Office of the City Manager

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Liam Garland, Director, Department of Public Works

Subject: Contract: Turnstone Data Inc. for Parking Data Analytics Services

RECOMMENDATION
Adopt a Resolution authorizing the City Manager to execute a three-year contract with an option for two one-year extensions, that require no additional funding, with Turnstone Data Inc., to provide parking data analysis and visualization services in an amount not to exceed $375,000 for the period from January 1, 2024 through December 31, 2026.

FISCAL IMPACTS OF RECOMMENDATION
Funding is subject to appropriation in the FY 2024, FY 2025, FY2026 budgets from the Parking Meter Fund 631. Funding will be appropriated in FY 2027 and FY 2028 budgets if the contract is extended.

FY 2024	$75,000
FY 2025	$75,000
FY 2026	$75,000
Total Base Contract	$225,000
FY 2027 (Option Yr 1)	$75,000
FY 2028 (Option Yr 2)	$75,000
Total Max Contract	$375,000

The average cost associated with developing, routing, and approving a staff report for a consent calendar item such as this one is approximately $3,200. The average cost for an action or work session item is approximately $6,200.

CURRENT SITUATION AND ITS EFFECTS
The City currently manages parking at over 4,000 on-street metered spaces and three off-street garages using demand-responsive pricing under the goBerkeley program. Staff periodically analyze parking occupancy rates and adjust prices up or down to achieve the optimum occupancy rate of 65-85%, roughly equivalent to 1-2 open spaces per block.

Since the outset of the program in 2013, staff have primarily relied on manual data collection (i.e., counting cars) to understand parking behavior and make program adjustments. With goBerkeley now citywide, the City needs a more efficient way to view and analyze parking activity to make informed decisions about parking prices and/or time limits in multiple different commercial districts.[1] Over the past several years staff have experimented with using license plate readers for parking data collection, but despite some successful results, the analysis process has proven to be time-consuming and does not realize significant cost savings over manual data collection.[2]

With more and more cities choosing to manage their parking supplies using demand-responsive pricing, a market has emerged for Parking Data Analytics Services. ("Data analytics" describes the process of analyzing data to identify trends and meaningful findings.) Staff identified the need for a web-based system that would analyze on-street and off-street parking data from the City's existing third-party payment systems[3] to generate intuitive maps, graphs, and tables of parking occupancy, length of stay, revenue, and other key metrics over multiple time periods. This system would introduce a new way for City staff to review the entire parking system performance in one convenient location, and information would be easily exportable for public reporting.

On March 1, 2023, the City released Request for Proposals (RFP) Specification No. 23-11578-C for Parking Data Analytics Services. Seven proposals were reviewed and assessed, and Turnstone received the highest overall score based on ability to meet all the City's specifications and value for the service.

Due to recent departures in the Transportation Division, implementing the Parking Data Analytics System is not expected to occur until new parking services staff are hired. City Council authorization of this contract award is vital to allowing implementation to occur as soon as possible, given these known constraints.

Implementing a Parking Data Analytics System is a Strategic Plan Priority Project, advancing our goals to:
- Provide state-of-the-art, well-maintained infrastructure, amenities, and facilities; and
- Be a customer-focused organization that provides excellent, timely, easily-accessible service and information to the community.

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[1] January 26, 2021 Council Meeting, Item #15: Amend BMC Chapter 14.52 Authorizing goBerkeley Parking Program at All Parking Meters, https://bit.ly/3oTDUVw
[2] Parking data from license plate readers may also be incorporated into the Parking Data Analytics System to improve accuracy of occupancy reporting, in accordance the City's revised Surveillance Use Policy for Automated License Plate Readers. See Berkeley Police Department Policy Manual Policy #1302, pp. 908-915. https://bit.ly/3X19r4A
[3] I.e., non-identifiable transaction data from IPS parking meters, ParkMobile pay-by-phone, and SKIDATA parking garage equipment.

BACKGROUND
The City uses parking meters to manage parking demand, particularly in commercial areas where parking availability and turnover are critical for visitor access and convenience. The goBerkeley program consists of a suite of strategies and initiatives designed to improve economic vitality and reduce greenhouse gas emissions. The program features improved parking availability that improves pedestrian and bicyclist safety by reducing the likelihood of incidents of distracted driving as drivers search for parking. Clearer signage and longer on-street parking time limits also provide better customer service.

ENVIRONMENTAL SUSTAINABILITY & CLIMATE IMPACTS
The goBerkeley parking program improves the City's ability to manage its public parking resources, reducing traffic congestion and vehicle emissions as drivers are anticipated to spend less time searching for available parking spaces. The Parking Data Analytics System will allow staff to more comprehensively understand how the City's paid parking system is being used, and more quickly identify where changes need to be made. Demand-responsive parking pricing is a proven tool that will help the City meet its established Climate Action Plan goals, including reducing transportation emissions 80% below 2000 levels by 2050.[4]

RATIONALE FOR RECOMMENDATION
After careful consideration, City staff determined Turnstone would successfully meet the City's full set of specifications for the parking data analytics service, offering multiple ways to visualize, interact with, and export parking occupancy data. Turnstone currently provides similar services in Seattle, Boston, and Denver, which, while larger in size, have similar parking systems to Berkeley.

ALTERNATIVE ACTIONS CONSIDERED
If Council chooses not to authorize this contract, City staff would not have the ability to view the entire paid parking system performance in a convenient location, and would continue to rely on existing methods of collecting and/or analyzing parking revenue and occupancy data, such as manual data collection efforts which take considerable time and resources.

CONTACT PERSON
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Attachments:
1: Resolution

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[4] November 3, 2015 Council Worksession: http://bit.ly/1I1IYVV

RESOLUTION NO. ##,###-N.S.

CONTRACT: TURNSTONE DATA INC., FOR PARKING DATA ANALYTICS
SERVICES

WHEREAS, the City of Berkeley uses demand-responsive pricing to manage over 4,000 on-street metered spaces and three public parking garages under the goBerkeley program; and

WHEREAS, staff primarily rely on manual data collection to understand parking behavior and inform price and/or time limit adjustments in commercial districts across the City, which is costly and time-consuming; and

WHEREAS, City staff identified a need for a system that would analyze data from the City's existing parking payment providers and produce intuitive maps, graphs, and tables of parking performance across the entire paid parking system; and

WHEREAS, in March 2023, the City released Request for Proposals (RFP) Specification No. 23-11578-C for Parking Data Analytics Services, received seven proposals, and these were reviewed according to the RFP's scoring criteria; and

WHEREAS, Turnstone Data Inc. received the highest overall score based on ability to meet all the City's specifications and value for the service.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract for an amount not to exceed $375,000, and optional two-year extensions, with Turnstone Data Inc. for Parking Data Analytics Services for the period from January 1, 2024 through December 31, 2026. A record signature copy of said contract and any amendments to be on file in the City Clerk Department.