

REPORT TO THE CITY COUNCIL

City of Salinas, California

DATE: August 16, 2016

FROM: Gary Petersen, Public Works Director

THROUGH: Robert C. Russell, City Engineer

BY: James Serrano, Transportation Planner

SUBJECT: **PARKING ENFORCEMENT**

RECOMMENDATION:

It is recommended that the City Council accept the proposal from Serco, Inc. for professional parking enforcement services for the City of Salinas and authorize a two-year Professional Services Agreement for parking enforcement.

It is further recommended that the City Council amend Salinas City Code Sections 20-3, 20-4, 20-88, 20-91, to authorize contractor staff to perform parking enforcement and to allow the Public Works Director to provide oversight of parking enforcement.

DISCUSSION:

The Public Works Department manages the City parking assets such as the parking garages and city operated parking lots. In addition, the Public Works Department plays a major role in the operation of parking programs of the City such as the Residential Permit Parking Program, downtown parking, parking around schools, etc. It is Public Works staff that receives requests for parking restrictions, maintaining parking zones, removal of parking and other parking operations related tasks. For years, department staff has been interested in managing the City parking resources more effectively.

In 2012, the department sought a high level assessment of parking operations to find out how to organize and manage a successful parking operation. The study (Parking Program and Organizational Review by Kimley-Horn and Associates, Inc.), attached, provided guidelines and a holistic approach to re-building the City's parking program, using existing assets, providing a high degree of customer based services and developing solutions that are tailored to the community's needs and vision of economic growth. New technologies and techniques in parking management which staff observes in other managed parking programs can be brought to bear to gain further efficiencies. The report outlines how a division could be organized to bring this effectiveness to parking management. Consolidation of the various parking functions is necessary. However, the most immediate and critical step is achievement of a revenue source that would support the different functions. The most immediate return on revenue is through the parking citations issuance.

Understanding this, Public Works staff has discussed the consolidation of parking functions with both the Police and the Finance Departments, the other divisions that support the City's existing fragmented

parking program. The Police Department has suffered staffing shortages and would like to re-focus staff on Council's high priority goals. Parking enforcement is a lower priority goal for the PD. The Finance Department would like to see revenues improve in order to have a self-sustaining parking program that will relieve the General Fund from paying the debt incurred from the parking garage. Both Departments support Public Works assuming parking enforcement to assist with other parking operations. Suggested revisions to Chapter 20 of the City Code are meant to clarify that the authority for parking enforcement is not limited to the Police Department.

Public Works is well positioned to re-design the parking program, partly to help fund the operation and maintenance of City parking assets, but more importantly, to provide the supporting services that the community desires. It is therefore the intent of City staff to transfer enforcement activities to the Public Works Department. The Public Works Director, with assistance from staff members in Public Works Administration, Transportation and Parking operations divisions, will provide management of the program through its development.

Addressing management of parking operations is also one of the goals of the Salinas Downtown Vibrancy Plan, which recognizes the economic benefit of managing parking in the downtown area. Parking enforcement is frequently requested by City residents in commercial areas, near schools, and for residential parking. Better parking enforcement will support Public Works street sweeping operations.

In February 2016, Council authorized the request for proposals for Parking Enforcement Services. Proposals from 2 firms were received in June:

- | | |
|---------------------------|-----------------------|
| 1. Serco, Inc. | \$269,359-Annual Cost |
| 2. Parking Concepts, Inc. | \$366,119-Annual Cost |

Staff recommends the acceptance of Serco, Inc.'s proposal and requests that Council authorize entering into a 2-year agreement with Serco, Inc. Serco has for years provided parking enforcement services to other communities in California and outside, including Palo Alto and West Hollywood. The firm also demonstrated understanding of the City's desire to improve violation capture, which is a desired element across the board for all City parking programs. The company also brings skill and experience with using new tools and technologies for effective parking enforcement. No local companies submitted proposals, so the local purchasing preference could not be applied.

Working with Serco will include regular meetings with City staff to monitor parking program operations and attainment of goals. Serco will be a partner with City staff in reaching out to customers and stakeholders to ensure the community needs for parking enforcement are being addressed. In meeting with Serco, staff believes that we have a professional and reliable contractor that will help achieve City goals in the parking management context. We also will have a partner that is experienced in the efficient parking operations that we can work with as the City moves toward overall parking management.

Staff is recommending that Council accept Serco, Inc.'s proposal and authorize execution of the Professional Services Agreement for a two-year term. Upon approval, PW staff will work to begin contracted parking enforcement services in coordination with the Salinas Police Department, effectively transferring parking enforcement operations management to the Public Works Department. Continued coordination with the Police Department will be necessary and will remain throughout parking enforcement operations.

ISSUES:

1. Shall the City Council accept Serco, Inc.'s proposal for parking enforcement and authorize the Professional Services agreement?
2. Shall the City Council amend Salinas City Code Sections 20-3, 20-4, 20-88, 20-91, to allow for parking enforcement to be performed by contractor staff?

FISCAL IMPACT:

A two-year Parking enforcement budget is included in the City's Capital Improvement Program (CIP 9249). For FY 16-17, \$200,000 of Measure G funds are set aside. A review will be conducted in the mid-year and a supplemental appropriation will be requested which is anticipated to come from revenue generated by the program. Staff will provide a report to Council towards the end of the fiscal year on parking enforcement operations.

TIME CONSIDERATIONS:

The Public Works Department would like to begin contract enforcement operations as soon as possible. Parking Enforcement is an element of the Vibrancy Plan implementation plan.

ALTERNATIVES/IMPLICATIONS:

Council may choose not to accept Serco's proposal. If so, no improvement can be shown in the management of the City's parking assets, and achievement of Vibrancy Plans goals will be stymied.

The City Council may also:

1. choose not to amend Salinas City Code Sections 20-3, 20-4, 20-88, and 20-91;
2. request additional information; or
3. otherwise direct staff how to proceed.

CITY COUNCIL GOALS:

Accepting the recommended proposal and professional services agreement for parking enforcement with Serco, Inc., allows the re-building of the City's parking program, meeting several of the Council's goals: Effective, Sustainable Government; Safe, Livable Community; and Excellent Infrastructure. It also supports the goal of Economic Prosperity.

CONCLUSIONS:

The Council is recommended to authorize the Professional Services Agreement with Serco, Inc. for two years and to amend sections of Salinas City Code Chapter 20 to allow for contracted parking enforcement.

Back Up Pages:
Proposed Ordinance & Resolution
Professional Services Agreement
Serco Proposal
Parking Program and Organizational Review