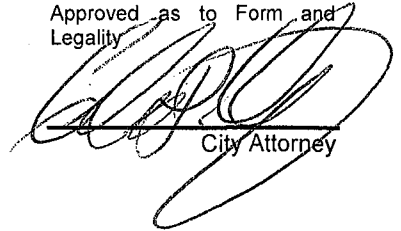


FILED
OFFICE OF THE CITY CLERK
OAKLAND

2017 FEB -2 PM 3: 25

OAKLAND CITY COUNCIL

Approved as to Form and
Legality



City Attorney

RESOLUTION No. _____ C.M.S.

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR OR DESIGNEE TO NEGOTIATE, FINALIZE AND EXECUTE A NON-EXCLUSIVE AGREEMENT WITH STREETLINE INC. FOR A SMART PARKING SYSTEM AT NO DIRECT COST TO THE CITY FOR A TERM OF THREE YEARS

WHEREAS, the Downtown Oakland Parking Management Report recommends that the City improve the management of City-owned parking supply by, among other things, improving parking monitoring and enforcement with integrated “smart” meters, off-street Parking Access and Revenue Control Systems; evaluating emerging parking occupancy sensor technologies (in-ground and/or on-meter) and consider deploying them if and when current reliability, accuracy and cost problems are overcome; and developing real-time wayfinding systems; and

WHEREAS, Streetline Inc. has developed a smart parking system that promises to deliver consumer facing parking applications and parking management information; and

WHEREAS, parking management systems are rapidly evolving: smart meters, vehicle detection systems, machine learning, smart phone applications, wireless networks and other components are converging to create increasingly sophisticated “smart parking” systems; and

WHEREAS, business models and public-private partnerships are evolving to support those systems; and

WHEREAS, Streetline Inc. is proposing to invest in the installation and operation of a smart parking system in Oakland in the amount of approximately one million dollars in infrastructure and nearly half a million in operating costs over a three-year period to bring its smart parking solution to as many as fifteen hundred city block faces, with no direct cost to the City; and

WHEREAS, Staff is requesting authorization to negotiate and enter into a non-exclusive agreement with Streetline that would commit the City to certain responsibilities like the following proposed by Streetline:

- Securing all required permissions and permits granting installation permission to Streetline at no cost to Streetline
- Arranging for street closures and applicable sign postings
- Arranging for continuous power for gateway(s) through an acceptable source (120 or 240v, 50 or 60 Hz) at a location (or locations) in accordance with Network Plan
- Cooperating with Streetline in establishing metrics and providing necessary benchmark data for Streetline’s Executive Summary report

- Using best efforts to notify Streetline 10 business days prior to scheduled road paving or slurring activity of areas with sensors
- Promptly notifying Streetline of any power interruption to gateways or removal of repeaters or gateways by Customer's maintenance crews
- Establishing a plan for active marketing, advertising and promotion of the Smart Parking system and the Parker App with the goal of achieving 10,000 local downloads of the Parker App
- To the extent available, providing machine readable policy information to Streetline
- To the extent available, providing real-time and historical payment information for parking; and

WHEREAS, Oakland Public Works and Information Technology staff have reviewed the Streetline proposal and assessed the technical merits and possible obstacles of the installation and operation of the system; and

WHEREAS, City staff agree that the design of the Streetline system has merit and that the technical obstacles to installing and operating the system are manageable; and

WHEREAS, in exchange and consideration for its installation and operation of the smart parking system, Streetline is proposing that it have the right to use the data that its system generates for its own commercial uses; and

WHEREAS, those uses and other aspects of Streetline's proposal have been reviewed by the City's Privacy Advisory Commission, which resulted in substantial changes to that proposal; and

WHEREAS, the implementation of this pilot project will be closely aligned with and support the MTC-funded Parking and Mobility Management Initiative; and

WHEREAS, Streetline Inc. has shared its proposal with Oakland community groups including Business Improvement Districts; and

WHEREAS, the City Council finds that the services provided pursuant to the agreement authorized hereunder are of a professional, scientific, or technical nature and are temporary in nature; and

WHEREAS, the City Council finds that this contract shall not result in the loss of employment or salary by any person having permanent status in the competitive service; now, therefore, be it

RESOLVED: That the Council hereby authorizes the City Administrator or Designee to negotiate, finalize and execute an agreement with Streetline Inc. for a term of three years the installation, operation, maintenance and, if necessary, removal of its smart parking system at no direct cost to the City; and be it

FURTHER RESOLVED: That said agreement may include permissions granted to Streetline, such as the temporary encumbrance and obstruction of the right-of-way, and obligate the City in ways that require no cash outlays to Streetline, such as providing data and supporting Streetline's marketing efforts; and be it

FURTHER RESOLVED: That any such data provided by the City to Streetline be free of any identifying information; and be it

FURTHER RESOLVED: That any use of cameras by Streetline be accompanied by signage that explains their use and purpose to the public and that each installation be removed after a maximum of two weeks; and be it

FURTHER RESOLVED: That staff return to the Privacy Advisory Commission once a year for the three-year duration of the pilot program to present results and incorporate those results and the Commission's comments into an informational report for Council; and be it

FURTHER RESOLVED: That said agreement between the City of Oakland and Streetline shall require Streetline to notify the City of Oakland and the Privacy Advisory Commission of material changes to its end user license agreements or privacy policies which change the scope of data gathered from individual users or the use of that data; and be it

FURTHER RESOLVED: That the City Attorney shall review and approve the proposed contract as to form and legality, and copies of the agreement(s) shall be filed with the Office of the City Clerk without returning to Council.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLEN, KALB, KAPLAN, and PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California