



City of Palo Alto

City Council Staff Report

(ID # 10120)

Report Type: Consent Calendar

Meeting Date: 10/28/2019

Council Priority: Transportation and Traffic

Summary Title: Approve Contract Amendment for Dixon Resources to Extend Term and Update Scope

Title: Approval of Amendment Number 2 to Contract Number C18172676 With Dixon Resources to Extend the Term to June 2020 and Revise the Scope of Work for Parking Project Support With no Additional Costs

From: City Manager

Lead Department: Transportation

Recommendation:

Staff recommends that Council adopt Amendment number two to Contract Number C18172676 with Dixon Resources to Extend the Term to June 2020 and Revise the Scope of Work for Parking Project Support with No Additional Costs.

Background:

In 2016 and 2017, Dixon Resources prepared detailed plans to implement paid parking after an extensive internal and public process. This was considered by the Planning and Transportation Commission (PTC) but did not move beyond PTC discussions at that time.

The original contract is available online at:

<https://www.cityofpaloalto.org/civicax/filebank/documents/65672>.

On May 13, 2019, the City Council accepted a report about the Residential Preferential Parking (RPP) Program from the Municipal Resource Group (MRG). The report contained 35 recommendations for the City to consider. Recommendation #2 stated that the City should do the following:

Recommendation 2: Conduct Downtown Parking Operational Study – A contract (amendment) should be approved that provides the information and specific steps needed to move the City forward from a parking program built around a rigid system of

pre-paid permits to a program built around the dynamic monitoring of usage and the application of pricing. It would also provide a roadmap to build community support for this effort. This contract is expected to be presented to the City Council in FY 2018-19.

This current report brings forward a contract amendment to advance this recommendation.

Discussion:

The proposed contract amendment is intended to shift the third phase of the Dixon contract to be more responsive to current needs. Through this contract amendment, the Downtown Parking Action Plan (“Action Plan”) is intended to outline the recommended short, mid, and long-term implementation steps to establish an effective and efficient parking program in Palo Alto. This will be an easy to follow, step-by-step guide for the City. The recommendations will take into consideration stakeholder feedback, budget and costs, past data analysis, industry best practices, and the City’s overall goals and objectives. Each recommendation will be organized by phase into the plan with a list of detailed implementation steps. Any required follow up actions will also be highlighted in the Action Plan. The recommendations will address the current, upcoming and long-term challenges and needs of Palo Alto. Many of the recommendations will have an immediate impact on parking management and will establish the basis for future improvements.

The contract amendment aligns with the RPP parking recommendations from the MRG report. The amendment contains two tasks as listed below with the list of anticipated deliverables:

Task 1: Parking garage and lot occupancy indicators and data

CITY desires real-time data about occupancy at its lots and garages. To achieve these goals, CITY has considered installing an APGS system, but would also like to examine current options for a system that is more cost effective and easy to implement. The purpose of this task is to finalize plans for this solution and lead the installation and evaluation of the equipment.

- **Step 1. Finalize plan for parking garage lot occupancy indicators and data**
 - Deliverables
 - Memo summarizing the scope, schedule, roles, responsibilities, performance measures, and costs for the equipment.
 - Review Technology options and coordinate product demonstrations for the CITY.
- **Step 2. Implement parking garage and lot occupancy indicators and data**
 - Deliverables
 - Shepard the agreement with the equipment vendor(s) – approximately six weeks

- Act as project manager for the implementation of the system – approximately four weeks
 - Provide day-to-day oversight of the parking garage system vendor agreement for a period of up to eight months after the system is operational
- **Step 3. Evaluate parking garage and lot occupancy indicators and data and next steps**
 - Deliverables
 - Draft and final version memo summarizing performance of the system following the installation and, if necessary, next steps to expand citywide.

Task 2: Develop a Parking Action Plan that incorporates the 35 recommendations outlined within the RPP Program Review

The Downtown Parking Action Plan (“Action Plan”) is intended to outline the recommended short, mid, and long-term implementation steps to establish an effective and efficient parking program in Palo Alto. The recommendations will take into consideration stakeholder feedback, budget and costs, past data analysis, industry best practices, and the CITY’s overall goals and objectives. Each recommendation will be organized by phase into the plan with a list of detailed implementation steps. Any required follow up actions will also be highlighted in the Action Plan. The recommendations will address the current, upcoming and long-term challenges and needs of CITY. Many of the recommendations will have an immediate impact on the parking management and will establish the basis for future improvements.

Deliverables

The following deliverables are envisioned as brief and simple summaries for an internal CITY audience framed as both summary and update to Dixon work in 2016/17.

Building on work already completed, the CONSULTANT would work closely with CITY staff to provide:

- Coordinate stakeholder engagement & outreach
- Draft and final PAP
- Draft and final resolution and/or ordinance language the CITY could formally adopt as the basis of implementing the PAP
- Draft and final updated organizational plan
- Parking permit management system implementation & oversight
- Draft and final updated implementation plan
- Draft and final communications plan
- Develop communications materials as requested

- Develop draft and final council report and presentation

Resource Impact:

City Council approved funding for this contract as part of the FY 2019 Adopted Budget on June 18, 2018 and no additional funds are needed. Services will be provided to various parking districts in Palo Alto; therefore, the costs are proportionally split between the University Avenue Parking Permit Fund, California Avenue Parking Permit Fund, and Residential Preferential Parking (RPP) Program Funds.

Environmental Review:

The proposed actions are not a project under the California Environmental Quality Act (CEQA).

Attachments:

Amendment No. 2 - C18172676 Dixon (PDF)

**AMENDMENT NO. 2 TO CONTRACT NO. C18172676
BETWEEN THE CITY OF PALO ALTO AND
DIXON RESOURCES UNLIMITED**

This Amendment No. 2 to Contract No. C18172676 ("Contract") is entered into June 24, 2019, by and between the CITY OF PALO ALTO, a California chartered municipal corporation ("CITY"), and DIXON RESOURCES UNLIMITED, a California corporation, located at 3639 Midway Drive, Suite B345, San Diego, California 92110 ("CONSULTANT").

RECITALS

A. The Contract was entered into between the parties for the provision of support for the Transportation Division of Planning & Community Environment Department.

B. CITY intends to extend the term until June 30, 2020 and amend the SCOPE OF SERVICE.

c. The parties wish to amend the Contract.

NOW, THEREFORE, in consideration of the covenants, terms, conditions, and provisions of this Amendment, the parties agree:

SECTION 1. Section 2. TERM is hereby amended to read as follows:

"SECTION 2. TERM. The term of this Agreement shall be from the date of its full execution through June 30, 2020, unless terminated earlier pursuant to Section 19 or Section 25 of this Agreement."

SECTION 2. The following exhibit(s) to the Contract is/are hereby amended to read as set forth in the attachment(s) to this Amendment, which are incorporated in full by this reference:

Exhibit "A" entitled "SCOPE OF SERVICE".

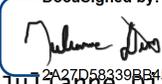
SECTION 3. Except as herein modified, all other provisions of the Contract, including any exhibits and subsequent amendments thereto, shall remain in full force and effect.

IN WITNESS WHEREOF, the parties hereto have by their duly authorized representatives executed this Agreement on the date first above written.

CITY OF PALO ALTO

City Manager

DIXON RESOURCES UNLIMITED

DocuSigned by:

2A27D58339BB4E3
Julianne Dixon
President

APPROVED AS TO FORM:

City Attorney or designee

Attachments:

EXHIBIT "A": SCOPE OF SERVICE

EXHIBIT “A” SCOPE OF SERVICES

Task 1: Parking garage and lot occupancy indicators and data

CITY desires real-time data about occupancy at its lots and garages. To achieve these goals, CITY has considered installing an APGS system, but would also like to consider a more cost effective and easy to implement. The purpose of this task is to finalize plans for this solution and lead the installation and evaluation of the equipment.

- **Step 1. Finalize plan for parking garage lot occupancy indicators and data**
 - Confirm and clarify CITY direction
 - CONSULTANT will work with city to clarify goals of the system and installation
 - CONSULTANT will prepare project plans and system design proposals for a parking guidance system (PGS) that displays real-time parking occupancy information.
 - CONSULTANT will meet with vendors on new or proposed parking products and on proposed development activities.
 - CONSULTANT will articulate performance measures that can be used to evaluate the performance of the vendor and the equipment.
 - CONSULTANT will work with city staff to finalize scope, schedule, roles, responsibilities, and costs.
 - Deliverables
 - Memo summarizing the scope, schedule, roles, responsibilities, performance measures, and costs for the equipment.
 - Review Technology options and coordinate product demonstrations for the CITY.
- **Step 2. Implement parking garage and lot occupancy indicators and data**
 - Lead implementation: To the extent possible, the CITY would like the CONSULTANT team to handle all aspects of the implementation, operation, and contract management for the installation.
 - Deliverables
 - Shepard the agreement with the equipment vendor(s) – approximately six weeks
 - Act as project manager for the implementation of the system – approximately four weeks
 - Provide day-to-day oversight of the parking garage system vendor agreement for a period of up to eight months after the system is operational
- **Step 3. Evaluate parking garage and lot occupancy indicators and data and next steps**
 - CONSULTANT will
 - Provide memo summarizing the performance of the system and, if necessary, a roadmap for how the city could expand the service [IF IT IS NOT INSTALLED AT ALL LOCATIONS TO START]

- Deliverables
 - Draft and final version memo summarizing performance of the system following the installation and, if necessary, next steps to expand citywide.

Task 2: Develop a Parking Action Plan that incorporates the 35 recommendations outlined within the RPP Program Review

The Downtown Parking Action Plan (“Action Plan”) is intended to outline the recommended short, mid, and long-term implementation steps to establish an effective and efficient parking program in Palo Alto. This will be an easy to follow, step-by-step guide for the CITY. The recommendations will take into consideration stakeholder feedback, budget and costs, past data analysis, industry best practices, and the CITY’s overall goals and objectives. Each recommendation will be organized by phase into the plan with a list of detailed implementation steps. Any required follow up actions will also be highlighted in the Action Plan. The recommendations will address the current, upcoming and long-term challenges and needs of CITY. Many of the recommendations will have an immediate impact on the parking management and will establish the basis for future improvements.

The following topics will be addressed in the Action Plan based upon the results of the site visits, stakeholder engagement, industry best practices, and the financial modeling workbook outputs:

- Ordinance and Policy Recommendations: Any necessary ordinance or policy adjustments that will be required for the implementation of recommendations in the Action Plan will be included. This will incorporate the results of any Ordinance and Policy review. Consideration will be made for immediate and upcoming program adjustments.
- Ongoing Outreach Plan: An ongoing education and outreach plan will be included within the Action Plan. This will allow the CITY to continually solicit stakeholder feedback and ensure that the community is adequately informed and prepared for program adjustments at every step in the process. DIXON will provide reference information and a step by step guide on how to successfully implement an education and outreach campaign in CITY. The parking solicitation will include levels of public outreach and marketing support. Successful campaigns in other municipalities have included social media pages, online video instructions, flyers, press releases and field parking ambassadors to assist with education and demonstrations.
- Parking Infrastructure and Technology: The Action Plan will identify the recommended infrastructure and technology to support the parking system. This will include consideration for the types of parking equipment, the estimated costs (including installation and ongoing), and the proposed installation locations.
- Financial Modeling Workbook: A summary of the financial modeling workbook results will be included in the Action Plan, along with the recommended rate structure(s) for each location. A recommended on and off-street paid parking and time limited locations will be identified in the Action Plan based on a short, mid, and long-term implementation schedule. This will include recommendations for time limits, hours of operation, as well as any adjustments to the residential

and employee permit programs. Consideration will be made for the necessary ongoing monitoring to ensure that the rate structure(s) continue to meet the changing needs of the CITY.

- Parking Enforcement: A parking program cannot be successful without adequate enforcement. The Plan will address the necessary enforcement staffing, beats/routes, policies, and technologies that will optimize the parking program. The CONSULTANT shall evaluate and recommend technologies that the CITY should consider. It is important to ensure efficiency, consistency and compliance. Any existing citation and permit management software will be assessed, and if necessary, the Action Plan will make recommendations for citation and permit management enhancements and procedural adjustments.
- Maintenance and Operations Requirements: The Action Plan will also consider the necessary maintenance, collections, and adjudication requirements that come along with the implementation of paid parking. The CITY will likely need an internal resource to handle Level 1 (preventative) maintenance, service calls, and, depending on the equipment configuration, paid parking revenue collections. The Action Plan will make recommendations based on the recommended meter technology and staffing resources. We will be able to develop a system for CITY that will incorporate revenue security and limit opportunities for shrinkage.
- Parking District: As necessary, the Action Plan will identify recommended adjustments to the Parking District. The Action Plan will explain any impacts to the District, including funding and legal impacts. The Action Plan will also identify any impacts on permit holders.
- Staffing Resources: The Action Plan will address staffing needs to support the recommended implementation of paid parking overtime. Staffing needs will vary depending on the CITY's utilization of various technologies that can provide automation. The Action Plan will include potential enforcement staffing plans. The report will also make recommendations for overall departmental structure and management as necessary.
- Wayfinding Program: The Action Plan will make recommendations for a Wayfinding Program that will allow the CITY to better promote and direct drivers to designated parking locations. This will include consideration for signage branding, signage placement, and in-ground loop counters and/or sensors to display parking availability on signage or through a web application. An effective wayfinding program can improve the overall parking experience in CITY, and it can help maximize the use of any underutilized parking locations.
- Transportation Demand Management (TDM) Measures: Recommendations in the Action Plan will be developed with the intention of a comprehensive approach to TDM and encouraging alternative modes of transportation, including walking, biking, public transit, and ridesharing. DIXON will explore and recommend a variety of incentive programs and strategies to maximize the use of alternative modes of transportation. The Action Plan will make clear connections between parking management and TDM and outline strategies to implement various TDM initiatives. Consideration will be made for different user groups, such as downtown employees, visitors, and residents. Additionally, there is an opportunity to establish an advisory body or management authority that can improve the long-term management of the proposed strategies. The success of a parking program is often dependent on the supporting alternative modes of transportations being available, accessible, and affordable.

- Revenue Management Plan: The Action Plan will include a proposed revenue management plan and distribution schedule. This will include consideration for ongoing revenue management, review, and potential allocations. Ideally, paid parking revenue will first be allocated to support the equipment and operating costs so that the program is self-sustaining. Then, the CITY will have a number of options for allocating the additional revenue. Program enhancements, such as technology upgrades, improved wayfinding, and additional enforcement resources will be considered. The Action Plan will also describe the benefits of reinvesting the parking revenue into downtown through a system such as a Parking Benefit District. A certain amount of discretionary funding could be allocated based on the recommendation of an advisory body and/or CITY Council. It is also expected that the ongoing stakeholder engagement will highlight certain areas that could be improved with the additional revenue overtime

- Support process to secure Council approval
 - Reassemble committee that worked on prior parking planning (the group assembled should be representative of the community)
 - Clarify what has already been accomplished and what will be accomplished near term (to show progress, e.g., parking garage guidance and wayfinding)
 - Presentations to designated CITY committees and/or commissions to review updated Action Plan and implementation roadmap
 - Develop staff report for council and presentation
 - Support CITY Attorney drafting of necessary legislative language

Deliverables

The following deliverables are envisioned as brief and simple summaries for an internal CITY audience framed as both summary and update to Dixon work in 2016/17.

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