

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: SCOTT WAGNER, CHIEF FINANCIAL OFFICER,  
FINANCE DEPARTMENT  
SUBJECT: WAIVER OF COMPETITIVE BID AND APPROVAL OF ISSUANCE  
OF A PURCHASE ORDER WITH TURNSTONE DATA INC., TO  
CONTINUE AND EXPAND DATA ANALYTIC SERVICE FOR ON-  
STREET AND OFF-STREET PARKING

AGENDA ACTION: MOTION

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RECOMMENDATION

The Finance Department recommends that the Council, by motion, authorize a waiver of competitive bid and approve the issuance of a purchase order for a two-year contract with Turnstone Data INC., North Bend, Washington in a total contract amount not to exceed \$163,985 allowing for integration and data tracking for streets, lots, and garages which will be used for Metropolitan Transportation Commission (MTC) and Transit Oriented Community (TOC) studies and will be used for future decisions to support city parking needs. This item has no impact on current fiscal year budget.

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EXECUTIVE SUMMARY

The City of Santa Rosa's Parking Division is requesting approval of a Purchase Order (PO) to continue utilizing Turnstone Data Inc.'s real-time predictive parking analytics platform. This platform provides advanced data tools that help the City understand parking demand, monitor occupancy levels, and forecast activity across the parking system. With these insights, staff can make more informed operational decisions, improve resource allocation, enhance customer service, and support long-term parking management strategies.

GOAL

This item relates to Council Goal #3 - Promote Citwide Economic Development by ensuring the City meets the demands of the community as it relates to parking availability, and ensuring a safe, reliable option for residents, businesses, employees, and guests of Santa Rosa.

BACKGROUND/PRIOR COUNCIL REVIEW

Parking has utilized Turnstone, previously Innovative Data Acquisitions LLC, since 2021 which has allowed Turnstone to collect years of historical data and build integrations

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with current parking vendors to track this information in real time. Turnstone Data Inc. was approved with a Waiver of Competitive Bid and the information collected was used for a 2023 MTC grant study that provided a comprehensive parking report which led to the 2026 parking fee changes and will be used with the current MTC-TOC grant study for the North Station study being completed with City Planning and TyLin. The current 2-year agreement will take parking past the City Manager level approval and will require City Council consent via this motion.

### ANALYSIS

Section 3-08.100(D) of the City Code provides that purchases of supplies, material, equipment, and services may be made without recourse to competitive bidding requirements where the source of supply, necessary restrictions in specifications, necessary standardization, quality considerations, or other valid reasons for waiving competition appears.

Under Section 3-08.100(D), the approval of the waiver of competitive bidding must be approved at the same level of authority as set forth in Section 3-08.110 of the City Code. Council is the award authority and is required to approve the waiver of competitive bid.

Turnstone has compiled years of occupancy and usage statistics and has integration with the other vendors parking utilizes and this waiver of competitive bid will allow this data to be used for future projects uninterrupted.

This PO with Turnstone is vital to provide real-time parking occupancy information that will be used to determine parking availability for both on and off-street, that will dictate how many permits can be issued, will be used to determine parking availability to support new businesses and will be used to determine parking availability to support new multifamily development.

### FISCAL IMPACT

Approval of this action will have an impact of \$163,985 over the next three fiscal years in the Parking Enterprise Fund. Any funds spent in FY 2025/26 are included in the adopted annual budget. Additional funds for future years will be budgeted in the parking fund and split between parking programs 050801 and 050802.

### ENVIRONMENTAL IMPACT

Pursuant to CEQA Guidelines Section 15378(b)(5), the recommended action is not a "project" subject to the California Environmental Quality Act (CEQA) because it consists of the approval of a professional services agreement for data analytics and parking monitoring services, which are organizational and administrative activities of government that will not result in either a direct or reasonably foreseeable indirect physical change in the environment. Accordingly, no further environmental review is required.

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BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 – Scope of Work and Invoice

PRESENTER(S)

Scott Wagner, Chief Financial Officer, Finance Department