



CITY OF LONG BEACH

R-13

DEPARTMENT OF FINANCIAL MANAGEMENT

333 West Ocean Boulevard 6th Floor • Long Beach, CA 90802

March 5, 2013

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt Specifications No. RFP PW12-006 and authorize the City Manager to execute a contract, and any amendments thereto not exceeding the authorized amount, with Central Parking System, Inc., of Los Angeles, CA (not an MBE, WBE, SBE or Local), for parking operations services, in an amount not to exceed \$2,213,291, plus a contingency amount of \$772,819, if necessary and if funds are available, for a period of three years, with the option to renew for two additional one-year periods, at the discretion of the City Manager, plus a one-time expense for beach parking lot improvements, in an amount not to exceed \$750,000. (Citywide)

DISCUSSION

City Council approval is requested to enter into a contract with Central Parking System, Inc. (Central Parking), for parking operations services, which include staffing, management, and parking operations for the City of Long Beach's (City) 29 municipal parking lots and structures. Pursuant to the terms and conditions of the Request for Proposal (RFP), City Council approval would be required to amend the contract in the event that the City wants to add or remove parking facilities to this proposed contract in further efforts to consolidate services and operations.

The RFP requested a detailed scope of services for the full spectrum of parking operations services, including management services, operations, maintenance, customer service, financial management, and training. Proposals were evaluated using these factors as guides and were based on demonstrated competency, experience in performance of comparable engagements, reasonableness of cost, expertise and availability of key personnel, and financial stability. After a thorough review and evaluation process conducted by a multi-Departmental panel, Central Parking was determined to have submitted the most qualified, responsive and financially advantageous proposal.

The Fiscal Year 2012 adopted budget included a Government Reform initiative to consolidate, optimize and standardize the Citywide parking operations. The Department of Public Works indicates that, over the last year, revenues for parking operations have increased and expenses have decreased; it is anticipated that the operations will be a net revenue generator in the next fiscal year. Central Parking's parking management program seeks to enhance revenue opportunities, reduce expenses and provide excellent customer service while modernizing the City's current equipment and technology. The City's current parking facilities inventory requires staffing, management and maintenance on a continual basis. The various aspects of the proposed parking program include 24-hour customer assistance and support, maintenance of a safe and user-friendly environment, infrastructure improvements, staff deployment, and long-range strategic planning for City-owned parking facilities. In addition, Central Parking will also utilize social media, and other tools, to deliver more comprehensive parking solutions to the citizens of Long Beach, and maximize revenue opportunities through various City special events.

Central Parking also proposes to modernize a number of outdated parking kiosks in the beach parking lots to improve the customer service experience and revenue collection process. The City's Tidelands capital budget includes one-time project funding of \$750,000 to upgrade various beach parking facilities through the acquisition of new parking payment kiosks, lot re-striping, and new signage. The upgrades will enhance the gross revenue generated in Tidelands areas through more efficient parking collection systems and improved visibility.

The RFP was advertised in the Press-Telegram on January 9, 2012, and 1,402 potential bidders specializing in parking operations services were notified of the RFP opportunity. Of those bidders, 51 downloaded the RFP via our electronic bid system. The RFP document was also made available from the Purchasing Division, located on the seventh floor of City Hall, and the Division's website at www.longbeach.gov/purchasing. The RFP announcement was also included in the Purchasing Division's weekly update of Open Bid Opportunities, which is sent to 30 local, minority and women-owned business groups. Six proposals were received on January 31, 2012. Of those six proposers, one was a Minority-owned Business Enterprise (MBE); none were Women-owned Business Enterprises (WBEs); none were certified Small Business Enterprises (SBEs); and none were Long Beach businesses (Local). Central Parking System, Inc., of Los Angeles, CA (not an MBE, WBE, SBE or Local), was determined to be the most qualified.

Local Business Outreach

In an effort to align with our outreach goal, Long Beach businesses were encouraged to submit RFPs for City contracts. The Purchasing Division also assisted businesses with registering on the Bids Online database to download the RFP specifications. Through outreach, 155 Long Beach vendors were notified to submit RFPs, of which six downloaded

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the RFP; however, none submitted a proposal. The Purchasing Division is committed to continuing to perform outreach to local vendors to expand the bidder pool.

This matter was reviewed by Deputy City Attorney Amy R. Webber on February 1, 2013 and Budget Management Officer Victoria Bell on February 5, 2013

TIMING CONSIDERATIONS

City Council action to adopt Specifications No. RFP PW12-006 and award a contract and any amendments thereto is requested on March 5, 2013 to ensure that a contract is in place expeditiously, as the current contract for parking services expires on March 31, 2013.

FISCAL IMPACT

The base-year not to exceed contract amount of \$2,213,291 is budgeted in the General Fund (GP), Civic Center Fund (IS 380) and Rainbow Harbor Fund (TF 411) in the Public Works Department (PW). The \$750,000 for beach parking lot upgrades is budgeted in the Tidelands Operations Fund (TF 401) capital budget in the City Manager Department (CM), and will only be expended in the Tidelands area.

The annual contingency amount of \$772,819 is not presently funded, and will only be expended after the additional funding has been identified and appropriated, pursuant to an executed amendment approved by the City Manager. The award of this contract will provide continued support to our local economy by assisting in the preservation of 26 employees residing in Long Beach with employment.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



JOHN GROSS
DIRECTOR OF FINANCIAL MANAGEMENT



MICHAEL P. CONWAY
DIRECTOR OF PUBLIC WORKS

APPROVED:



PATRICK H. WEST
CITY MANAGER