



STAFF REPORT

AGENDA NO: 10a

MEETING DATE: September 3, 2019

To: Honorable Mayor and City Council

Date: September 3, 2019

From: Syed Murtuza, Director of Public Works – (650) 558-7230

Subject: City Council Direction Regarding a Pilot Project for Dynamic Wayfinding Signage for Parking Availability

RECOMMENDATION

Staff recommends that the City Council review the information presented in this report and provide direction regarding implementing a 12-month pilot project for dynamic wayfinding parking signage in Parking Lot C in the Burlingame Avenue Downtown District, and Parking Lot Y in the Broadway Commercial District. Should Council wish to pursue said pilot project, staff recommends that Council authorize staff to work with Streetline to implement the project, and authorize the appropriation of necessary funds via adoption of the attached resolution.

BACKGROUND

There has been ongoing interest from the community for wayfinding signage to improve the overall parking experience in the Burlingame Avenue and Broadway Commercial Districts. As a result, members of the City's Traffic, Safety and Parking Commission (TSPC) and staff have been working on strategies to help alleviate parking shortages in downtown Burlingame and in the Broadway area. The TSPC efforts have included the redistribution of short-term and long-term spaces, determining peak capacity times, and polling to ascertain the driving habits of users of the public parking lots. The TSPC and staff believe that an overall strategy to address parking concerns will need to be multi-faceted, including increasing parking inventory, encouraging transit alternatives, implementing demand pricing, and increasing parking efficiencies. While separate efforts are underway to improve the user experience for parking, improving wayfinding to show parking availability is one of the approaches that has been thoroughly vetted and is ready for Council consideration.

DISCUSSION

Over the past several months, staff has reviewed multiple proposals from firms that provide technology and communication systems to enhance the parking experience by delivering real-time/dynamic information about parking availability to cell phones and visually through signage as drivers approach a parking area. The information will allow residents and visitors to decide whether to enter the parking area or drive past and select another location based on the number of available parking spaces. After interviewing several firms, staff selected Streetline of Foster City for a pilot project as their technology appears to be well suited to meet Burlingame's needs. In addition,

Streetline is offering to provide free services worth approximately \$55,900 to implement the pilot project.

Streetline has over 12 years of experience providing accurate, real-time parking availability with deployment of their systems across North America and Europe. Deployments include cities and enterprises such as universities, corporate campuses, and mobility partners. Their equipment options include in-pavement sensors and video cameras depending on the limitations of a specific parking area. Other companies that staff interviewed did not have these options.

At the May 9, 2019 TSPC meeting, Streetline presented their firm's capabilities as well as the concept of a pilot project to introduce parking availability technology in Parking Lot C (Downtown) on Donnelly Avenue and Parking Lot Y on Chula Vista Avenue (Broadway). Their presentation also included an alternative in the Downtown area (Parking Lot A); however, this lot was subsequently taken out of the pilot project due to it being considered for valet-assist parking as part of the mitigation measures related to the anticipated construction of the Village at Burlingame. Parking Lots C and Y were selected for their benefits and ease of implementation, including the proximity to electrical power, clear lines of sight for cameras, and limited driver visibility into the area.

DISCUSSION

The pilot project as proposed by Streetline would be a cost-sharing program. Under this project, the City would pay recurring monthly fees and a one-time activation fee, while Streetline would provide the installation and the use of new equipment during the 12-month duration. Should the City elect to continue with the program after the pilot period ends, then the City could purchase the equipment at a discounted rate, or expand the program to other parking facilities.

Two different types of technologies will be deployed during the pilot project—parking sensors in each of the parking stalls, and a video camera detection system. Piloting these two technologies will allow the City to determine their effectiveness and deploy the most suitable technology should the City wish to expand the program in the future. Parking sensors will be utilized in Lot Y, and a video camera detection system will be utilized in Lot C. Information from these cameras and sensors will be sent to a data collection gateway located in the lot, and then sent to the cloud via a cellular network. From there, the information will be sent to dynamic wayfinding signs located at the lot entrances on street frontages, and on major thoroughfares. These signs will then display real-time information about parking space availability to residents and visitors. The parking availability information would also be made available to the public through Streetline's Parker App. The dynamic wayfinding signs will be solar-powered and will display the spaces available in a specific parking lot.

As part of the project, Streetline will install cameras, sensors, communications equipment, and electronic wayfinding signage in the public right-of-way (sidewalks, planter areas, and parking lots). Streetline will be responsible for installation, maintenance, and operation of the system during the 12-month pilot project. During this period, residents and visitors will get to experience dynamic parking wayfinding, while the City will obtain parking demand and utilization data. This data could be used to analyze parking behavior throughout the day, thereby allowing the City to determine

other pricing and/or operational options should the Council wish to make the pilot project permanent.

When presented to the TSPC at their May meeting, the Commissioners expressed support for the program and commented on the possible expansion of the program to other lots in the Broadway area. Staff reviewed the feasibility of expanding the pilot project to include other lots; however, it was determined that such an expansion would significantly alter the scope of the current project and would be complex and difficult to implement from a logistics perspective. Additionally, it would be significantly more expensive. Staff believes the pilot effort should be of reasonable size and scope at this time in order to obtain user feedback to determine its effectiveness. Depending on the results of the pilot project, the City Council may wish to consider expanding the program to other lots in the future.

The total estimated cost for the 12-month pilot project is \$92,800, with Streetline investing \$55,900, and the City paying the remaining \$36,900. The City's costs include a one-time activation fee and recurring monthly fees; while Streetline's costs include equipment, installation, and maintenance during the pilot period. If the City decides to terminate the project after the 12-month pilot project period, Streetline will remove all equipment, and the City will cease paying the monthly fees. If the City decides to continue the project after 12 months, the City will be responsible for the monthly fees and the discounted purchase of the equipment.

Should the Council wish to implement the pilot project, staff recommends that the Council adopt the attached resolution authorizing staff to enter into an agreement with Streetline to implement the program, and approve necessary funds as required.

FISCAL IMPACT

The City's cost for the 12-month pilot project is \$36,900, which includes a one-time activation fee and monthly fees. Should the City Council wish to implement the pilot project, there are adequate funds available in the Parking Enterprise Fund to undertake this effort.

Exhibits:

- Resolution
- Streetline Presentation