



Office of the City Manager

CONSENT CALENDAR  
July 24, 2018

To: Honorable Mayor and Members of the City Council  
 From: Dee Williams-Ridley, City Manager  
 Submitted by: Phillip L. Harrington, Director, Department of Public Works  
 Subject: Contract: Nelson\Nygaard for Parking Data Collection and Analysis Services for the goBerkeley Residential Shared Parking Pilot

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments, extensions, or change orders with Nelson/Nygaard Consulting Services for parking data collection and analysis services for the goBerkeley Residential Shared Parking Pilot for an amount not to exceed \$250,000 for the period September 1, 2018 through June 30, 2021.

FISCAL IMPACTS OF RECOMMENDATION

The project is funded by a Congestion Management and Air Quality (CMAQ) grant from the Federal Highway Administration (FHWA) via the Metropolitan Transportation Commission (MTC). The grant funding of \$200,000 is subject to appropriation as part of the First Amendment to the FY 2019 Annual Appropriation Ordinance from MTC Fund (614) 17TD06. The required 20% local match of \$50,000 is subject to appropriation in the FY 2019 budget from the restricted goBerkeley\FHWA portion of the Off Street Parking Fund (835) 14TD01.

This contract has been assigned CMS No. AST3V.

CURRENT SITUATION AND ITS EFFECTS

In March 2018, the City of Berkeley released a Request for Proposals (RFP Specification No. 18-11160-C) for parking data collection and analysis services for the goBerkeley Residential Shared Parking Pilot (RSPP) project. The RFP was for a consultant to collect parking data that will 1) help staff understand current parking demand and trends in pilot areas, which will be used to inform policies to increase parking availability during high demand times; 2) measure the effects of these new policies; and 3) conduct an environmental analysis of the pilot's effectiveness in reducing carbon emissions from vehicles cruising for on-street parking.

The City received two valid proposals for this solicitation. Staff reviewed and assessed the proposals according to several criteria, including understanding of the project, price proposal, firm experience and staff qualifications, related work samples, and overall

quality of the response. After a thorough review and scoring of all proposals, Nelson\Nygaard received the highest overall score.

Separately from this contract, the City is also soliciting proposals for a branding and marketing consultant to assist with surveying key stakeholders, hosting public meetings, and communications for the pilot project. Together, Nelson\Nygaard and this branding and marketing consultant will assist staff in effectively implementing the pilot project.

#### BACKGROUND

The City was awarded a \$950,000 grant from the Metropolitan Transportation Commission (MTC) for the goBerkeley Residential Shared Parking Pilot (Resolution No. 67,382–N.S.). Over a three-year period, the pilot will test policies to increase parking availability for residents, employees, and visitors; reduce circling for parking; and expand access to non-motorized means of transportation within Residential Preferential Parking (RPP) areas in the Southside and Elmwood neighborhoods.

#### ENVIRONMENTAL SUSTAINABILITY

Parking management based on user demand should ultimately improve residential on-street parking availability and lessen traffic congestion and vehicle emissions, as drivers are anticipated to spend less time searching for available parking spaces. Reducing greenhouse gas emissions produced by vehicular traffic is one of the City's 2009 Climate Action Plan goals.

#### RATIONALE FOR RECOMMENDATION

The proposal from the team led by Nelson\Nygaard received the highest overall score after a thorough assessment of all proposals. The consultant team also has previous experience working in the City, particularly on the goBerkeley pilot project, which provides them with relevant local knowledge in addition to excellent transportation planning expertise.

#### ALTERNATIVE ACTIONS CONSIDERED

While the City considered managing all activities with staff resources, it was determined that consultant assistance would sufficiently extend the City's capacity to deliver a comprehensive pilot project and evaluation with less impact to the remaining work plan.

#### CONTACT PERSON

Farid Javandel, Transportation Manager, Public Works (510) 981-7061  
Danette Perry, Parking Services Manager, Public Works (510) 981-7057  
Gordon Hansen, Senior Planner, Public Works (510) 981-7064

Attachments:  
1: Resolution

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

CONTRACT: NELSON/NYGAARD FOR PARKING DATA COLLECTION AND ANALYSIS SERVICES

WHEREAS, the Council of the City of Berkeley accepted a \$950,000 Congestion Mitigation and Air Quality Improvement (CMAQ) grant from the Federal Highway Administration (FHWA) for the goBerkeley Residential Shared Parking Pilot via Resolution No. 67,382–N.S.; and

WHEREAS, staff has determined that external consultant expertise and staff capacity is needed to effectively conduct parking data collection and analysis services for the goBerkeley Residential Shared Parking Pilot; and

WHEREAS, in March 2018, the City of Berkeley released Request for Proposal (RFP) Specification No. 18-11160-C for Data Collection and Analysis Services for the Residential Shared Parking Pilot; and

WHEREAS, two valid proposals were received and reviewed according to scoring criteria provided in the RFP, and Nelson\Nygaard received the highest overall score; and

WHEREAS, funding for this contract is subject to appropriation in the Fiscal Year (FY) 2019 budget from the MTC Fund (614) 17TD06 and the Off Street Parking Fund (835) 14TD01; and

WHEREAS, this contract has been entered in the Citywide contract database and assigned CMS No. WAB7J.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with Nelson/Nygaard for parking data collection and analysis services for an amount not to exceed \$250,000 for the period from September 1, 2018 to June 30, 2021. A record signature copy of said contract and any amendments to be on file in the City Clerk Department.

