



Agenda Item #: 06/11219

Staff Report

City of Manhattan Beach

TO: Honorable Mayor Tell and Members of the City Council

THROUGH: Geoff Dolan, City Manager

FROM: Richard Thompson, Director of Community Development
Rob Osborne, Management Analyst *RO*

DATE: November 21, 2006

SUBJECT: Consideration to Award a Contract to WILTEC to provide Data Collection Services for the Downtown Parking Management Study to Not Exceed \$49,700

RECOMMENDATION:

Staff recommends that the Council award a contract to WILTEC to provide data collection services for the Downtown Parking Management Study for a cost not to exceed \$49,700 and authorize the expenditure to be paid from the City Council Contingency account.

FISCAL IMPLICATION:

The original cost estimates for the parking study were \$50,000 for data collection and \$60,000 for research and analysis. The amount recommended to be awarded for data collection is consistent with this estimate. Funds are available in the City Council Contingency account.

BACKGROUND:

The City Council's 2005-2007 Work Plan includes a task to conduct a comprehensive analysis of parking conditions in the downtown area. On September 19, 2006, the Council approved a project scope of work and authorized staff to solicit bids for the data collection portion of the study.

DISCUSSION:

The City sent a request for proposals to eleven companies that provide traffic data collection services in Southern California. Bids were submitted by two companies, as follows:

- WILTEC, Pasadena, Ca. - \$49,700
- Newport Traffic Studies, Wrightwood, Ca. - \$56,700 + lodging expenses

Staff feels both of these companies are fully capable of providing the desired services. Each has impressive credentials and extensive relevant experience. Staff therefore feels it is appropriate to

award the contract to the low bidder – WILTEC. WILTEC is not affiliated with Willdan, the City's contract traffic engineering consultant.

The first round of data collection was scheduled to take place prior to the December holiday season. Staff therefore authorized WILTEC to perform counts during the week of November 13-19. If the Council does not choose to award the contract to WILTEC, payment for these initial counts will be made under a separate agreement and the remaining data collection will be conducted under a separate contract.

Subsequent data collection will occur during the following periods:

Winter – between December 9 and 22, 2006

Spring – between March 19 and May 5, 2007

Summer – between July 5 and August 11, 2007

ALTERNATIVES:

1. **APPROVE** the Staff recommendation.
2. **REMOVE** this item from the Consent Calendar and provide staff with direction.

Attachments: A. Proposal from WILTEC
B. Proposal from Newport Traffic Studies
C. Request for Proposals

WILTEC

610 N. Lake Avenue
Pasadena, CA 91101

Tel: (626) 564-1944
Fax: (626) 564-0969
E-mail: info@wiltecusa.com

November 3, 2006

Mr. Rob Osborne, Management Analyst
Community Development Department
City of Manhattan Beach
1400 Highland Avenue
Manhattan Beach, CA 90266

RE: PROPOSAL TO PROVIDE DATA COLLECTION SERVICES FOR THE CITY OF
MANHATTAN BEACH DOWNTOWN PARKING STUDY

Dear Rob,

Thank you for the opportunity to submit this proposal to provide the City of Manhattan Beach with data collection services for its downtown parking study. Our understanding of the services sought is based on your request for proposals RFP 704-07.

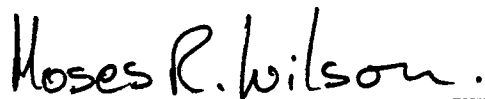
WILTEC is a professional traffic engineering firm that specializes in the conduct and analysis of traffic/transportation surveys. Founded in 1989, the firm has a staff of over fifty employees and offices in Pasadena, San Jose and Pittsburg, CA. Our firm has conducted numerous surveys in the City of Manhattan Beach over the past 16 years.

This project will be conducted by our Pasadena office which is located at the address below.

610 N. Lake Avenue
Pasadena, CA 91101
Phone: (626) 564-1944
Fax: (626) 564-0969
E-mail: info@wiltecusa.com

Please call me if you have any questions or comments.

Sincerely,



Moses R. Wilson, PE
President

WILTEC

PROPOSAL TO PROVIDE DATA COLLECTIONS SERVICES FOR THE CITY OF MANHATTAN BEACH DOWNTOWN PARKING STUDY

FIRM PROFILE

WILTEC is a professional traffic engineering firm that specializes in the conduct and analysis of traffic/transportation surveys. With a staff of over fifty employees, including a full-time registered professional traffic engineer, and offices in Pasadena, San Jose and Pittsburg, CA., WILTEC is one of the largest and most highly qualified professional traffic surveys company in the State of California.

Since it was founded in 1989, WILTEC has conducted over 10,000 individual survey projects of all descriptions throughout California and in Nevada, Hawaii, Georgia, Oklahoma and North Carolina.

REFERENCES

Tom Gaul, PE
Vice President
Kaku Associates
201 Santa Monica Boulevard, Suite 500
Santa Monica, CA 90401
(310) 458-9916

Arthur Kassan, PE
5105 Cimarron Lane
Culver City, CA 90230
(310) 558-0808

Gary Hamrick, PE
Principal
Meyer, Mohaddes Associates
400 Oceangate, Suite 480
Long Beach, CA 90802
(562) 432-8484

EDUCATION AND CERTIFICATES

Moses. R. Wilson, the president of WILTEC, holds a Bachelor of Science degree in Civil Engineering from the Californian State Polytechnic University, Pomona, and registration as a professional traffic engineer in the State of California.

Victoria R. Darragh, WILTEC's Southern California Regional Manager holds a Bachelor of Arts degree in television production from the University of Southern California and a Master of Arts degree in African Film Studies from the University of California at Los Angeles.

OTHER INFORMATION

WILTEC has conducted numerous downtown and other regional parking surveys throughout Southern California. A list of relative projects is attached.

WILTEC

PROPOSAL TO PROVIDE DATA COLLECTIONS SERVICES FOR THE CITY OF MANHATTAN BEACH DOWNTOWN PARKING STUDY

COST PROPOSAL

Task 1: Meetings	No charge
Task 2: Fall Parking Data Collection	\$11,500.00
Task 3: Winter Parking Data Collection	\$11,500.00
Task 4: Spring Parking Data Collection	\$11,500.00
Task 5: Summer Parking Data Collection	\$15,200.00
Total Cost Proposal.....	\$49,700.00

WILTEC

REPRESENTATIVE PROJECTS – PARKING SURVEYS

Project:	Santa Clara Parking Study
Location:	Santa Clara University
Client:	DKS Associates, Inc.
Description	5-hr PM weekday and 4-hr PM weekend manual parking utilization survey in 15 minute increments at 3 locations (on-street, driveways and campus lots)

Project:	Fullerton Downtown Parking Survey
Location:	City of Fullerton
Client:	Meyer, Mohaddes Associates, Inc.
Description	14-hr & 17-hr parking duration surveys at 3 locations for 2 days

Project:	Pasadena Playhouse Parking Survey
Location:	City of Pasadena
Client:	Meyer, Mohaddes Associates, Inc
Description	12-hr parking utilization survey (on & off street) 12-hr on-street duration/turnover surveys 8-hr license plate survey (off-street lots) All locations are within a 34 block area

Project:	Santa Monica Preferential Parking Study
Location:	City of Santa Monica
Client:	City of Santa Monica – Ruth Harper
Description	13-hr on-street parking count, license plate and duration survey at 8 locations

Project:	Beverly Connection Parking Study
Location:	City of Beverly Hills
Client:	Beverly Connection
Description	Parking study at the shopping center

Project:	Culver City Parking Survey
Location:	City of Culver City
Client:	Arthur Kassan & City of Culver City
Description	8-hr, manual parking structures, lots and on-street parking counts for three days

Project:	Parkview Village Parking Survey
Location:	City of Long Beach
Client:	KAKU Associates
Description	10 hr, parking lots & on-street parking occupancy counts at multiple locations for two days

NTS

Newport Traffic Studies

Nov 3, 2006

Mr. Rob Osborne
Management Analyst
City of Manhattan Beach
1400 Highland Ave
Manhattan Beach, Ca. 90266

Re: Parking survey proposal

Dear Mr. Osborne

I am pleased to submit to you this proposal for collecting parking information within the City of Manhattan Beach in accordance with RFP 704-07.

I believe that you will find that Newport Traffic Studies is well qualified and has the experience necessary to provide the City with a quality report.

As president and owner of Newport Traffic Studies, I am fully authorized to bind the company with this proposal.

Very truly yours



Gary R Cron

The Company To Count On Since 1979

P.O. Box 306, Wrightwood Ca. 92397

(800) 266-4687 - (760) 249-4355 FAX (760) 249-4366

Proposal

Project 704-07

Newport Traffic Studies was founded in 1979 by Mr. Gary Cron to supply the traffic engineering community with professional traffic data collection. Prior to forming NTS, Mr. Cron was a city traffic engineer himself and brought with him the full knowledge of what is needed and how important accuracy can be.

NTS provides a full range of traffic data services which includes parking studies and has performed parking studies of facilities up to 2,200 parking spaces which have included, on occasion, both occupancy and duration by individual parking space.

Doing the Project

The RFP calls for parking data to be collected on two consecutive days of Thursday and Friday and two consecutive Saturdays. We propose to conduct the surveys once from Thursday to Saturday and then an adjacent Saturday for 4 periods detailed in the RFP. It should be noted that by the time the proposals are received by the City, there will not be 2 consecutive Saturdays available since Nov 11 is Veterans Day. NTS will perform counts on Nov 11 if the City so desires.

Vehicle parking occupancy will be tallied for each individual parking space within the area shown on the map included in the RFP for the tasks 2, 3 and 4. For task 5, partial license plates will be also be noted for each individual parking space so parking duration measurements can be determined. For all tasks, it will be noted if the vehicle displays a merchant/employee sticker.

The RFP indicates that 4 persons, 1 per quadrant, is anticipated to complete the project. Per our phone conversation on Nov 1, 2006, it was determined that it would be better to use 2 persons for quadrant 1 due to the number of parking spaces in parking structures. That would make a total crew of 5 persons for tasks 2, 3 and 4. However for task 5 which requires the recording of license plates, nts will add 1 additional person to the crew making it a total of 6 persons. The RFP also states that these surveys are to be conducted for a 14 hour period from 7:00 am to 10:00 pm. It should be noted that this is 15 hours, not 14 as stated. Either the number of hours or the time span needs to be adjusted.

Once the field work is completed, the data will be inserted into an excel format and submitted to the City for Review.

Insurance

Newport Traffic Studies maintains \$2,000,000.00 liability insurance and full coverage for Workman's Comp.

Cost Analysis

The cost for performing this project will be based on an hourly price for field personnel that being \$45 per man hour. Office time for reduction of the data is included in that amount. The only additional billings to the City would be for lodging for the crew while on the 3 day survey (2 nights). If the City has any special arrangements with a local motel for special rates, that motel will be used.

Task 1 – meeting – no charge

Task 2 – first survey 15 hours per day for 4 days for a crew of 5
 $15 \times 4 \times 5 = 300 \text{ man hours} \times \$45 \text{ per man hour} = \$13,500.00$

Task 3 – Same as task 2

Task 4 – Same as task 2

Task 5 – 15 hours per day for 4 days for a crew of 6
 $15 \times 4 \times 6 = 360 \text{ man hours} \times \$45 \text{ per man hour} = \$16,200.00$

Grand Total for tasks 2 thru 5: \$56,700.00 + lodging

NTS will invoice the City upon completion of each task. The invoice does allow for a 3% discount for 15 day payments which would reduce the invoice by over \$400.00 each or \$1,701 for the whole project..

Newport Traffic Studies

Est 1979

References

City of Mission Viejo
Shirley Land
200 Civic Ctr
Mission Viejo, Ca. 92651
(949) 470-3069

City of Yorba Linda
Tony Wang
4845 Casa Loma
Yorba Linda, Ca. 92886
(714) 961-7170

City of Lakewood
Max Whitrow
5050 N Clark
Lakewood, Ca. 90714
(562) 866-9771 x 2502

City of Bellflower
Jerry Stock
16600 Civic Center Dr
Bellflower, Ca. 90706
(562) 804-1424 x 2218

City of Rancho Sta Margarita
Bernie Dennis
22112 El Paseo
Rancho Sta Margarita, Ca. 92688
(949) 635-1800 x 6508

City of Laguna Niguel
Dave Rogers
27781 La Paz Rd
Laguna Niguel, Ca. 92656
(949) 362-4377

Coachella Valley Assoc of Govt
Anne Azzu
73-710 Fred Waring Dr
Palm Desert, Ca. 92260
(760) 346-1127

City of Carson
Richard Garland
701 E Carson St
Carson, Ca 90749
(310) 952-1700 ex 1815

City of Barstow
Michael Stewart
220 E Mountain View
Barstow, Ca. 92311
(760) 256-3531

City of Laguna Hills
Ken Rosenfield
25201 P.D. Alicia
Laguna Hills, Ca. 92653
(949) 707-2655

Urban Crossroads
Ruth Smith
41 Corporate Park ste 300
Irvine, Ca. 92606
(949) 660-1994 x 206

City of South El Monte
George Envall
1415 N Santa Anita
South El Monte, Ca. 91733
(626) 579-6540

Gary R Cron Resume

B.S. Degree engineering from Cal State LA 1971

Member ITE

Certified Radar Instructor

1979 to present

Owner of Newport Traffic Studies – Performing all types of traffic studies. Studies include machine counting, turn movement counts, radar surveys, parking surveys, O & D studies and special studies as required

1977 – 1979

Traffic Engineer for City of Garden Grove – Supervised all aspects of traffic engineering including new project review, speed zoning, accident investigation, installation of city wide traffic signal computer system, and other general traffic operations.

1973 – 1977

Assistant Traffic Engineer for Riverside County – Involved in most aspects of traffic engineering including all signing, striping, speed zoning, traffic census, accident investigation, signal warrants and other related duties.

1971-1973

Civil Engineering Assistant – Traffic and Lighting Division of Los Angeles County Road Dept. Work for the Uniform Traffic Control in County Committee. Recommended improvements along major arterials for uniformity from city to city.

CITY OF MANHATTAN BEACH
REQUEST FOR PROPOSALS – RFP 704-07

Data Collection – Downtown Parking Study

INVITATION

The City of Manhattan Beach invites consultants to submit proposals for the data collection portion of the Downtown Parking Study.

SCOPE OF SERVICES

See Exhibit 1 entitled “Data Collection Scope of Work”.

Required experience, education, and certification

- Five (5) years experience providing traffic count and/or parking data collection services

Required skills and abilities include the following:

- Ability to effectively obtain and report parking activities

PROPOSAL SUBMITTAL

Proposals shall be typed and shall include the following:

1. Cover Letter

The letter must be signed by an individual authorized to bind the consultant. Indicate the address and telephone number of the consultant's office located nearest to Manhattan Beach, California.

2. Related Experience

Describe recent directly related experience. Include on each listing the name of the client, description of the work done, primary client contact, their address and telephone number.

At least three references shall be included. For each reference, indicate the reference's name, organization affiliation, title, complete mailing address and

telephone number. The City of Manhattan Beach reserves the right to contact any of the organizations or individuals listed.

3. Education and Certifications

4. Other Information

Include any other information you consider to be relevant to the proposal.

5. Compensation

Indicate your proposed fee for providing the desired data collection services as well as any proposed reimbursable expenses.

PROPOSAL EVALUATION AND SELECTION CRITERIA

Proposals will be evaluated using the following criteria:

- Experience in providing data collection services
- References
- Proposed fee

GENERAL CONDITIONS

1. Proposal Preparation Costs

The City will not reimburse the consultant for any costs associated with the preparation of a proposal.

2. Authority to Withdraw RFP and/or Not Award Contract

The City of Manhattan Beach reserves the right to withdraw this RFP at any time without prior notice. Further, the City makes no representations that any agreement will be awarded to the consultant responding to this RFP. The City expressly reserves the right to postpone the due date for proposals for its own convenience and to reject any and all proposals in response to this RFP without indicating any reasons for such rejection(s).

3. Right to Reject Proposals

The City of Manhattan Beach reserves the right to reject any or all proposals submitted. Any award made for this engagement will be made to the consultant which, in the opinion of the City, is best qualified to provide services.

4. Agreement and Insurance

Attached to this RFP is a copy of the City's standard consultant services agreement. Consultants shall review the agreement and confirm acceptance of the terms in the agreement. Please note that one million dollars (\$1,000,000) general liability insurance is required.

SUBMISSION DEADLINE

Consultants must provide three (3) copies of the Proposal to the Community Development Department by the date and time set forth below.

**November 6, 2006 at 5:00 p.m.
Community Development Department
City of Manhattan Beach
1400 Highland Avenue
Manhattan Beach, CA 90266**

Attn: Rob Osborne, Management Analyst

Any response not received by this time will be disqualified.

If you have any questions about this request, please contact Rob Osborne (310) 802-5540.

EXHIBIT 1
City of Manhattan Beach
Downtown Parking Management Plan 2006
DATA COLLECTION SCOPE OF WORK

The following Scope of Work has been prepared to determine the existing parking utilization rates in both public and private parking lots within the City's downtown area. The City has defined a study area as defined on the attached map. The proposed method and schedule to complete the data collection for the Downtown Parking Study are described below:

GENERAL

- A. All weekday counts shall be conducted for two days on consecutive Thursdays and Fridays.
- B. All weekend counts shall be conducted on two consecutive Saturdays.
- C. All counts shall be made hourly within each sub-area.
- D. All counts shall be conducted during a 14-hour period beginning at 7am and ending at 10pm.
- E. All counts shall be made on non-rain days without special events or non-typical parking conditions.
- F. On-street and off-street parking counts shall be made concurrently on the same days and same time.
- G. It is anticipated that hourly data collection will be conducted concurrently by four individuals, one for each quadrant.
- H. The parking count shall be conducted using the same route and sequence each hour.
- I. The parking data consultant shall notify the City at least three days prior to conducting counts.
- J. The City shall reserve the right to revise or delete the time and/or date of any parking counts upon 48 hours prior notice to the parking consultant.

TASK 1: MEETINGS

- 1.1 Attend a Scoping meeting with City staff to finalize study boundaries, conditions and method of collecting the required parking utilization data. This meeting will be scheduled immediately after the Notice to Proceed.

TASK 2: FALL PARKING DATA COLLECTION

- 2.1 Conduct weekday manual hourly vehicle parking occupancy counts for all public and private parking spaces within the downtown parking area on a consecutive Thursday and Friday. The counts shall be made between November 2 and 17,

2006. Hourly vehicle parking occupancy data shall identify occupancy/vacancy of individual spaces on parking map sheets to be provided by the City.
- 2.2 Conduct weekend manual hourly vehicle parking occupancy counts for all public and private parking spaces within the downtown parking area on two consecutive Saturdays between November 4 and 18, 2006. Hourly vehicle parking occupancy data shall identify occupancy/vacancy of individual spaces on parking map sheets to be provided by the City.
 - 2.3 Identify vehicles with merchant/city employee parking permits within designated city-owned public parking lots.
 - 2.4 Tabulate and summarize vehicle parking occupancy counts by day, sub-area, quadrant, merchant/City permit and public/private spaces on an Excel spreadsheet. The City shall review and approve the proposed spreadsheet layout prior to submittal.
 - 2.5 Deliverables: Raw hourly parking map sheets, completed Excel spreadsheet summary.

TASK 3: WINTER PARKING DATA COLLECTION

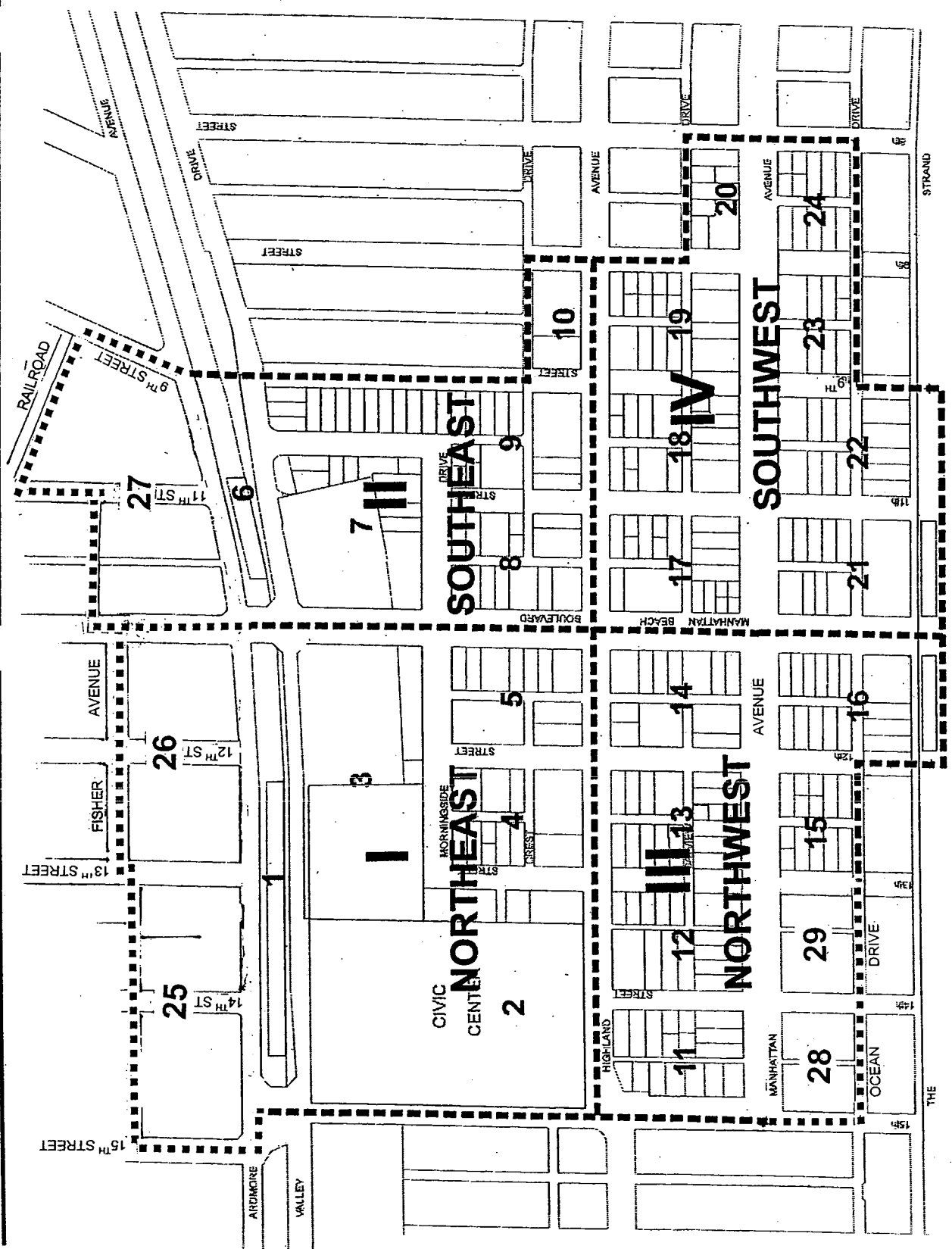
Same as Task 2 to be conducted between December 9 and 22, 2006.

TASK 4: SPRING PARKING DATA COLLECTION

Same as Task 3 to be conducted between March 19 and May 5, 2007.

TASK 5: SUMMER PARKING DATA COLLECTION

- 5.1 Conduct weekday manual hourly vehicle parking occupancy counts for all public and private parking spaces within the downtown parking area on a consecutive Thursday and Friday. The counts shall be made between July 5 and August 10, 2007. Hourly vehicle parking occupancy data shall identify occupancy/vacancy of individual spaces on parking map sheets to be provided by the City.
- 5.2 Conduct weekend manual hourly vehicle parking occupancy counts for all public and private parking spaces within the downtown parking area on two consecutive Saturdays between July 7 and August 11, 2007. Hourly vehicle parking occupancy data shall identify license number, occupancy/vacancy of individual spaces on parking map sheets to be provided by the City.
- 5.3 Identify vehicles with merchant/city employee parking permits within designated city-owned public parking lots.
- 5.4 Tabulate and summarize percent of parked vehicles parked over a) one hour and b) four hours in each sub-area.
- 5.5 Tabulate and summarize vehicle parking occupancy counts by sub-area, quadrant, merchant/City permit and public/private spaces on an Excel spreadsheet.
- 5.6 Deliverables: Raw hourly parking map sheets, vehicle turnover summary, completed Excel spreadsheet summary.



NOT TO SCALE

MANHATTAN BEACH DOWNTOWN PARKING STUDY
 Parking Analysis Zones

FIGURE