



# City of Rialto

## Legislation Text

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For City Council Meeting [October 26, 2021]

TO: Honorable Mayor and City Council

APPROVAL: Marcus Fuller, City Manager

FROM: Michael Tahan, Interim Public Works Director

Request City Council to: (1) Introduce First Reading of **Ordinance No. 1663** Amending Chapter 10.23 of the Rialto Municipal Code Regarding Parking of Vehicles in Stalls for Electric Charging Purposes, and Adding Chapter 10.30 Regarding "Parking Meters;" (2) Adopt **Resolution No. 7789** Amending the 2021-2022 Budget to Appropriate \$243,287 from the Capital Projects Fund for the Parking Meters Project; (3) Award an Agreement to Cale America, Inc., a Delaware corporation dba Flowbird in the amount of \$172,329; and (4) Authorize the City Manager to execute all related documents.

**(ACTION)**

### **BACKGROUND**

Downtown Rialto is located on N. Riverside Avenue, between the Metrolink railroad tracks south of Rialto Avenue and the railroad tracks north of First Street. The Downtown area consists of commercial buildings, hair salons/barber shops, restaurants, and hardware stores. There are approximately 108 parking spaces with a maximum parking allowance of two (2) hours between the hours of 9:00 a.m. and 5:00 p.m. All other times of the day have no restrictions as pictured below.

In 2017, the City conducted a public outreach that introduced the parking meter program to Rialto residents and business owners. This effort commenced a process to evaluate paid, on-street metered parking program in the Downtown area. The goal of the Parking Meter Program is to improve parking space availability for patrons, and the overall experience of people who drive to Downtown Rialto.

On May 9, 2019, the Community Development Department brought forth a staff report to the Economic Development Committee (EDC) regarding a comprehensive Parking Analysis and Management Program for the Downtown area of Rialto. The plan encompassed the following:

- An inventory of Parking spaces available in the Downtown area, including private and public spaces.
- Current utilization and turnover rates of parking spaces.
- Estimate of current and future demand, based on land uses and development potential.
- Strategy to maximize the efficiency of parking (both short-term and long-term) to meet the Downtown needs.





On October 28, 2020, Public Works staff provided an update to the Economic Development Committee. The recommendation given by the EDC was to release an RFP for the Parking Meters in the Downtown Area and various locations within the City.

## **ANALYSIS/DISCUSSION**

### **Request for Proposal (RFP)**

The Request for Proposal (RFP) scope of work consisted of Parking Meter Equipment, installation and Management Services. The purpose of this solicitation is for the City to select a firm, or partnering firms, to provide the City with Parking Metering equipment (single, dual, or multi-space), vehicle sensor equipment, citation issuance equipment, permit management, pay-by-cell services with integrated guidance applications with related software and services, and optional elements as described. It is the City's preference that proposals are comprehensive and deliver a full suite of services, either through a single provider or through a partnership of integrated service providers.

On February 9, 2021, the City released Request for Proposal (RFP) No. 21-026 for Parking Meters. The RFP was posted on the City's website and PlanetBids.com.

On March 15, 2021, the City received five (5) proposals from the following vendors:

- Duncan Parking Technologies Inc. - (Civic Smart)
- Cale America, Inc. dba Flowbird
- Republic Parking Systems
- IPS Group Inc.
- SP+Municipal Services

Staff assembled a Review/Interview Panel (Panel) from various City Departments and the City of Riverside. The Panel members are listed below:

- Karen Peterson - Community Development Manager

- Sergeant Joshua Lindsey - Rialto Police Department
- Janet Franco - Accountant - Finance Department
- Erick Lue - Sr. Administrative Analyst, City of Riverside (Parking Services Division)
- Michael Tahan - Interim Public Works Director

The Panel conducted meetings on April 8, 2021, and April 13, 2021, and recommended to interview the five (5) proposed vendors.

On May 4, 2021, the Panel interviewed the five (5) proposed vendors and recommended the following two (2) vendors to present their qualifications to the Economic Development Committee (EDC).

- Flowbird (Cale America, Inc. dba Flowbird)
- Duncan Parking Technologies Inc. - (Civic Smart)

Both companies presented their qualifications to the EDC on May 28, 2021, and based on the presentations and discussions, the EDC recommended to finalize the scope and cost negotiations with Flowbird. A copy of the Flowbird presentation to the EDC is included as **Attachment 1**.

Staff has negotiated and reviewed the final scope of work and costs associated with Flowbird. The Scope of work and final cost are included as **Attachment 2 and 3**.

#### Flowbird Scope and Cost

Staff recommends the City Council award a contract with Flowbird, as the Parking Meter vendor in the amount of \$172,329. This amount includes an equipment and program implementation cost of \$105,699 for year one (1) and annual maintenance cost and management of \$33,315 for years two (2) and three (3). The equipment cost includes the purchase of six (6) pay stations at \$6,350 and three (3) pay stations at \$8,349 per unit, a picture of the proposed pay station is shown below.

Key Product features include:

- Highly efficient solar charging system
- Flexible user interface for various parking modes - Pay by Plate, Pay by Space, Pay & Display
- Multiple Payment Options including Coins, Bills, Credit/Debit, Contactless Payment options
- 9.7" Touch Screen
- 4G LTE Modem
- 14.5w Solar Panel
- Hosted Back Office Suite
- Real Time Credit Card Processing



The Construction Contract, Proposal, and Disclosure Statement are included as **Attachment 4, 5, & 6** respectively.

Parking Meter Hours and Rates:

Staff has coordinated closely with the Police Department and established the parking time and rates to implement with the new pilot parking meter program. The parking program will be implemented from 9 am to 2 am, daily. **Table 1** below outlines the parking rates schedule and structure.

**Table 1**

Hours	Parking Rate
0-1 Hour	Free
1-2 Hours	\$1 Per Hour
2-3 Hours	\$1 Per Hour
3-4 Hours	\$1 Per Hour
4-5 Hours	\$1 Per Hour
5+ Hours	\$8 Max per Day

The proposed program will have a mix of parking usage due to its proximity to the Downtown Area. Therefore, to promote parking turnover and create availability, staff recommends a mix of free one-hour parking and metered spaces. Signage will be posted throughout the parking areas to ensure the public is aware of their parking options.

The proposed locations for the installation of the parking meters along the Downtown Area are shown on the map below.



### Parking Control

Rialto Police Department has developed a parking control cost analysis for the cost for implementation and personnel. Year 1 cost for implementation and personnel is \$193,845 with \$89,338 for personnel for year 2 and annually thereafter. A copy of the Police Department Parking Cost Analyst is included as **Attachment 7**. The equipment necessary for two (2) personnel and implementation includes two (2) of each:

- 2022 Escape SE Hybrid FWD (including 10-8 Retrofit Outfitting)
- Uniforms
- Motorola APX 6000 Portable Radios
- Motorola APX 6000 Portable Radio Accessories
- Motorola APS 6000 Mobile Radios
- DuraTech USA, Inc. Getac K120 Rugged Tablet, Mounts and Accessories

### Financial Projections and Analysis:

Staff has worked with our selected vendor, Flowbird, and developed an analysis and revenue projections based on three ranges of parking utilization of 25%, 45%, and 65%, assuming vacancy at 35%. Analysis of the revenue projections is included as **Attachment 8**.

**Table 2** below outlines the potential revenues based on the 45% parking utilization and program expenses for the first three years of the program:

<b>Table 2</b>				
	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>	
Revenues	\$ 100,521	\$ 100,521	\$ 100,521	
Equipment and Program Implementation	\$ 105,699	\$ 33,315	\$ 33,315	
Parking Control Enforcement	\$ 193,845	\$ 89,338	\$ 89,338	
<b>Net Program (Cost)/Revenue</b>	<b>\$ (199,023)</b>	<b>\$ (22,132)</b>	<b>\$ (22,132)</b>	

The revenues projected will not be sufficient to cover the equipment cost, program implementation and parking control enforcement for the first three years of the proposed parking meter program. Public Works staff assumed a conservative approach with projected revenues at this time, although our vendor Flowbird is expecting higher revenues from the parking meters program based on their industry experience.

If Council wishes to move forward, staff is recommending that Council adopt resolution to appropriate \$243,287 from the Capital Projects Fund to fund the expenditures associated with the implementation of the program.

### Public Outreach

The Public Works Department planned to conduct a Community Engagement/Public Outreach meeting on September 16, 2021, for local businesses and residents to obtain feedback/input on the

potential for placing parking meters in the downtown area.

Prior to the public outreach meeting, Barbara McGee, City Clerk, and Michael Tahan, Interim Director of Public Works, conducted a tour of the downtown area on Monday, September 13, 2021, and Tuesday, September 14, 2021, to speak to the local businesses regarding the proposed program. During this tour over 150 flyers for the public outreach were disseminated.

During the tour, various businesses expressed their receptiveness to the idea, whereas few businesses shared concerns. Rialto Flooring was opposed to the concept.

On Thursday, September 16, 2021, at 6:00 p.m. the Public Works Department conducted the Community Engagement/Public Outreach meeting via Zoom. Spanish translation was made available during the meeting for any Spanish speaking participants.

Kerry Loomis of Flowbird provided a PowerPoint presentation on the type of machine that would be used in addition to its features, benefits, potential placement locations, and information from other cities currently using parking meters. The presentation was provided twice during the meeting to provide an opportunity for those who may have joined the meeting late, to see and hear what was being proposed.

Overall, most attendees requested to receive information about potential impacts to day-to-day operations for the local businesses and residents. Staff explained the goal of the Parking Meter Program is to improve parking space availability for patrons, and the overall experience of people who drive to Downtown Rialto.

#### City Ordinance

Staff recommends that the City Council Introduce for first reading an ordinance, **Attachment 9**, related to the development of Parking Meter City Ordinance. Public Works staff worked closely with the City Attorney's office and the Police Department on developing a Parking Meter City Ordinance, which established and sets the parking meters times, rates, enforcement, and utilization of projected revenues. In addition, Public Works staff and the City Attorney incorporated Electrical Charging Changes enforcement as part of the Parking Meter Ordinance.

This report presents information and requests actions necessary to adopt the Ordinance.

#### **ENVIRONMENTAL IMPACT**

The proposed action is not a "Project" as defined by the California Environmental Quality Act (CEQA). Pursuant to Section 15378(a), a "Project" means the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment. According to Section 15378(b), a Project does not include: (5) Organizational or administrative activities of governments that will not result in direct or indirect physical changes in the environment.

#### **GENERAL PLAN CONSISTENCY**

This action is consistent with Guiding Principle 3A in the General Plan:

*Our City government will lead by example, and will operate in an open, transparent, and responsive manner that meets the needs of the citizens and is a good place to do business.*

## **LEGAL REVIEW**

The City Attorney has reviewed and supports this staff report, Construction Contract and City Ordinance.

### **Operating Budget Impact**

Approval of this action will add ongoing operational expenditures for parking enforcement, estimated at Year 1 cost of \$193,845 with \$89,338 annually thereafter.

### **Capital Improvement Budget Impact**

Staff recommends that the City Council appropriate expenditures in the amount of \$243,329 from the Capital Projects Fund Account 300-500-7150-3001 and Revenues in the Fund Account for "Parking Meters" within the Downtown Area of the City of Rialto, allowing for sufficient funds to be made available for City staff time administering the project, and for approval of the Contract with Flowbird (Cale America, Inc. dba Flowbird) in the amount of \$172,329.

### **Licensing**

Prior to execution of the Construction Contract, Flowbird (Cale America, Inc. dba Flowbird) shall submit a business license application and pay a Business License tax at the rate of \$229, as well; as Administration and State fees.

## **RECOMMENDATION**

Staff recommends that the City Council:

- (1) Introduce First Reading of an Ordinance Amending Chapter 10.23 of the Rialto Municipal Code Regarding Parking of Vehicles in Stalls for Electric Charging Purposes, and Adding Chapter 10.30 Regarding "Parking Meters;"
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