THE CITY OF ASHEVILLE

STAFF REPORT

Council Meeting Date: October 13, 2020

Subject: Parking Services Data Analytics; Second of Two Year Contract (Renewal) with Smarking, Inc.

Staff Resource(s): Ken Putnam, PE, Transportation Department Director
Garrett Male, Parking Services Division Manager

Action Requested: Adoption of a resolution authorizing the City Manager to renew contract with Smarking, Inc. at a contract value of $35,260 which increases the total value of the contract to $97,935, for real-time data aggregation and predictive data analytics service for Parking Services.

Background:

- The City of Asheville entered into a contract with Smarking, Inc. during November 2018 at a contract value of $29,500 for real-time data aggregation and predictive data analytics services.
- The original contract included two, one-year renewal terms.
- The first renewal term was executed with an effective date during November 2019 at a contract value of $33,175 which increased the total contract value to $62,675.
- The annual cost has increased from the initial contract due to the addition of several parking facilities since the contract was first executed.
- Smarking provides Parking Services with real-time monitoring of all of our parking facilities, and tracks metrics including usage, revenue, and future demand.
- The analytical capabilities of the Smarking system are critical in Parking Services operational response.

Vendor Outreach Efforts:

- N/A - This is a current contract.

Council Goal(s):

- Transportation and Accessibility
- A Financially Resilient City

Committee(s):

- None.

Pro(s):

- Enables the City to continue to use data to inform procedures and decision-making.
- Enables Parking Services to maintain a healthy operating status in spite of financial challenges presented by COVID-19.

Con(s):

- None

Fiscal Impact:

- The required funds are included in the current Parking Services Fund operating budget.

Suggested Motion:

- Motion to adopt a resolution authorizing the City Manager to renew contract # 91900266 with Smarking, Inc. at a contract value of $35,260 which increases the total value of the contract to $97,935.

Attachment(s)

- Resolution

RESOLUTION NO. 20-____

RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A RENEWAL TO THE EXISTING PARKING SERVICES DATA ANALYTICS CONTRACT BETWEEN THE CITY OF ASHEVILLE AND SMARKING, INC.

WHEREAS, the City of Asheville has authority pursuant to N.C.G.S. §143 -129 for letting of public contracts; and

WHEREAS, The City of Asheville entered into a contract with Smarking, Inc. during November 2018 at a total contract value of $29,500 for real-time data aggregation and predictive data analytics services; and

WHEREAS, the original contract included two, one-year renewal terms; and

WHEREAS, the first renewal term was executed with an effective date during November 2019 at a contract value of $33,175 which increased the total contract value to $62,675;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

City Council hereby authorizes the City Manager to renew contract # 91900266 with Smarking, Inc. at a contract value of $35,260 which increases the total value of the contract to $97,935 for real-time data aggregation and predictive data analytics service.

Read, approved and adopted this the 13th day of October, 2020.

_____ _____

City Clerk Mayor

Approved as to form:

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City Attorney