

CONSENT CALENDAR April 30, 2013

To:

Honorable Mayor and Members of the City Council

From: ( ) Ch

Christine Daniel, City Manager

Submitted by: Andrew Clough, Director, Public Works

Subject: Contract: CDM Smith for Parking Data Collection Services for the

Berkeley Transportation Action Plan Pilot (goBerkeley)

### RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with CDM Smith for manual parking data collection services for the Berkeley Transportation Action Plan, for an amount not to exceed \$200,000 for the period March 1, 2013 through June 30, 2015.

## FISCAL IMPACTS OF RECOMMENDATION

Funding for this contract is appropriated in the FY 2013 budget in Fund MTC (614-4920-431-3038-11TD06) for \$200,000.

The contract has been assigned CMS No. RNQUA.

## CURRENT SITUATION AND ITS EFFECTS

In February 2013, the City released a Request for Proposals (RFP Specification No. 17-10727-C) for Parking Data Collection services related to the Berkeley Transportation Action Plan (B-TAP)\* Program. The RFP was for a consultant to collect manual parking data that will track changes to parking demand and turnover as the result of parking rate and time limit changes for the three commercial districts (Downtown, Southside/Telegraph and Elmwood) in the project area. Two valid proposals were received, reviewed and assessed based on the following criteria: experience and demonstrated ability of the respondent, qualifications and experience of key staff, experience in providing similar projects, project understanding and work plan, price proposal, and overall quality of the response and conformance with RFP requirements for content. After a thorough review and scoring of all proposals, the firm CDM Smith received the highest overall score.

#### BACKGROUND

B-TAP/goBerkeley is a 3-year pilot program (June 2012 to July 2015), aimed at reducing congestion and improving parking conditions in Downtown Berkeley, Telegraph/Southside and the Elmwood, and their adjacent residential neighborhoods, by providing more travel and parking choices to residents, businesses and visitors in those areas. Public Works presented an update to Council on B-TAP on March 5, 2013.

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<sup>\*</sup> B-TAP was the name given to the parking and transportation demand management pilot during grant application and planning phases, and is a partnership between the City, UC Berkeley, AC Transit, City CarShare, and TransForm. B-TAP projects will go public as "goBerkeley;" see Background for details.

B-TAP/goBerkeley has been awarded \$2.1 million in grants from the Metropolitan Transportation Commission and Bay Area Air Quality Management District for; and, in partnership with UC Berkeley, another \$1.8 million in grant funding from the Federal Highway Administration for the Value-Priced Parking and Real-Time Parking Information Pilot Program.

In February 2012 Council approved a contract with Steer Davis Gleave for marketing, public relations, and outreach of the Program. Working with Transportation staff, they identified the need for the pilot to have a "brand" for public outreach and education, and this became "goBerkeley." The selection of goBerkeley was the unanimous choice after meetings with the Downtown Berkeley Association, Telegraph Business Improvement District, Transportation Commission Parking and Transportation Subcommittee, and Elmwood Merchants Association. In addition, many merchants favored using goBerkeley soon on banners and posters in the pilot areas. The goBerkeley brand will be used for easy identification of the pilot program for promotional materials (brochures, posters, post cards), to distinguish pilot areas from non-pilot areas, such as for parking signs and meters, and on its website.

B-TAP/goBerkeley is intended to test the effect of enhanced parking management in combination with transportation demand management (TDM) incentives for employees and residents on reducing vehicle trips and greenhouse gas emissions. The parking pilot will adjust the rate of on-street and public off-street parking facilities based on demand, so as to maintain a level of parking availability that minimizes parking-related search traffic. The pilot will also match time limits to user needs, and provide better information to drivers about where to find a parking space.

### RATIONALE FOR RECOMMENDATION

The proposal from the team led by CDM Smith received the highest overall score after a thorough assessment of all proposals, and they have exceptional qualifications to serve the needs of the goBerkeley pilot. The firm also has previous experience working in the City, which provides them with relevant local knowledge, as well as experience on the goBerkeley project as consultants for transportation planning assistance during the initial phases of the pilot.

# **ALTERNATIVE ACTIONS CONSIDERED**

The City considered managing all activities with staff resources, but it was determined that this would not be sufficient time to ensure successful compliance and timely project delivery. Execution of this contract, along with the work of goBerkeley partners, will enable the City to complete the ambitious goBerkeley pilot on time and within budget.

### **CONTACT PERSON**

Farid Javandel, Transportation Manager, Public Works, 981-7061 Matt Nichols, Principal Transportation Planner, Public Works, 981-7068 Willa Ng, Principal Planner, Transportation, Public Works, 981-7064

### Attachments:

1: Resolution

### RESOLUTION NO. ##,###-N.S.

### CONTRACT: CDM SMITH FOR PARKING DATA COLLECTION SERVICES

WHEREAS, Public Works Transportation has determined that consultant assistance is needed for parking data collection, which will be used to track parking demand and turnover during the B-TAP/goBerkeley pilot; and

WHEREAS, in March 2013, the City of Berkeley released a Request for Proposals Specification No. 12-10727-C for Parking Data Collection services for the goBerkeley Parking Pilot Program, received 2 valid proposals by the due date of March 14, 2013, and these were reviewed according to the RFP's scoring criteria; and

WHEREAS, after a thorough review and scoring of all proposals, the firm CDM Smith received the highest overall score; and

WHEREAS, funding in the amount of \$200,000 for this contract is available in the FY 2013 budget from budget code 614-4920-431-3038-11TD06, and the contract has been entered in the contract management database with CMS No. RNQUA.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with CDM Smith for manual parking data collection services to track parking demand and turnover during the parking portion of the goBerkeley pilot, for an amount not to exceed \$200,000 for the period from March 1, 2013 through June 30, 2015. A record signature copy of said contract and any amendments to be on file in the City Clerk Department.