers, and residents who use parking for either short durations or all day.

With a better understanding of parking patterns, on July 17, 2017, City Council approved the DPMP with a strategy to aid future land-use and economic development decisions and increase the sustainability of the Downtown. On July 17, 2017, City Council also approved a Consulting Services Agreement with Dixon Resources Unlimited for oversight of the Downtown San Leandro parking system and guided implementation of the City's DPMP.

In 2021, the City Council directed staff to seek out expertise to assist in evaluating parking impacts of higher density residential and commercial development on surrounding on-street parking. According to the 2035 General Plan, San Leandro's population is expected to continue growing in size through new residential development that is projected to meet the high demand for housing (particularly affordable housing). As a result, the potential loss of on-street parking due to growth is expected to be an issue of ongoing public concern.

Parking enforcement is important for two primary reasons:

1. The Estudillo Parking Garage and surrounding paid parking lots were developed so the parking fees collected would cover the costs to operate the Parking Garage. Ensuring that users of the facility and adjacent lots are paying for parking is critical to meeting this objective. Robust enforcement is important to ensure all vehicles parked in these lots have paid a daily or monthly fee.
2. The second primary objective of enhanced parking regulations enforcement is to support economic development and the success of San Leandro's commercial areas. Ensuring that short-term parking spaces are not occupied by vehicles parking for longer than the stated time limits provides opportunities for customers to access parking proximate to businesses, which enables businesses to serve more customers.

In April 2022, the City released a Solicitation for Proposals (RFP #59502) for Parking Enforcement Services because the contract between the City and SP Plus expired on June 30, 2022.

The Covid-19 global pandemic, coupled with a tough labor market in the San Francisco East Bay, constrained the fledgling program. It is estimated that with a combination of consistent parking enforcement, full implementation of the Downtown Parking Plan, consistent enforcement of the City's Municipal Code, and customer compliance, the service will be a fully cost-recoverable parking program. Staff determined the current parking program was vital to downtown San Leandro economic vitality, but also required highly specialized knowledge and active management that current staff could not provide.

### **Previous Actions**

- Resolution No. 2017-113, Downtown Parking Management Plan, July 17, 2017
- Resolution No. 2019-069, SP Plus Agreement, April 1, 2019

## **Applicable General Plan Policies**

- Policy T-1.7 Off-street Parking Standards. Implement variable parking standards that reflect such factors as proximity to transit, type of occupancy (seniors, etc.), number of bedrooms (for housing), and the expected level of parking demand. Parking requirements should reflect the City's goal of reducing vehicle miles traveled.
- Policy T-5.7 Technology and Roadway Efficiency. Use technology, including smart phone applications, roadway sensors, and real-time data on congestion, travel time, and parking supply to create a more efficient transportation system, and to maximize the benefits of the existing road system before investing in its expansion.
- Policy ED-4.5 Downtown San Leandro. Implement parking management strategies that ensure that convenient parking is available for shoppers and restaurant patrons in Downtown San Leandro.

LAZ Parking received a draft contract as part of RFP 59502 and has agreed to the terms pending Council approval of this action.

## **Legal Analysis**

The City Attorney reviewed the content of this report and approved it as to form.

## **Financial Impacts**

Sufficient funds are included in the Fiscal Year 2022-2023 Parking Fund (F132) budget for parking enforcement services:

- Parking Fund-Administration, Account 132-35-008: \$444,343
- Total \$444,343

This Council action will not impact fund balance because there are funds available in the FY2022-2023 mid-cycle budget as adopted on June 21, 2022.

Funding for fiscal years 2023-2024 and 2024-2025 will be requested in the upcoming budget cycle.

## **ATTACHMENTS**

- Attachment A: Resolution for a Consulting Services Agreement with LAZ Parking
- Attachment B: LAZ Parking Scope of Work
- Attachment C: LAZ Parking Compensation Schedule

**PREPARED BY:** Scott Koll, Deputy City Manager, City Manager's Office