



Agenda Report

December 15, 2014

TO: Honorable Mayor and City Council

FROM: Department of Transportation

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH PARKING CONCEPTS INC. FOR THE MANAGEMENT, OPERATION AND MAINTENANCE OF THE PASEO SUBTERRANEAN, MARENGO, LOS ROBLES, HOLLY STREET AND DEL MAR STATION GARAGES IN AN AMOUNT NOT TO EXCEED \$3,883,306 FOR THE INITIAL TWO-YEAR TERM

RECOMMENDATION:

It is recommended that the City Council:

1. Authorize the City Manager to enter into a contract with Parking Concepts Inc. (PCI) for the management of the Paseo Subterranean, Marengo, Los Robles, Holly Street, and Del Mar Station garage for an amount not to exceed \$3,883,306 for the initial two-year term.
2. Find that this contract is exempt from the competitive bidding requirements pursuant to City Charter Section 1002(F), contracts for professional or unique services.

BACKGROUND:

On October 10, 2014, the Department of Transportation released a Request for Proposals (RFP) to solicit proposals for parking garage management services at five City-operated garages (Marengo, Los Robles, Paseo Subterranean, Holly and Del Mar Garages). The initial contract term specified in the RFP is for two years with an option for three additional one-year terms at the discretion of the City Manager based upon performance and availability of City funds. The new contract is expected to begin on February 2, 2015, and will replace the current operator, Modern Parking, Inc.

As stated in the City's RFP, the contractor shall provide garage management services at the Paseo Colorado, Holly Street, and Del Mar Station garages. A summary of the core services to be provided is included in the RFP, section 3.

Parking Garage Management Services Contract Award

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Representatives from 11 companies attended the mandatory Pre-Proposal meeting held on October 16, 2014. On November 5, 2014, the following five companies submitted their proposals:

- ABM, Los Angeles, CA
- Parking Concepts Inc., Los Angeles, CA
- LAZ Parking, Los Angeles, CA
- Modern Parking Inc., Los Angeles, CA
- SP+, Los Angeles, CA

Modern Parking, Inc. currently operates and manages the Marengo, Los Robles, Paseo Subterranean, Holly and Del Mar Garages under a contract with the City. Parking Concepts, Inc. currently operates and manages the Schoolhouse, De Lacey and Marriott City-owned garages under a contract with the Old Pasadena Management District.

These proposals were then evaluated based on the following criteria:

Criteria	Weight
Management, Operation and Maintenance Program	25 pts
Price	20 pts
Proposer's Attributes/References/Experience	20 pts
Cash Management, Reporting, and Audit Program	25 pts
Local Pasadena Business Preference	5 pts
Small and Micro-Business Preference	5 pts
Total	100 pts

The proposals were reviewed and evaluated by a committee consisting of representatives from Metro, the City of Beverly Hills, and the City of Pasadena. The top three scoring companies were invited to participate in an interview to determine the final rankings. The table below provides the average total score received by each company:

Company	Score
Parking Concepts Inc.	76
ABM	67
SP+	62
LAZ Parking	60
Modern Parking Inc.	53

The proposal by Parking Concepts, Inc. was rated highest on the basis of their comprehensive Management, Operation and Maintenance Program and their extensive References and Experience. Parking Concepts, Inc. was awarded the highest score by each of the evaluation committee members. On the basis of the above findings, staff recommends award of the contract to Parking Concepts Inc.

COUNCIL POLICY CONSIDERATION:

This project is consistent with the City Council's goal to improve, maintain and enhance public facilities and infrastructure. It also supports and promotes the quality of life and the local economy.

ENVIRONMENTAL ANALYSIS:

The project has been reviewed for compliance with the California Environmental Quality Act (CEQA) and is exempt per Section 15061 (b) (3). The project is covered by the general rule that CEQA only applies to projects that have the potential for causing a significant effect on the environment. The parking garage management contract will not result in any significant effect on the environment.

FISCAL IMPACT:

The contract amount for the initial two-year term is \$3,883,306. Funding for this action is available through Fund 407 Off-Street Parking Facilities and is offset by garage operation revenue. The cost of this contract for the remainder of FY 2015 will be \$809,022 and existing budgeted appropriations in account 407-774600 will be used for the remainder of FY 2015.

Respectfully submitted,



FREDERICK C. DOCK

Director

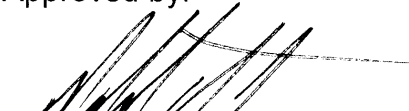
Department of Transportation

Prepared by:



Michael Woolson
Management Analyst III

Approved by:



MICHAEL J. BECK
City Manager



PASADENA

City of Pasadena
Request for Proposals



PARKING CONCEPTS INC.

Tax Payer Protection Amendment (Form)

Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment
Pasadena City Charter, Article XVII

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

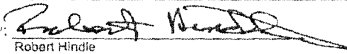
(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name:	PARKING CONCEPTS, INC.
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2. Type of Entity:	<input checked="" type="checkbox"/> non-government <input type="checkbox"/> nonprofit 501(c)(3), (4), or (6)
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3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:
Gill Barnett, President
Karmit Kingsbury, Vice President
Robert Hindle, Vice President
David Mueller, Vice President

4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:
Gill Barnett, President (100%)

Prepared by: 
 Robert Hindle
 Title: Vice President
 Phone: (213) 746-5764
 Date: November 4, 2014