



# CITY OF LONG BEACH

DEPARTMENT OF ECONOMIC AND PROPERTY DEVELOPMENT

333 WEST OCEAN BOULEVARD, 3<sup>rd</sup> Floor LONG BEACH, CA 90802 562.570.6099 FAX 562.570.6380

October 20, 2015

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

## RECOMMENDATION:

Adopt Specifications No. RFP CM15-083 and award a contract to Nelson\Nygaard Consulting Associates, Inc., of San Francisco, CA at a cost of \$170,000 to conduct a parking study in Belmont Shore for a period of two years; or

Adopt Specifications No. RFP CM15-083 and award a contract to Walker Parking Consultants, of Los Angeles, CA, in an amount not to exceed \$100,000 to conduct a parking study in Belmont Shore for a period of two years. (District 3)

## DISCUSSION

The business district of Belmont Shore is a local and sub-regional destination, and draws visitors from Long Beach, Orange County and beyond. The district includes a fifteen block area along East 2<sup>nd</sup> Street bounded by Bay Shore Avenue to the east, Livingston Drive to the west, and the alleys north and south of East 2<sup>nd</sup> Street (Business District). The Business District is represented by the Belmont Shore Business Association (BSBA), which manages the Belmont Shore Parking and Business Improvement Area, a business improvement district (BID) that is funded by assessments levied on all merchants within the BID boundaries. Also established in the area is the Belmont Shore Parking and Business Improvement Area Advisory Commission (Parking Commission) which utilizes funding from local parking meters to enhance maintenance of and improvements to the Business District and is further charged with working with the residential community to promote and maintain prosperity in the area.

This Business District is surrounded by a well-established residential neighborhood encompassing the area north and south of the Business District, and is bounded by Bay Shore Avenue and 54<sup>th</sup> Place to the east, Livingston Drive to the west, Ocean Boulevard to the south, between 39<sup>th</sup> Place and 55<sup>th</sup> Place, and The Toledo to the north (Residential District). The Residential District is represented by the Belmont Shore Residents Association (BSRA). Immediately south of the Residential District are the beachfront parking lots along Ocean Boulevard from 39<sup>th</sup> Place to the Leeway Sailing Center (Beachfront Parking Lots).

HONORABLE MAYOR AND CITY COUNCIL

October 20, 2015

Page 2

Because of the increased popularity of the Business District, prior land use policies regarding on-street parking, as well as the quality of life in the thriving Residential District, parking for visitors, employees, and residents is both challenging and frustrating to the membership of each District. Strategies to balance the competing needs of each District is needed to harmonize their complex interrelationship. In response to direction from City Council in 2014, in March 2015, a Request for Proposals (RFP) was issued by the City for a comprehensive parking study (Study) in Belmont Shore for the purpose of identifying solutions for mitigating the parking challenges.

The RFP was advertised in PlanetBids on March 27, 2015 and 3,602 potential proposers specializing in professional, scientific, architectural and technical services were notified of the RFP opportunity. Of those proposers, 92 downloaded the RFP via our electronic bid system. The RFP was made available from the Purchasing Division, located on the seventh floor of City Hall, and the Division's website at: [www.longbeach.gov/purchasing](http://www.longbeach.gov/purchasing). An RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 22 business groups that represent local, minority and women-owned businesses. Four proposal were received on April 23, 2015. Of those four proposals, none were Minority-owned Business Enterprises (MBEs), none were Women-owned Business Enterprises (WBEs), three were certified Small Business Enterprises (SBEs), and one was a Long Beach business (Local).

A staff-led review panel evaluated the four proposals based on the following criteria, as stipulated in the RFP:

- Demonstrated competence;
- Experience in performance of comparable engagements;
- Expertise and availability of key personnel;
- Financial stability;
- Conformance with terms of this RFP;

The review panel determined Nelson/Nygaard Consulting Associates, Inc. (NNCA), of San Francisco, CA (SBE), as the most qualified firm and, as such, is the firm recommended by City staff to perform the Study at a cost of \$170,000 over a period of two years. NNCA's proposal described their superior experience and attention to detail for all components of the RFP scope as it relates to, among other considerations, parking management, coastal particularities, government policies, as well as their comprehensive and detailed plan of action. Additionally, NNCA is staffed with highly qualified experts in the appropriate disciplines, and their need for subcontracting is minimal.

Walker Parking Consultants (not an MBE, WBE, SBE or Local), also qualified against the criteria in the RFP. The evaluation panel determined that Walker's proposal met the minimum requirements at a lesser cost of \$98,000.

In August 2015, the Parking Commission recognized staff's recommendation that Nelson/Nygaard's proposal was the most qualified, but voted to recommend to the City Council an expenditure not to exceed \$100,000, and to eliminate from the scope of work any overlapping public improvements along Ocean Boulevard being proposed by the Department of Public Works. As such, the City Council may choose to accept the Parking Commission's recommendation and award the contract to Walker Parking Consultants at a cost of \$98,000 with a reduced scope of work. Alternatively, the City Council may award the contract to Nelson/Nygaard at a cost of \$170,000, as recommended by City staff.

### **Local Business Outreach**

In an effort to align with our outreach goal, Long Beach businesses are encouraged to submit proposals for City contracts. The Purchasing Division also assists businesses with registering on the Bids Online database to download the RFP specifications. Through outreach, 397 Long Beach vendors were notified to submit proposals, of which one downloaded and none submitted a proposal. The Purchasing Division is committed to continuing the perform outreach to local vendors to expand the bidder pool.

This matter was reviewed by Deputy City Attorney Amy Webber and Budget Management Officer Victoria Bell on October 9, 2015.

### **TIMING CONSIDERATIONS**

City Council action to adopt Specifications No. RFP CM15-083 and award a contract is requested on October 13, 2015 to ensure that the contract is in place expeditiously, and in order to provide sufficient time for public outreach before implementing the Study and ensuring that summer street closures are in effect during the Study period.

### **FISCAL IMPACT**

Sufficient funding for either the \$100,000 expense limit or the \$170,000 contract award is budgeted in the Belmont Shore Parking Meter Fund (SR 136) in the Department of Economic and Property Development (EP). There is no local job impact associated with this recommendation.

### **SUGGESTED ACTION:**

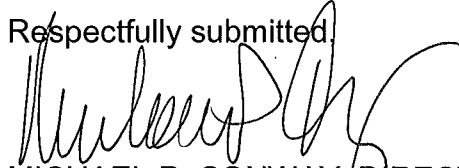
Approve recommendation.

HONORABLE MAYOR AND CITY COUNCIL

October 20, 2015

Page 4

Respectfully submitted



MICHAEL P. CONWAY, DIRECTOR  
ECONOMIC AND PROPERTY DEVELOPMENT

MPC:JLR:jsf

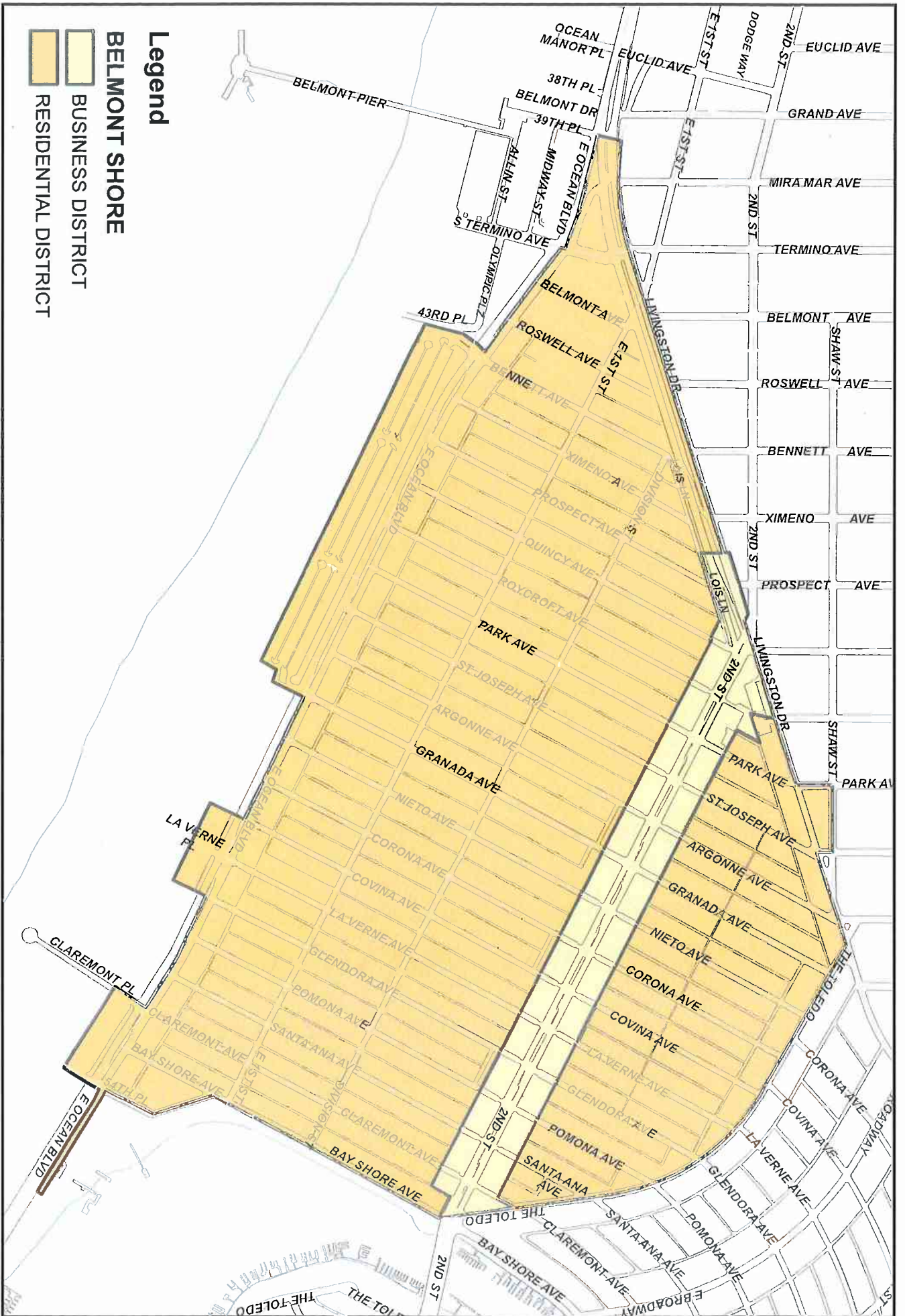
10.20.15 Belmont Shore Parking Study v6.docx

Attachment: Study Area Map

APPROVED:



PATRICK H. WEST  
CITY MANAGER



- Legend**
- BELMONT SHORE
  - BUSINESS DISTRICT
  - RESIDENTIAL DISTRICT

**Business District and Residential District Study Area**

