



Staff Report

City of Manhattan Beach

TO: Honorable Mayor Cohen and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Bruce Moe, Finance Director
Jim Arndt, Public Works Director
Richard Thompson, Community Development Director

DATE: August 4, 2009

SUBJECT: Consideration of a Request for Proposal for Parking Metering Solutions Which Include Alternative Payment Options Such as Credit, Debit and Smart Cards and Pay-By-Cell Capabilities, and Status Report on Cash Key Recharge Station

RECOMMENDATION:

Staff recommends that the City Council: a) approve the issuance of the Request for Proposal (RFP) for Parking Metering Solutions, and b) accept a status report on the implementation of the Cash Key Recharge Station.

FISCAL IMPLICATION:

There is no immediate fiscal implication in issuing the RFP. Any resulting contract award will be presented for Council approval at a future meeting, at which time the fiscal implications will be known.

The goal of the RFP is to select parking meter technology that provides more payment options and accountability. Funds totaling \$600,000 are budgeted in the State Pier & Parking Lot Fund for FY 2009-2010 for the replacement of existing parking meters at the pier, which will serve as a test site for future installations citywide, when funding becomes available.

The costs for implementation of the Cash Key recharge station are estimated to be \$1,500 and include installation and an advertisement in the Beach Reporter. Additionally, we will be subsidizing the cost of up to 500 cash keys by \$5 each (total initial subsidy of \$2,500) to promote the program in conjunction with the Downtown Manhattan Beach Business and Professional Association (DMBBPA). These costs can be absorbed in the Parking Funds (State Pier, County and City).

BACKGROUND:

The City has approximately 1,700 parking meters citywide. These include:

<u>Location</u>	<u>Spaces</u>	<u>Per Hour Charge</u>
Streets	414	\$.75
City Parking Lots	883	\$.75
State Pier Parking Lots	118	\$1.50
County Parking Lots	296	\$1.50

Currently, there are only two payment methods available with the meters: coins and the “cash key¹.” This requires drivers to have sufficient coins, obtain change from area merchants or have the cash key in their possession in order to feed the meters. Feedback from various merchants (and from their customers) indicates that there is demand for alternative payment methods for increased convenience. As a result, funds were budgeted in the FY 2009-2010 State Pier and Parking Fund to perform a trial program of available newer technologies. The Pier parking lots were selected for this pilot project because: 1) the Fund has sufficient money for such a project, and 2) the location will be an excellent test environment due to the harsh coastal conditions the metering solutions will be subjected to during the pilot project.

DISCUSSION:

The RFP (Attachment “A”) seeks to identify possible parking metering solution providers that have new, but proven technologies, including:

- Alternative payment methods such as credit cards, debit cards, smart cards, cell phone payments, etc.
- Wireless software-based solutions which permit remote access to meters for:
 - upgrades
 - rate setting
 - coin box monitoring
 - out-of-order/battery level status
- Ability to have time-of-day or special event parking prices which are set in advance for specific hours or days
- Potential integration with the City’s existing Duncan parking citation devices
- Integration with parking sensors that detect the presence of a vehicle in a parking stall, and:
 - capabilities to advise parking enforcement of an expired meter at an occupied stall
 - ability to monitor parking space utilization 24 hours per day

¹ The cash key is a device in which the buyer may pre-load a set amount of money on the key, which is then inserted into any of the City’s parking meters to add time to the meter while reducing the available balance on the cash key.

- ability to “zero-out” remaining time on a meter upon the departure of the parked vehicle
- Solar powered options for operation of the unit, or for extended battery life
- Ability to display messages (e.g. curb your wheels or other information)
- Remotely rechargeable Smart Cards
- Audit trail capabilities by meter

These features will greatly enhance the user friendliness and convenience of public parking in Manhattan Beach.

Single Space Vs. Multi-Space Metering Devices

Parking metering solutions available in the marketplace include devices that are single- and multi-space meter solutions. While we have yet to determine which approach is the best for our applications, each has its advantages and disadvantages, some of which include:

Single Space Meters

Advantages

- Intuitive to Use
- Maximum convenience for driver (no need to walk to a centralized meter)
- If malfunctioning, only one space is affected minimizing revenue impact

Disadvantages

- More coin collection points for City staff
- Visual pollution
- More devices to maintain and service

Multi-Space Meters

Advantages

- Fewer coin collection points for staff
- Ability for drivers to pay for space from any similar device even if several blocks away
- Possibly more cost effective in parking lots where one station may cover many multiples of spaces
- If purchasing Duncan brand multi-space meters, there is integration with existing technologies (including the parking citation system recently purchased, and cash keys, which may be recharged at such multi-space meters)

Disadvantages

- Less convenient for drivers who must identify space number, locate pay station, input space number and pay

- Some maintenance issues for space number identification since the spaces may need to be marked on both the sidewalk location (for drivers) and street-side (for enforcement purposes)
- Malfunctioning devices impact more spaces than individual meters
- May have limited capacity for coinage (\$450), although capacity warnings may be issued electronically to alert the need for servicing
- May require increased signage directing drivers to pay station meters, and for space number identification

Multi-space meters would most likely be proportioned one device to every ten parking spaces for on-street parking. When used in a parking lot situation, it is common to place the pay stations near exits where pedestrians will be walking after exiting their vehicles on their way to their destinations. Additional units may be placed for added convenience. We will need to consider unit allocations when analyzing the costing of any proposed solutions.

Trial Program

Selecting the appropriate metering solution is important. We need a solution that is reliable and that can withstand the harsh coastal elements, including sand, salt air, moisture, etc. We also need devices that are well accepted by the public in terms of user-friendliness and convenience. Staff believes the best way to determine the appropriate solution is to conduct a trial period with one or more solutions.

To that end, the RFP has been written to allow for an 9 month trial period (December 2009 through August 2010), and we have asked the vendors to provide sample units free of charge, or on a low-cost rental basis until we conclude the trial. During that period, we anticipate placing signs that inform drivers of the trial and provide a telephone number and/or website for them to provide feedback. At the conclusion of the trial period, we expect to make a final determination of which solution will be installed in the State Pier Parking Lots. Ultimately, the same solutions may be rolled-out citywide when funding becomes available².

We have established the following tentative schedule for this program:

- | | |
|--|-----------------------|
| • Release RFP | August 7, 2009 |
| • Clarifications/Questions from Vendors | August 17, 2009 |
| • City Response to Questions Issued | August 20, 2009 |
| • Proposals Due – 4 PM | September 10, 2009 |
| • Demonstrations (where necessary) | September 21-24, 2009 |
| • Award of Contract by City Council | October 20, 2009 |
| • Begin Trial Period | December 2009 |
| • End Trial Period | September 2010 |
| • Council Award of Contracts to Successful Vendor(s) | October 2010 |
| • Installation of Solution(s) at Pier Lots | December 2010 |

² The City's Parking Fund, which covers all parking operations other than the State and County Lots, does not have sufficient resources to implement new technology meters. Eventually, parking meter rates will need to be adjusted, particularly if the Council wishes to accommodate the purchase of new meters.

Cash Key Recharge Station Status

The long awaited roll-out of the Cash Key recharge station is set to occur in the next 1-2 weeks. If you will recall, there was a long delay as the manufacturer created this one-of-a-kind unit, which we finally received in January, and, after additional configuration work, began testing in April to ensure its proper operation prior to public placement. With testing completed, we can now roll-out the recharge station. Staff consulted with the DMBBPA and the preferred location for the unit is on the corner of Manhattan Beach Blvd. and Highland Avenue in front of the Kettle next to the existing business directory. This location was selected due to its centralized location in the downtown.

As part of the rollout of the recharge station, a renewed marketing campaign for the cash keys will be launched. This will include new retail locations for the sale of cash keys. In working with the DMBBPA, staff has arranged for several businesses in the downtown to sell cash keys pre-loaded with \$5. The merchants will buy the keys from the City for the \$20 that we pay to purchase them from the manufacturer, and will sell the keys for \$25 (this is the same amount someone would pay if they come to City Hall for the same key). The pre-loaded \$5 will be subsidized by the City as an incentive to the merchants to sell the keys. We have agreed to an initial maximum quantity of 500, so our total subsidy will be \$2,500.

An advertisement in the Beach Reporter will be placed announcing the installation of the cash key recharge station, and listing the retail location where the keys may be purchased. We will also use our own website to inform the community and visitors.

Change Dispensers

During the Downtown Parking Management Plan discussions last fall, the City Council discussed the option of providing change machines as a convenience to drivers in need of coins to feed the parking meters. Staff believes that the demand for this convenience was driven by the two increases in on-street parking meter rates which resulted in a \$1.25 hourly rate. With rates having been lowered to \$.75 per hour, the demand for such convenience seems to have abated. As a result, staff does not believe that the investment of capital nor the increased costs associated with maintaining and servicing such machines is warranted at this time. Further, the meter solutions discussed above, once implemented citywide, will ultimately render such machines obsolete.

CONCLUSION:

Issuance of the RFP is the first step in identifying parking metering solutions. Once we have evaluated the responses, we can select one or more solutions and begin the trial period. At the conclusion of the trial, we should have the information we need to select the Pier Parking Lot meter supplier(s) which may also lead to eventual implementation of enhanced meters citywide. Proposals are due September 10th and we expect to discuss the results with Council in October.

Attachments: A. Draft Request for Proposal

cc: Mary Ann Varni, DMBBPA
Helen Duncan, Chamber of Commerce

City of Manhattan Beach Request for Proposal

Parking Meter Solutions



**Proposals Due
September 10, 2009 – 4:00 PM
City of Manhattan Beach City Clerk's Office**

**CITY OF MANHATTAN BEACH
REQUEST FOR PROPOSAL**

Parking Meter Solutions Program

INTRODUCTION

The City of Manhattan Beach has funds budgeted in FY 2009-2010 for the installation of replacement parking meters at the State Pier Parking Lots. This installation will serve two purposes: 1) as an upgrade to existing old technology meters, and 2) as a testing ground for the technology for possible future citywide deployment of the chosen solution(s). Potential solutions may include multi-space meters or individual parking space meters. A total of 126 parking spaces will be covered by the new meters in four separate parking areas.

The City's intent is to conduct a trail period with a limited number of meters/devices installed for a pilot project which will last approximately nine months (December 2009 through August 2010). This period will allow the City to determine the feasibility of one or more solutions on a test basis (including the high use summer season) prior to committing for the entire State Pier Parking Lot Project (126 meters), or for the remaining meters citywide. Installation at the Pier Lots is not a guarantee that that same solution will be implemented citywide. To conduct this trial, the City is asking for no-cost, or low-cost rental units to facilitate the evaluation in a cost effective manner.

Citywide, there are currently 1,746 Duncan brand individual space meters that accept either coins or the proprietary Duncan "cash key," which allows users to purchase a dollar allotment which is loaded on to the key and then used at the desired meter in place of coinage. The City is interested in solutions that:

- a. provide payment alternatives to coins
- b. are accessible via wireless network for remote maintenance and upgrades
- c. enhance the auditing capabilities of parking meter usage and cash collections
- d. must withstand the harsh elements when deployed in a beach setting

BACKGROUND

The City of Manhattan Beach is situated on the coast of southern California in Los Angeles County. The City has a population of approximately 33,000, and covers an area of approximately 3.8 square miles. The total budget for FY 2009-2010, across all funds, totals \$88.7 million.

Manhattan Beach's current metered parking facilities are divided as follows:

On-Street diagonal spaces	191 spaces
On-street parallel spaces	226 spaces
Parking Lots (Multiple level above ground)	276 spaces
Parking Lots (Multiple level subterranean)	546 spaces
Parking Lots (single level above ground)	507 spaces

Please see the attached map of City parking facilities.

Current parking meter rates are as follows:

State Pier Parking	\$1.50 per hour
County Beach Parking	\$1.50 per hour
City On-Street Spaces	\$.75 per hour
City Parking Lots	\$.75 per hour

The initial installation of meters will occur at the State Pier Parking Lots which have a total of 126 spaces in four separate parking areas.

The City's typography is such that wireless communications may be challenging. Therefore, the use of commercially available wireless cellular networks for meter communications may require the use of different carriers in separate lots. Vendors are required to determine which solution works in each geographic area of the City for the trial period as well as the eventual permanent installation.

GENERAL OBJECTIVES

The following is a general list of the types of functions the City is interested in obtaining in the requested parking solutions. It is not a comprehensive list of minimum standards and specifications; rather it serves as a set of general objectives the City is interested in meeting. When responding to this RFP, please include information on how your solution addresses these objectives:

- Alternative payment methods such as credit cards, debit cards, smart cards, cell phone payments, etc.
- Wireless software based solutions which permit remote access to meters for:
 - Upgrades
 - rate setting
 - coin box monitoring
 - out-of-order/battery level status
- Ability to have time-of-day or special event parking prices which are set in advance for specific hours or days

- Potential integration with the City's existing Duncan parking citation devices
- Integration with parking sensors that detect the presence of a vehicle in a parking stall, and:
 - capabilities to advise parking enforcement of an expired meter at an occupied stall
 - ability to monitor parking space utilization 24 hours per day
 - ability to "zero-out" remaining time on a meter upon the departure of the parked vehicle
- Solar powered options for operation of the unit, or for extended battery life
- Ability to display messages (e.g. curb your wheels or other information)
- Remotely rechargeable Smart Cards
- Audit trail capabilities by meter

In addition to the above, the pay station and vendor supplying the parking equipment must be Level 1 Payment Certification Industry (PCI) compliant. PCI Certification must be achieved through a third party audit process. The provision of voluntary security scan reports and questionnaires as proof of compliance will not be acceptable. All transactions must meet or exceed the latest security requirements (encryption) for wireless financial data communications.

PROPOSAL FORMAT

Proposal shall include the information requested below:

- Cover letter summarizing the proposal.
- Trial period pricing per unit. Please include unit costs for all options available (such as vehicle sensors, smart cards, etc.) as well as costs that will be incurred by the City related to the trial period (e.g., wireless network costs, per transaction fees, etc.)
- Post trial period purchase price per unit proposed (after estimated nine month trial). Pricing shall also indicate all start up costs, monthly fees, etc.
- Complete descriptions and details addressing those items identified under "General Objectives."
- List of clients utilizing the technology you are proposing. Please include agency name, contact name, telephone numbers, number of units installed, length of time installed.
- Timelines for installation for trial period
- Information on Customer Service and Support capabilities including hours of operation
- Implementation Plans

SELECTION CRITERIA

The City will be the sole judge of the solution that best fits our needs. Such decision will be based upon how well the solution meets our objectives, as well as the overall cost of the solution.

After receiving and reviewing the proposals, firms may be invited to visit the City and provide a demonstration of the product if the City determines it to be useful.

SELECTION PROCEDURE

The following is an outline of the selection procedure and a tentative time schedule:

- Release RFP August 7 2009
- Clarifications/Questions from Vendors August 17, 2009
- City Response to Questions Issued August 20, 2009
- Proposals Due – 4 PM September 10, 2009
- Demonstrations (if necessary) September 21-24, 2009
- Award of Contract by City Council October 20, 2009
- Begin Trial Period December 1, 2009
- End Trial Period September 2010
- Council Award of Contracts to Successful Vendor(s) October 2010
- Installation of Solution(s) at Pier Lots December 2010

DISCRETION AND LIABILITY WAIVER

The City reserves the right to reject all proposals or to request and obtain, from one or more of the consulting firms submitting proposals, supplementary information as may be necessary for City staff to analyze the proposals pursuant to the consultant selection criteria contained herein.

The City may require consultants to participate in additional rounds of more refined submittals before the ultimate selections of a consulting team are made. These rounds could encompass revisions of the submittal criteria in response to the nature and scope of the initial proposals.

CONTACTS

All questions regarding this project should be directed to Bruce Moe, Finance Director (310-802-5552) or bmoe@citymb.info.

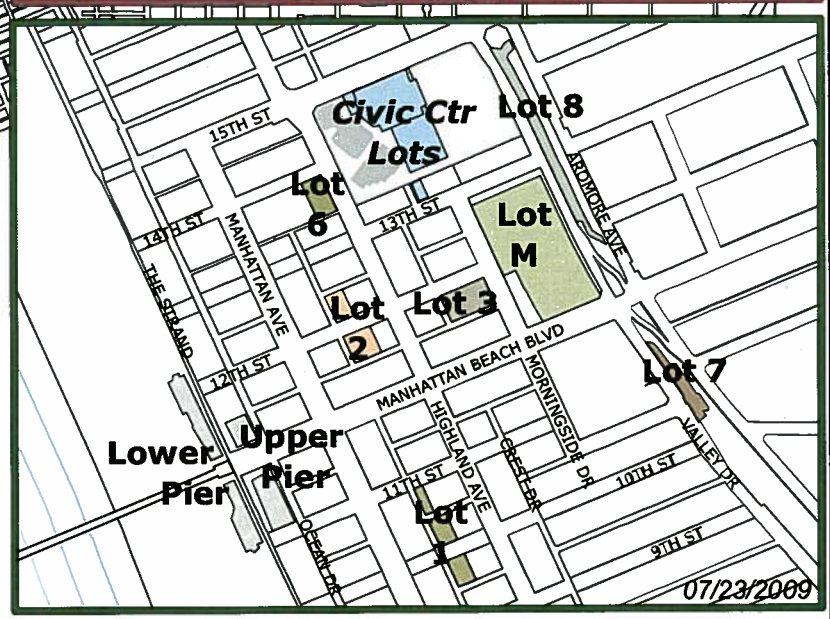
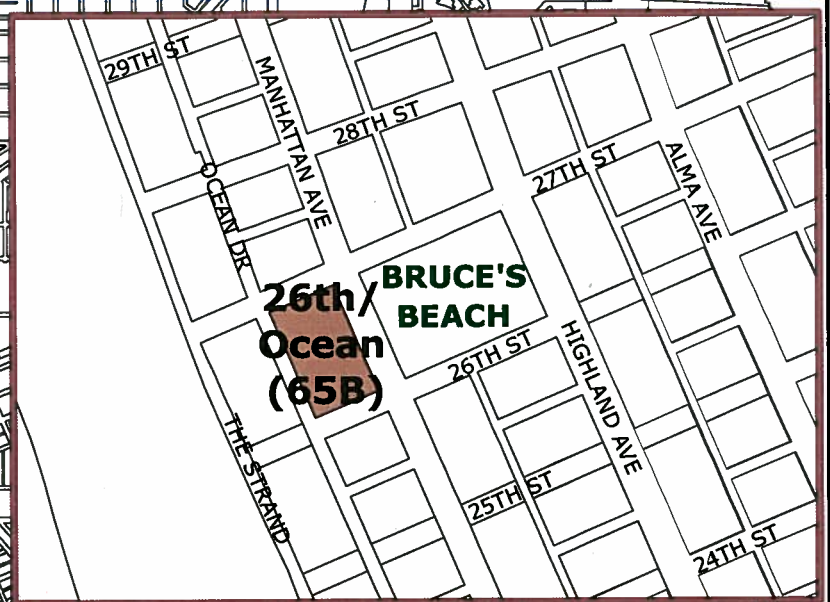
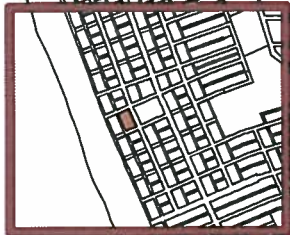
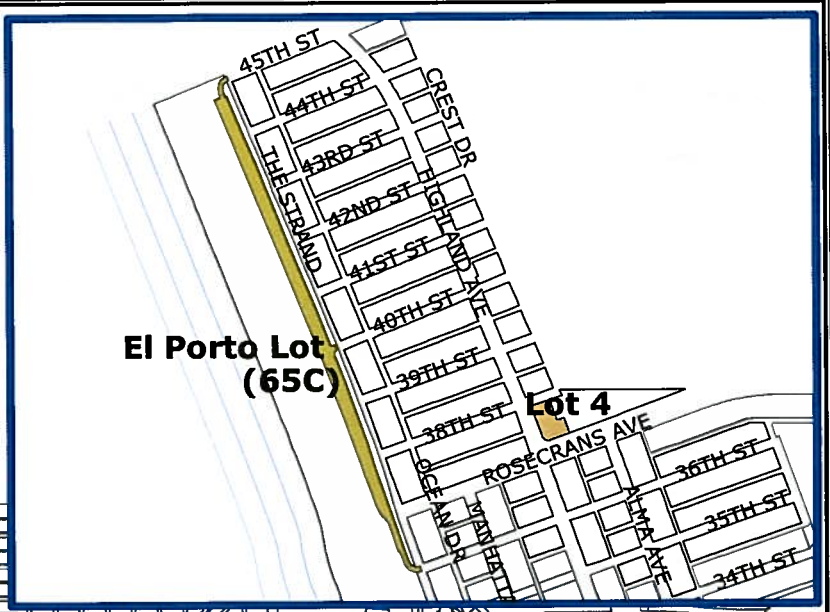
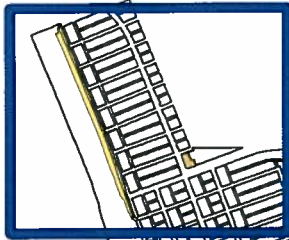
DIRECTIONS FOR DELIVERY OF THE PROPOSAL

Five (5) copies of the proposal, one unbound copy of the proposal and one copy of the project budget in a sealed envelope shall be delivered no later than 4:00 PM on September 10, 2009, to:

City Clerk's Office
City of Manhattan Beach
1400 Highland Ave
Manhattan Beach, CA 90266

Mark: RFP: Parking Meter Solution

Manhattan Beach City Parking Lots



Location	Total Meters	Page(s)
Lot 1	45	1
Lot 2	66	2-3
Lot 3	139	4-6
Lot 4	64	7-8
Civic Center	96*	9-10
Lot 6	23	11
Lot 7	17	12
Lot 8	0	13
Lot M Structure	450	14-15
Pier Lots	118	16-17
26th/Ocean	68	18
El Porto Lot	227	19-23

* 110 meters - 14 reserved '24/7' = 96