



Office of the City Manager

CONSENT CALENDAR  
December 9, 2003

To: Honorable Mayor and Members of the City Council  
From: Phil Kamlarz, Acting City Manager  
Subject: Contract: Parking Sign and Information System

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with IBI Group for the evaluation, analysis, planning and design of parking signage and other parking information for off-street parking in the City of Berkeley (primarily the Downtown and Southside) for an amount not to exceed \$93,321.

FISCAL IMPACTS OF RECOMMENDATION

This consulting contract will cost the City an amount not to exceed \$93,321 to be paid out of the Parking Revenue Fund. This amount includes the cost of Phase I of the project. Phase II will be conducted only after a decision by staff and Council to proceed with the detailed design and construction documents for the selected wayfinding system. The cost of this contract includes \$78,557 in consulting costs, up to \$10,000 in direct expenses and a five percent contingency. Funds are in budget code 835-0920-431-3038. The CMS Number is IG7HA.

CURRENT SITUATION AND ITS EFFECTS

The City of Berkeley owns four off-street parking facilities in the Downtown and Southside areas. There are also approximately five large and ten small privately owned parking facilities and seven University-owned facilities in the area. Visitors and commuters in downtown Berkeley experience difficulty locating available parking spaces on certain days and at certain times of day; downtown facilities often reach capacity during the work week at midday. There is also a concern that major performing arts and sporting events held in the evenings and on weekends may overwhelm capacity in certain parking facilities while lesser-known facilities remain underutilized. The City would like to address these problems by improving the parking information system for the Downtown and Southside in order to improve the visitor experience and make more efficient use of existing parking facilities. The City will explore and encourage cost sharing with stakeholders such as UC Berkeley and private parking facility owners at all stages of this project.

At present, there are a small number of static signs in the area and one changeable message sign (CMS) at a University of California, Berkeley lot. Improving signage is complicated by the high number of small surface lots throughout the area, a lack of coordination among lots due to differing management firms and systems (attended, permit and self-pay), and differing hours of publicly available parking.

### BACKGROUND

On August 14, 2003, the City issued a Request for Proposals (RFP) (Specification # F-8981-03) for the planning and design of the most appropriate and efficient parking information system for off-street parking in the City of Berkeley to 17 planning and design firms and posted the RFP on the City's Website. The RFP stated that the selected contractor would perform an evaluation and assessment of the current parking situation, evaluate parking information system alternatives (static signs, changeable message signs, gateway signs, emergency radio broadcasting, and various combinations), design signs and recommend sign locations, and propose a budget. Should the City recommend the use of changeable message signs, the selected contractor would proceed with a detailed changeable message sign plan and construction documents.

Eight proposals were received on the due date of September 30, 2003. A team of staff from the Office of Transportation reviewed the proposals. The team evaluated proposals based on the following criteria: experience, qualifications and expertise, project understanding and work plan, references, costs, quality and thoroughness of proposal, and proposer's knowledge and experience related to local parking and traffic issues.

The team interviewed the following three applicants: SMWM with ITERIS/Meyer Mohaddes, Inc., Wilbur Smith Associates with H. Kurt Heinz Design Company and IBI Group. The team analyzed budgets, checked references, and discussed the relative merits of each proposal. Based on the quality of the proposal, extensive analysis, interviews, staff discussion, references and cost, staff recommends that IBI Group be awarded the City's Parking Information System contract. IBI Group is an international consulting firm with over 25 years of experience in the transportation systems planning and information technology field, with the skills needed for a successful system design in Berkeley. The firm has performed similar parking information system planning and design in Seattle, Edinburgh (Scotland) and Denver. IBI Group was judged as the least expensive and highest quality proposal among the firms interviewed.

### RATIONALE FOR RECOMMENDATION

Staff does not have the time resources to complete this task, nor the technical expertise involved in evaluating the real-time, changeable message sign application.

### ALTERNATIVE ACTIONS CONSIDERED

No action, which will result in continued exaggerated public perception of Downtown and Southside parking problems and continued driver frustration and confusion.

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Staff could work to complete the task over the next year or two, but at the expense of other high-priority projects and without the needed Intelligent Transportation Systems expertise to fully evaluate all alternatives.

CONTACT PERSON

Peter Hillier, Assistant City Manager for Transportation, 981-7010  
Matt Nichols, Principal Transportation Planner, 981-7068

APPROVED BY:

A handwritten signature in cursive script that reads "Peter K Hillier". The signature is written in black ink and is positioned above a horizontal line.

Peter Hillier, Assistant City Manager for Transportation

RESOLUTION NO.

– N.S.

AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT AND ANY AMENDMENTS WITH IBI GROUP FOR THE EVALUATION, ANALYSIS, PLANNING AND DESIGN OF PARKING WAYFINDING SIGNAGE AND OTHER PARKING INFORMATION FOR OFF-STREET PARKING IN THE CITY OF BERKELEY (PRIMARILY THE DOWNTOWN AND SOUTHSIDE) FOR AN AMOUNT NOT TO EXCEED \$93,321

WHEREAS, the parking wayfinding signage in Berkeley is inadequate; and

WHEREAS, the Downtown/Southside Transportation Demand Management Study recommends improved parking signage and calls for an evaluation of changeable message sign technology; and

WHEREAS, a Request for Proposals (Specifications F-8981-03) was distributed to over 17 planning and design firms and posted on the City's Website on August 14, 2003; and

WHEREAS, eight bids were received by the September 30, 2003 deadline; and

WHEREAS, IBI Group submitted a proposal which was ranked most favorably by staff after careful analysis, interviews, reference checks and a cost comparison; and

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley to authorize the City Manager to execute a contract and any amendments with IBI Group for the evaluation, analysis, planning and design of parking wayfinding signage and other parking information for off-street parking in the City of Berkeley (primarily the Downtown and Southside) for an amount not to exceed \$93,321. A signed original copy of said agreement will be on file in the office of the City Clerk.