



Memorandum

TO: HONORABLE MAYOR AND
CITY COUNCIL

FROM: Jose Obregon
James R. Helmer

**SUBJECT: APPROVAL OF AMENDMENT TO
PURCHASE PARKING GUIDANCE
SYSTEM FOR DOWNTOWN FACILITIES**

DATE: 06-08-04

Approved

Date

Council District: 3

RECOMMENDATION

Adoption of a resolution authorizing the Director of General Services to negotiate and execute an Amendment to the Agreement with Scheidt and Bachmann USA Inc. (S&B) to increase the scope of services to include the purchase of a Parking Guidance System for the City's downtown parking garages in an amount not to exceed \$225,000 including delivery, installation, training, tax, and the first year of maintenance and warranty.

BACKGROUND

The Parking Guidance System (PGS) will help motorists approaching parking garages by providing them with real-time information on the number of available parking spaces in each City parking garage. The system will also have the capability to present pre-programmed messages such as "Free Parking", "Garage Full", "Open", or "Closed", in addition to presenting information about important special events. Parking and event information will be displayed on Dynamic Message Signs at each garage entrance. The signs will be visible to motorists approaching each entrance of the parking garages.

The Parking Guidance System is one element of the approved Downtown Signage Masterplan. The design, look and feel, and location of the signs was part of the overall development and approval process for the Downtown Signage Masterplan.

The Parking Guidance System will maximize the efficiency of existing parking facilities and help reduce the time motorists spend searching for parking. By providing the public with timely and accurate information, motorists can make informed decisions about where to park, and thus eliminate unnecessary traffic circulation and frustration on the part of the public.

On December 16, 2003, after a competitive RFP process, the City Council awarded a contract to S&B for a Parking Access and Revenue Control System (PARCS) for three downtown parking garages. This project is replacing the outdated equipment at the Convention Center, 3rd Street

and Market/San Pedro parking garages and will be complete by December 2004. The 4th Street Garage was originally built with modern S&B equipment. In addition to being a leader in the field of parking and revenue control equipment, S&B is also a leading supplier of Parking Guidance System equipment, which integrates with their parking and revenue control equipment.

ANALYSIS

In March 2004, the Director of General Services approved a request submitted by the Director of Transportation to standardize on S&B parking revenue control and parking guidance system equipment. S&B provides a single source for all system hardware and software for both parking revenue control and parking guidance. The justification for the standardization request included:

- ❑ The parking guidance system software is a component of the overall S&B parking access and revenue control system that will be installed in four of the City's parking garages.
- ❑ S&B provides the interface from the parking revenue control system to the parking guidance system and dynamic signs to ensure successful integration of all parking equipment.
- ❑ S&B provides all the software, hardware, communications, installation and training required.
- ❑ If the procurement is open to a competitive process, potential vendors would need to develop the software to interface with S&B's parking revenue control software. The effort to develop the interface software by a third-party would be time consuming and would most likely increase the City's cost for the project, while also likely increasing the chance of interface problems. The ability to assign clear responsibility and enforce warranty provisions, if the City selects a third-party to integrate with the S&B software, could be more difficult.
- ❑ One manufacturer (S&B) would provide warranty and maintenance services for the entire garage in terms of revenue control and parking guidance equipment, resulting in more efficient maintenance and repair, greater system reliability, and lower maintenance cost.
- ❑ The costs of the component parts of the system were evaluated by staff and deemed to be competitive and within the previous estimates developed during the project feasibility stage.
- ❑ Overall management of the parking garages would be simplified with one common system controlling customer access, revenues, and space availability information for the public.

Based on the standardization rationale as summarized above, General Services purchasing has determined that it is not practicable to competitively procure this equipment, as it is only available directly from the manufacturer.

The Parking Guidance System will include the following components:

- ❑ Replacement/modification of facility identification signs ("P" sign) at the entrance of each parking garage, including the addition of dynamic elements to display parking information.
- ❑ Vehicle detection subsystem at each parking facility to track and send the number of available parking spaces to the PARCS facility computer.
- ❑ Network and communications equipment linking the PARCS facility computer and the dynamic message signs.
- ❑ Central software and hardware to control, process, store and transmit data to and from each facility to the dynamic message signs.

The parking guidance signs would be installed at five downtown parking garages:

1. 2nd and San Carlos Garage
2. 3rd Street Garage
3. 4th Street Garage
4. Convention Center Garage
5. Market/San Pedro Garage

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, the City Manager's Budget Office and the Department of Public Works/Office of Equality Assurance.

COST IMPLICATIONS

This item is consistent with the Council approved Budget Strategy recommendation under General Principles #7, "We must continue to streamline, innovate, and simplify our operations." The operating and maintenance costs of this project have been reviewed, and it has been determined that the project will have no significant impacts on the General Fund.

MANAGED COMPETITION

The City does not have the staff or expertise to manufacture or install this equipment.

BUDGET REFERENCE

Fund #	Appn #	Appn Name	Total Appn.	Amt. For Contract	Proposed 2004-2005 Capital Budget	Last Budget Action, Date Ord.No.
533	5732	Parking Guidance System (PGS)	\$637,000*	\$225,000	Page No. 770	

* This contract will be funded by the 2004-2005 Capital Budget. A portion of the funds budgeted in 2003-2004 will be rebudgeted to 2004-2005 for this contract. The implementing appropriation ordinance for the 2004-2005 Capital Budget is expected to be adopted by Council on June 29, 2004.

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CEQA

Not a Project.

Jose Obregon
Director of General Services

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