

Office of the City Manager

CONSENT CALENDAR
December 3, 2013

To: Honorable Mayor and Members of the City Council

From: (Christine Daniel, City Manager

Submitted by: Andrew Clough, Director, Public Works

Subject: Contract: Xerox for Automated Data Collection and Enforcement System

(goBerkeley)

## RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with Xerox to perform System Integrator services for the Automated Data Collection and Enforcement pilot portion of the goBerkeley program, for an amount not to exceed \$500,000 for the period December 1, 2013 through June 30, 2015.

## FISCAL IMPACTS OF RECOMMENDATION

Funding for this contract is available in the FY 2014 budget in the Federal Highway Administration Value Pricing Pilot Program (VPPP) Grant Fund (Fund 674) for \$500,000.

The contract has been assigned CMS No. VYH7X.

### **CURRENT SITUATION AND ITS EFFECTS**

In August 2013, the City released a Request for Proposals (RFP: Specification No. 13-10753-C) for a system integrator to develop an Automated Data Collection and Enforcement System (ADCES) for the goBerkeley pilot. The RFP was for a consultant to identify and test technology that could serve the dual purpose of collecting parking occupancy data and enhancing enforcement, and was published on the City's website and distributed nationally through trade publications, such as the International Parking Institute (IPI) newsletter. As the field of automated parking data collection is newly emerging and specialized, only a few firms have the required expertise and experience.

Xerox is one of these qualified firms and submitted the single proposal received by the posted deadline in response to the RFP. Their proposal was 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. Xerox submitted a high quality proposal that scored well in all evaluation criteria.

## **BACKGROUND**

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 by providing more travel and parking choices to residents, businesses and visitors in those areas.

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.

On October 15, 2013, parking rates and time limits at on-street meters within the pilot areas changed to launch the demand-responsive pricing program. On December 2, 2013, rates are proposed to change at the City's garages, to coordinate with the onstreet rates and to increase parking availability in previously "full" garages. To properly monitor the effects of these changes, the goBerkeley pilot must perform data collection and enforcement.

#### **Data Collection**

The goBerkeley pilot paid CDM Smith \$175,000 to perform manual data collection that provides "snapshots" of parking conditions before the program launch and at after each adjustment for a total of 3 instances of collection. While this is a widely accepted method of data collection, it is limited in accuracy and is expensive. Manual data collection alone is not a viable means to provide data on parking conditions that are necessary to make demand-responsive rate and time limit changes - should the goBerkeley program continue past its pilot term.

One of the two major goals of the ADCES is to provide data on parking occupancy and duration on an on-going basis, at low-cost and operable by existing City staff.

### **Enforcement**

For the goBerkeley pilot changes to be effective, enforcement must ensure that drivers follow rules and regulations. For instance, if the goBerkeley pilot recommends longer time limits to match drivers' needs, enforcement will ensure that drivers don't abuse longer time limits and reduce parking availability. In addition, many residents expressed concerns that changes at parking meters may cause "spillover" into residential areas.

While the Police Department will respond to the enforcement needs of the goBerkeley pilot, staff also recognizes that there are a limited number of Parking Enforcement Officers (PEOs) working with existing equipment and technology.

The second of the two major goals of the ADCES is to enhance the efficiency of the Parking Enforcement Division of the Police Department by providing technology that will help PEOs perform their duties more accurately and effectively.

#### **Cost-Effectiveness**

The ADCES is a pilot system to test whether there are technologies that satisfy the dual requirements of data collection and enforcement while being cost-effective for a city of Berkeley's size, in-house staff and resources. Xerox will be tasked with evaluating the state of current technology for performance as well as cost.

The pilot is funded by \$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.

## RATIONALE FOR RECOMMENDATION

Xerox demonstrated an exceptional understanding of the needs of the City of Berkeley, and has been performing research at their research centers on the needs of smaller cities for "Lean Demand Management" for parking. As such, the City will be able to leverage Xerox's on-going research and experience in the field to deliver the best Automated Data Collection and Enforcement system possible.

### ALTERNATIVE ACTIONS CONSIDERED

The City considered managing all activities with staff resources, but it was determined that City staff do not have the required expertise or staff time to ensure successful delivery of a system. Execution of this contract, along with the work of goBerkeley partners, will enable the City to support the success of the goBerkeley pilot during the pilot term and beyond.

## **CONTACT PERSON**

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

## Attachments:

1: Resolution

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

# CONTRACT: XEROX FOR SYSTEM INTEGRATOR OF AUTOMATED DATA COLLECTION AND ENFORCEMENT SYSTEM

WHEREAS, Public Works determined that consultant assistance is needed for developing a pilot of an Automated Data Collection and Enforcement system to support the goBerkeley pilot program; and

WHEREAS, in August 2013, the City of Berkeley released a Request for Proposals Specification No. 13-10753-C for system integrator services to develop an Automated Data Collection and Enforcement System, and received a single proposal by the posted deadline; and

WHEREAS, after a thorough review and scoring according to the RFP's criteria, the submission from Xerox received a high overall score; and

WHEREAS, funding for this contract is available in the FY 2014 budget in the Federal Highway Administration Value Pricing Pilot Program (VPPP) Grant Fund (Fund 674), and the contract has been entered in the contract management database with CMS No. VYH7X.

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 Xerox to perform System Integrator services for the Automated Data Collection and Enforcement pilot portion of the goBerkeley program, for an amount not to exceed \$500,000 for the period December 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.