



Legislation Text

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Staff Report for a City of San Leandro City Council Resolution to Authorize the City Manager to Execute a Consulting Services Agreement for \$100,000 Between the City of San Leandro and MacKay Meters, Inc. for Installation of Smart Parking Meters at West Juana Avenue and Pelton Plaza.

SUMMARY AND RECOMMENDATIONS

Staff recommends that the City Council adopt a resolution to approve a Consulting Services Agreement in the amount of \$100,000 with MacKay Meters, Inc. for the installation and maintenance of smart parking meters.

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

The DPMP included proposed regulations, rates, and time restrictions for Downtown San Leandro's on-street parking and off-street public parking lots. Staff worked with DIXON to establish an implementation plan that incorporates the DPMP recommendations with technology and operational solutions. Some of the DPMP recommendations for technology include the introduction of "smart meters" to provide customers with convenient options to pay for parking, such as cash, credit, or via mobile application (Attachment 1). The proposal for "smart meters" included off-street lots that have a 2-hour parking limit, such as Pelton Plaza, where occupancy and turnover are high.

The City of San Leandro and the Pelton Plaza Shopping Center owner have had a lease agreement since 1959, allowing the City of San Leandro the right to operate a public off-street parking lot. On May 2, 2016, the new owners of Pelton Plaza Shopping Center terminated the 1959 lease and entered into a new lease agreement giving the City a nonexclusive right to enforce parking regulations in Pelton Plaza. The City has been enforcing a 2-hour time limit in Pelton Plaza Shopping Center under the current lease for approximately two years.

In early 2018, the City was approached by the Pelton Plaza Shopping Center owners to provide paid parking technology within their off-street parking lot. Given that the recommendation in the DPMP is to implement paid parking in off-street lots, City staff looked into piloting smart meters in an off-street

parking lot like Pelton Plaza Shopping Center and potentially extending the installation to the adjacent 100 and 200 blocks of West Juana Avenue.

As with other components of the DPMP implementation, the goal of this effort is to maximize the efficiency of limited parking resources. In the case of a retail center like Pelton Plaza, the specific objective is to encourage turnover of parking spaces, maximizing the availability of spaces for retail customers.

On May 9, 2018, the City and the Pelton Plaza Shopping Center owners amended the 2016 lease agreement to include paid parking technology within the Pelton Plaza Shopping Center off-street parking lot. The agreement requires the City to install, keep, maintain and repair City owned smart meters at the City's expense with the condition that the City would receive one hundred percent (100%) of the revenue obtained by the smart meters until May 9, 2021, when staff projects that one hundred percent (100%) of the smart meters' costs will be recovered.

After May 9, 2021, revenue will be evenly allocated, fifty percent (50%) to the City and fifty percent (50%) to Pelton Plaza Shopping Center. In addition, Pelton Plaza Shopping Center shall use at least \$8,000 of its revenue allocation to reinvest in the upkeep, maintenance, repairs and improvements to the Pelton Plaza Shopping Center off-street parking lot. These terms are stipulated in the amended lease agreement between the City and Pelton Plaza Shopping Center.

On May 16, 2018, the City released a Request for Proposals (RFP) to contract a vendor with experience in providing single and dual space smart parking meters. Four vendors responded to the City's RFP. After evaluation of the proposals and interviews by an inter-departmental team, MacKay Meters, Inc. ranked the highest based on scope of work, price, proposed timeline, expertise, experience and references.

ANALYSIS

The proposed Consulting Services Agreement (CSA) with MacKay Meters, Inc. will include the installation of poles, mounting hardware, and a combination of dual and single space smart meters with pricing specified in the CSA (Resolution Attachment 1). Specifically, 34 dual and 7 single space smart meters in Pelton Plaza Shopping Center and 18 dual and 9 single space on the 100 and 200 blocks of West Juana Avenue are proposed, for a total of 52 dual and 16 single-space smart meters (Resolution Attachment 1).

The mkBeacon wireless dual and single space meters proposed accept coin, credit card, smart card, and cellular payment (including the ParkMobile system that is utilized elsewhere in San Leandro). The mkBeacon meter uses solar power, has a large display with an easy to use piezo style keypad, and utilizes the latest payment technology, all while featuring a new modular design. The exterior components of the mkBeacon meter are precision made, injection molded parts, made of an extremely durable, light weight, impact resistant polycarbonate copolymer resin material that will not corrode. The interior bracketry is made with recyclable plastics. This meter is a "green" and technologically-advanced parking meter that would fit very well on the streets of San Leandro.

MacKay will manufacture the mkBeacon meters, ship the product to the City, install the meters and train City staff on operating and maintaining the meters. MacKay will also train the City staff on using the Sentinel Meter Management System to monitor the mkBeacon meters and the revenue

generated by the meters. Training shall be such that each trainee will learn by significant 'hands on' experience under the guidance of an experienced trainer, assigned by MacKay to carry out an agreed list of first line fault corrections, maintenance and other operations.

Current Agency Policies

City Council Goals:

- Place San Leandro on a firm foundation for long-term fiscal sustainability.
- Advance projects and programs promoting sustainable economic development, including transforming San Leandro into a center for innovation.
- Maintain and enhance San Leandro's infrastructure.

Previous Actions

On September 19, 2016, the City Council, acting as the governing body of the Successor Agency to the City of San Leandro Redevelopment Agency, approved the transfer of \$600,000 in former Redevelopment Agency bond funds to the City of San Leandro for implementation of parking improvements.

On July 17, 2017, the City Council approved the San Leandro Downtown Parking Management Plan and Recommendations for Short-term Parking Action Plan.

On July 17, 2017, the City Council approved a Consulting Services Agreement with Dixon Resources Unlimited for \$130,000 for Oversight of the Downtown San Leandro parking system and Guided Implementation of the City's New Downtown Parking Management Plan.

On February 20, 2018, the City Council approved an ordinance to amend the City of San Leandro Municipal Code Title 6, Chapters 6-1 and 6-2 to update definitions and regulations related to parking.

On July 16, 2018, a First Amendment to the Consulting Services Agreement with Dixon Resources was approved, authorizing the continuance of services for \$90,000. On September 4, 2018, the City Council approved an ordinance to amend the City of San Leandro Municipal Code Title 8, Chapter 14; involving updates to parking definitions and regulations related to an Employee Parking Permit Program.

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.

Legal Analysis

The Consulting Services Agreement was reviewed by the City Attorney's Office and approved as to form.

Fiscal Impacts

The City has \$600,000 in former Redevelopment Agency bond funds for implementation costs associated with consulting services and capital. As noted above, meter revenue through May 2021 will be used to reimburse the Parking Fund for the cost of the equipment and subsequent installation. Subsequent to that, the City's share of revenues will be deposited into the parking fund and used to support continued operation and future enhancement of the parking system.

Budget Authority

Funding allocation for the Downtown Parking Management Implementation Plan:

- 1) \$600,000 -Parking Fund, Account No. 132-35-003-5120 in fiscal year 2017-18

ATTACHMENT(S)

Attachment to Staff Report

- Attachment 1: Amended Lease Agreement between the City of San Leandro and Pelton Plaza Shopping Center

Attachment to Resolution

- Attachment 1: Consulting Services Agreement with MacKay Meters, Inc

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