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OAKLAND

2014 JAN 16 PM 3: 21 **AGENDA REPORT**

TO: DEANNA J SANTANA
CITY ADMINISTRATOR

FROM: Brooke A Levm
Interim Director, Public Works

SUBJECT: Supplemental Report
Parking Meter Management System

DATE: January 16, 2014

City Administrator
Approval

Date

1/16/14

COUNCIL DISTRICT: City-Wide

RECOMMENDATION

Resolution (A) waiving advertising and competitive bidding and (B) authorizing the City Administrator or her designee to execute a five-year service contract with IPS Group, Inc in an amount not to exceed five million seven hundred and ninety-three thousand nine hundred and eighty dollars (\$5,793,980 00), inclusive of two million five hundred thousand dollars (\$2,500,000 00) for meter equipment, installation and training, as well as three million two hundred and ninety-three thousand nine hundred and eighty dollars (\$3,293,980 00) for wireless data, licensing fees and merchant fees for the purchase of parking meters and related equipment associated with the Public Works Agency's Parking Meter Management System initiative, and authorizing

1) Adjustments to the Public Works Agency's adopted Fiscal Year 2013-2015 operating budget in the amount of one million nine hundred and eighty thousand one hundred and twenty-five dollars (\$1,980,125 00) for Fiscal Year 2014-2015 for debt service, wireless data, licensing fees, merchant fees, replacement meters and parts, personnel overtime and other operational and maintenance expenses associated with parking meters, and

2) Adjustments to the adopted Fiscal Year 2013-2015 operating budget by increasing budgeted parking meter revenue in the amount of one million seven hundred and ninety-four thousand one hundred and sixty dollars (\$1,794,160 00) and increasing budgeted parking citation revenue in the amount of two hundred nine thousand dollars (\$209,000 00) in Fiscal Year 2014-2015, and

3) The City Administrator or her designee to execute a Master Lease Purchase Agreement and all related documents with a financial institution to be identified and selected through the competitive bidding process for said Parking Meter Management System initiative financing in the amount of two million five hundred thousand dollars (\$2,500,000 00) for a term not to exceed five (5) years and an interest rate not to exceed two and one-half percent (2.5%) for the

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purchase of four thousand three hundred (4,300) single-space parking meters and related equipment, and

4) The City Administrator or her designee to increase the financial terms of the proposed contract with IPS Group, Inc for the possible future purchase(s) of additional parking meters and related equipment to ensure infrastructure and equipment integrity in an amount not to exceed the appropriated budget for said activities, without returning to Council

REASON FOR SUPPLEMENTAL

As a result of the Finance and Management Committee (FMC) meeting on January 14, 2014, wherein staff requested City Council adoption of a resolution, FMC requested further information and clarification in a supplemental report to the following items

- 1 Provide a list of locations where new parking meters will be installed, and
- 2 Summary of the outreach efforts in regards to the transition to the new parking meters

In **Attachment A** of this supplemental staff report there is the summary of locations authorized by Council via Ordinance No 13009 passed on May 4, 2010 and Ordinance No 13063 passed on March 15, 2011. The additional metering locations previously adopted by Council will be installed as part of the single-space parking meter replacement project and is expected to be finalized by the end of this fiscal year.

The IPS contract includes a full Outreach and Communication Strategy (**Attachment B**) that address the meter replacement implementation and features of the new meter. The Public Works Agency (PWA) will manage the communication plan (in collaboration with the other City partners) for the following two components:

- Outreach for areas where there are newly placed meters, and
- Outreach on how to operate meters for locations where there are existing meters

The outreach will consist of three primary types of interaction:

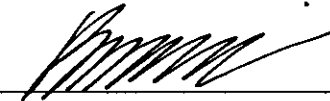
- Printed material at businesses fronting parking meters (brochures, flyers, door hangers, etc)
- Direct Interaction (City officials, merchants, community groups, residences, etc)
- Electronic/Online Communications (website/webpage, newsletters, email blasts, meter displays, etc)

In addition to the outreach efforts listed above, there will be a ten (10) day grace period for the new meter locations where there were never meters or kiosks prior to this project.

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For questions regarding this report, please contact Jason Mitchell, Interim Assistant Director, at (510) 615-5856

Respectfully submitted,



Brooke A. Levin
Interim Director, Public Works Agency

Prepared by
Jason Mitchell, Interim Assistant Director
Department of Infrastructure & Operations
Public Works Agency

- Attachment A. List of new locations adopted by Council for additional parking metering locations
- Attachment B. IPS Outreach and Engagement Strategy

Parking Meter Summary

New Meter Locations w/ Resolution or Ordinance which have not been installed

Ordinance 13009 Passed on May 4, 2010

Council District	Street Name	From	To	Number of possible spaces
1	Shatter St	College	Forest	35
1	W Macarthur	Telegraph	Martin Luther King	20
4	Macarthur	35th Ave	Midvale	10
4	Mountain Blvd	Village Square	Snake Rd	10
4	39th Ave	MacArthur	Masterson	6
4	Werner	Woodminister	Mountain	6
4	Lincoln	MacArthur	Mountain	6
4	Montana	Lincoln	Fruitvale	6
4	Dimond*	Bienati Way	Macarthur	6
			Total	105

Ordinance 13063 Passed on March 15, 2011

Council District	Street Name	From	To	Number of possible spaces
1	Forest St	Shafter St	Miles Ave	20
1	Miles Ave	Forest ST	Presley Wy	26
2	E 12 st	5th Ave	8th Ave	30
2	International Blvd	5th Ave	8th Ave	30
4	Macarthur	Boston Ave	Wilson Ave	8
4	Mountain Blvd	Snake	Scout	25
4	Moraga Ave	S MontClair Pk	N Montclair Pk	25
5	Fruitvale Ave	E 19th ST	Foothill Blvd	8
			Total	172



Oakland Parking Meter Management System Project

Outreach and Communication Strategy

Public engagement and cross-cultural communication is imperative in garnering community support and implementing projects in city government operations. RDJ Enterprises is a San Francisco-based minority owned small business which specializes in designing and implementing programs that helps cities and municipalities complete projects on time and within budget while achieving enhanced community benefits and maximum stakeholder participation. Our successful outreach and communication strategy campaigns with the 2010 Census and America's Cup demonstrates the breathe of our expertise and capability to deliver successful public engagement outcomes.

Every successful outreach and communications strategy is rooted in sound planning. We developed a comprehensive outreach and communication strategy that is tailored to specific goals. This document is a strategic outline for engaging key stakeholders and community residents/groups into the Parking Meter Management System implementation planning process, increasing community/stakeholder awareness of the project, and, providing opportunities for constructive citizen engagement and community input regarding implementation planning effort.

We are aware that in the past the City has undergone a process by which new technology and instruments were installed to address and support the on-street parking situation in Oakland. We will review and assess the communication strategy of previous campaigns and develop an innovative community-specific targeted campaign geared towards educating/communicating the goals and objectives of the Parking Meter Management System Project.

Our Strategy

Our strategy is a customized approach for working with the City Council and City Departments to maximize awareness of the project and the implementation process and progress. The pnciples of this Outreach and Communications strategy are to

- Build trust among internal and external community/stakeholders through open discussions throughout the meter replacement process
- Provide community/stakeholders with the relevant information necessary to educate and inform on the need for change of the City's parking meter equipment and how this change will benefit their use
- Report progress so that community/stakeholders are informed and can continue to support to the success of the Parking Meter Replacement Project

Goals

Our Outreach and Communication Strategy aims to meet the following goals

- Ensure accurate, consistent, and timely communication to appropnate audiences
- Minimize the number of concerns which may naturally develop within the stakeholder audiences

- Engage internal and external stakeholders to participate in the implementation planning and meter replacement process
- Build advocacy and support for future project phases

Objectives

The objectives of this Outreach and Communications Strategy are to

- Build credibility with internal and external audiences for the Outreach and Communications Strategy by establishing expectations, executing on them, and reporting on activities and progress
- Ensure accurate, consistent, and timely communication to the appropriate audiences
- Address and/or minimize the number of concerns which may naturally develop within the stakeholder audiences
- Provide multiple forums and opportunities for community/stakeholder comments and feedback during the planning and implementation processes
- Ensure City employees are kept updated regarding the meter replacement activities and progress
- Ensure that individual citizens, community groups and Oakland businesses are kept apprised of key activities, progress, and opportunities for engagement
- Ensure all media outlets have a defined, authoritative source of information regarding the meter replacement activities

The Plan

This Plan will evolve as the meter replacement project progresses to best suit the needs of project team and the community/stakeholders. As the meter replacement activities occur, it will be important to communicate with internal and external audiences to address and alleviate concerns and issues that may arise and to build momentum around the activities that need to occur for the project and its' implementation to be successful. Thus the project team and other designated City officials will regularly review and evaluate the effectiveness of the public outreach and communication to ensure it is meeting the community/stakeholders needs.

The engagement and communication plan will commence in three phases

Phase I Project Awareness

During this phase we will develop a customized website designed to integrate with our offline efforts and activities to educate and inform the public about the Parking Meter Management System Project. Under development are websites and webpages at www.oaklandmeters.com or Oaklandnet.com/parkingmeters

Phase II Development of Printed Materials and Engagement

During this phase, with the consult of council members, city officials and community leaders, we will develop communications and printed materials to guide and support our outreach efforts. We will also schedule 1 on 1, small group and community forums to continue our awareness and educational charge for the project.

Phase III Installation

As the installation of the parking meters are put in place, we will communicate the location and progress of the meter installation. We will continue to field the public's questions and concerns and provide the necessary response in a timely manner.

This plan proposes a number of different communication vehicles to inform and keep stakeholders up to date with varied levels of information.

The three primary types of interaction we recommend are

- Printed Material (brochures, flyers, door hangers, etc)
- Direct Interaction (city officials, merchants, community groups)
- Electronic/Online Communications (website/webpage)

PRINTED MATERIALS

A tried and true method (even in this electronic age of communication) is the use of printed materials to help heighten community awareness and interest, inform the public about a project or to advertise upcoming activities related to the project. We will make the most of our outreach and communications materials by developing a comprehensive outreach strategy outlining what materials we will use and how we will use them. The method of distribution will be planned carefully to ensure the pieces reach our target audience.

Print materials include

- Brochures
- Flyers, Posters
- Newsletters



Presenting smart meters

Park with one easy swipe
Presenting new smart meters in Oakland

The City of Oakland is installing 8000 new parking meters that accept credit cards and coins, in downtown, midtown and merchant corridors to provide more payment options for customers. These new smart meters are solar powered and help reduce our carbon footprint while providing valuable data for the City to evaluate future parking needs.

Scan to learn more



City of
OAKLAND
Department of Public Works

Direct Interaction

Direct Interactions with community/stakeholders is key to our identifying and addressing material issues, prioritizing outreach efforts, and validating the broader engagement and communication strategy. Our approach and activities used during our direct outreach and engagement will vary from individual 1 on 1 meeting, to discussions with organization's leadership teams, department heads, to large community forums. An important constituency throughout the lifecycle of this project are business merchants. A targeted strategy, as with other stakeholder groups, will be developed and implemented to assure that we have an opportunity to respond to their issue or concerns and to clarify the project process and goals.

Direct "Stakeholder" Interaction Groups include

Internal

- Identified city departmental staff/groups
- Key City Department Administrators
- City Council Members

External

- Community/Neighborhood Groups
- Neighborhood Residents
- Business Merchants
- Media

Electronic/Online Communication

As social media and the internet become more accessible, we can control costs of print materials by using electronic communication means to disseminate information to our target audiences. Visual and audio tools for conveying information in a short amount of time is another method we will consider for target appropriate audiences. These tools are useful in educating and engaging—a nice alternative to static text. Videos produced using YouTube are an effective medium for generating interest and may be appropriate for this project's outreach and communication strategy.

- Online Advertising
- Email newsletters/e-updates
- Social Networking Site



Outreach Planning Framework

