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OFFICE OF THE CITY CLERK  
OAKLAND

2013 OCT 31 PM 3:44 **AGENDA REPORT**

**TO:** DEANNA J. SANTANA  
CITY ADMINISTRATOR

**FROM:** Brooke A. Levin  
Interim Director, PWA

**SUBJECT:** Contract for Operation and  
Management of Parking Facilities

**DATE:** October 2, 2013

City Administrator

Date

Approval

10/30/13

**COUNCIL DISTRICT:** City-Wide

**RECOMMENDATION**

Staff recommends that the City Council approve a resolution directing the City Administrator (1) to negotiate a multi-year contract for the operation and management of eight (8) City-owned parking garages with Standard Parking Corporation and its partners under the name City of Oakland Parking Partners, the highest scoring respondent to a competitive request for proposal and (2) to return to the City Council upon conclusion of negotiations for final approval of said contract and other parking-related matters.

**EXECUTIVE SUMMARY**

Contracts for the operation and management of eight of the City's parking garages serving the central business district are currently operating on a month-to-month basis. A competitive request for proposals process resulted in four submissions from firms or teams that met all pre-proposal requirements. An independent panel was convened to evaluate and score the four written proposals and then the oral presentations/interviews for the three finalists.

Based on this evaluation process, the panel ranked highest the team led by Standard Parking Corporation and including CMA Asset Management and Wellington Property Company and unanimously agreed that this team was the best qualified among respondents.

Staff recommends that the City Council now direct the City Administrator or her designee to enter into negotiations with Standard Parking Corporation and its partners and then return to Council for authorization to execute the new contract. In case negotiations break down, staff is also seeking authorization to negotiate with the second and then, if necessary, third place bidders.

**OUTCOME**

The approval of the resolution will authorize staff to commence negotiations of a new contract for the operation and management of a portfolio of City-owned parking facilities and develop plans for its successful implementation; and, furthermore, direct staff to return to Council in a timely manner for authorization to enter into said contract and approval of other parking related matters.

**BACKGROUND**

Oversight of the City's parking garages was transferred under a general reorganization from the former Parking Division to the Public Works Agency, Transportation Services Division (TSD) in June of 2012. TSD is now responsible for providing clean, safe and convenient off-street parking to visitors, employees and businesses while supporting the economic vitality of the City's downtown and neighborhood commercial districts. In keeping with accepted parking policy, TSD seeks to balance parking affordability with the fiscal responsibility to operate, maintain, improve, and replace facilities in a sustainable and self-sufficient manner.

**TABLE 1**

Garage (Stalls)	Current Operators	Current Status
<i>Eight garages (3,411 parking stalls) included in RFP</i>		
City Center West (1461)	CMA Asset Management	Month-to-Month Contract
Clay Street (335), Dalziel (213), Franklin Plaza (482), Harrison Street (200), Telegraph Plaza (351), and UCOP (145) (1,726 total)	Douglas Parking, LLC	Month-to-Month Contract
Franklin 88 (224)	Pacific Park Management	Month-to-Month Lease
<i>Three garages (1,360 parking stalls) not included in RFP</i>		
Medical Hill (477)	Alta Bates Summit	Month-to-Month Lease
Montclair (305)	Montclair Village Association	Month-to-Month Contract Through 2013
Pacific Renaissance Plaza (578)	Wellington Properties	Muhi-year Contract Through 2018

The City of Oakland uses the services of parking operation and asset management firms to provide services at various off-street parking facilities throughout the City. The City's eleven (11) revenue-producing garages are currently operating under contracts or lease arrangements with six different firms (see Table 1 above for details).

Two of these garages, Medical Hill garage and Montclair garage, are currently operating on a month-to-month basis but not proposed to be a part of this contract. The City currently has a lease arrangement with Alta Bates Summit to operate the Medical Hill garage. A three-year extension of the lease has been negotiated and only remains to be executed.

The City Council passed a resolution in December of last year extending the contract between the City and Montclair Village Association to continue managing the Montclair Garage on a month-to-month basis through the end of 2013 and to return to Council for authorization to enter into a multi-year arrangement before the end of the current calendar year. Staff is currently negotiating terms of this contract extension.

The eight remaining garages – namely, City Center West, Clay Street, Dalziel, Franklin 88, Franklin Plaza, Harrison Street, Telegraph Plaza and UCOP – representing 3,411 of the City's 4,771 revenue-producing parking stalls are in need of a new contract.

### RFP Process

A selection process for the contract at issue was conducted in accordance with Oakland Municipal Code Section 2.04.051. A request for proposals for the Operation and Management of Parking Facilities (RFP) was issued on June 18, 2013, and was publicized according to the standard City process.

The RFP stated that the successful bidder shall provide all services necessary to operate, manage, maintain and improve the parking facilities listed above twenty-four hours per day, seven days per week or as directed by the City, so as to maximize revenues and minimize costs, while providing the highest level of professional, courteous, and efficient services based on proven and effective operation and management practices in the parking industry.

In support of this scope of work, the sample agreement and exhibits included in the RFP established a compensation structure that combines fixed management fee (which is low relative to the same fees under current contracts) with incentive fees that are only earned when the new Contractor meets pre-determined net revenue and customer service targets.

Staff held a pre-proposal conference (mandatory for Prime Contractors) and representatives from thirteen companies attended. Four respondents – Douglas Parking, Imperial Pacific Parking, LAZ Parking and Standard Parking Corporation – completed all pre-proposal requirements and

submitted proposals before the deadline on August 13, 2013. All four proposal packets were deemed complete, except for LAZ's packet which did not include an acknowledgement of the two addenda to the RFP.

Standard Parking Corporation has provided parking operation services at City Center West garage since the facility was open for business in 1993. It is a publically traded company (NASDAQ: STAN) that has been in business since 1929 and recently merged with Central Parking to form one of the largest companies in the parking industry. Standard Parking satisfied the minimum financial and experience requirements for primes contractors stipulated in the RFP.

CMA Asset Management was involved in the design, development and construction of Oakland City Center, a fourteen-city block complex that includes City Center West garage, a nine-level parking structure with 1,461 stalls, two retail spaces and a 24/7 security command center. CMA has provided leasing, asset and property management services for the City since 1995 and has always subcontracted day-to-day parking operations at the garage to Standard Parking (currently through its municipal services division, SP Plus, and formerly through Central Parking).

Wellington Property, through its affiliate Montclair Acquisition Fund, LLC, currently manages and operates the City of Oakland's multi-level Oakland Chinatown parking garage with 590 public stalls located within the Pacific Renaissance Plaza mixed-use development at 388 Ninth Street. Wellington Property also serves as property manager for the approximately 90,000 square feet of commercial/retail/office space located within the project.

Standard Parking, CMA Asset Management and Wellington Property are all certified local business enterprises. Combined, they have been doing business in Oakland for over 75 years.

## ANALYSIS

An independent panel consisting of two parking experts, one from the City of San Francisco and another from the City of San Jose, and Aliza Gallo from the City of Oakland's Department of Economic and Workforce Development, was convened to carry out the RFP's evaluation process.

The panel was initially tasked with scoring respondents' written proposals (averaging sixty-five pages in length). To this end, panelists used a scoring rubric based on guidelines stipulated in the RFP: Qualifications and Experience (up to 35 points), Overall Organization and Clarity of Proposal (up to 10 points), Management Approach/Operational Plans (up to 45 points), Budget (up to 40 points), Marketing Plan (20 up to points) for a total of 150 possible points.

Based on the scores of the written proposals, the panel invited the top three respondents back for the oral presentation/ interview portion of the evaluation process. To this end, the panel helped

staff articulate a set of five questions to be used uniformly for all interviews. The panel then used a scoring rubric based on guidelines stipulated in the RFP and instructions provided in writing to all the finalists: Oral Presentation (up to 15 points), Responsive to Prepared Questions (up to 30 points) and Responsive to Follow Up Questions and Requests for Clarification (up to 5 points) for a total of 50 possible points. The results of this evaluation process are summarized in Table 2 below and a sample score sheet is attached (see *Attachment A*).

TABLE 2

Respondent	Written Proposal	Oral Presentation/ Interview	Combined Score	Rank
Standard Parking Corporation	112	38	150	1 <sup>st</sup>
Impark Pacific Parking, LLC	108	34	143	2 <sup>nd</sup>
Douglas Parking	88	36	124	3 <sup>rd</sup>
LAZ*	78	N/A	78	4 <sup>th</sup>

*\*LAZ did not advance to the Oral Presentation/Interview stage of the evaluation process.*

As these results indicate, the proposing team led by Standard Parking Corporation ranked highest for both the written proposal and the oral presentation/interview, giving the Standard Parking team the highest overall score.

**Local and Small Local Business Participation**

The City Administrator's Office, Contracts and Compliance Unit conducted a compliance review of the four proposals. Results from the Compliance Analysis are summarized in the Table 3 below.

TABLE 3

Respondent	L/SLBE %	Preference Points
Standard Parking Corporation	100%	10.5
Douglas Parking	90%	9.5
Impark Pacific Parking, LLC	50%	3
LAZ	25%	0

Under the proposed contract with Standard Parking Corporation, the Local Business Enterprise and Small Local Business Enterprise (LBE/SLBE) participation will be 100%, which exceeds the City's 50% LBE/SLBE requirement (*see Attachment B*). Given that CMA Asset Management and Wellington Properties, partners in the Standard Parking proposal, are also certified Local Business Enterprises, it is anticipated that these results will not change in any substantive way with the formation of the proposed joint venture.

Referring to that joint venture one outside panelist wrote, "The combination of two property management companies covering a large portion of the Central Business District (CBD) and them collectively working alongside of a strong parking operator and financial partner speaks well of the overall goals of the RFP."

The RFP states that the City intends to award the contract to the highest ranked contractor, placing less emphasis on pricing management fees and more on the emphasis on proposals that optimize operations and support the management of the facilities themselves. Therefore, staff recommends that the Council direct staff to enter into negotiations and draft an agreement with Standard Parking Corporation, CMA Asset Management and Wellington Properties. In the unlikely event that these negotiations do not progress in a timely and constructive manner, staff would cease negotiating with Standard Parking Corporation and its partners and proceed to negotiate first with the 2<sup>nd</sup> place finisher and then, if necessary, with the 3<sup>rd</sup> place finisher.

Staff will return to Council seeking (1) authorization to finalize and execute a contract between the City of Oakland and the proposed joint venture to be called City of Oakland Parking Partners and (2) support for related matters including start up and transition costs, parking revenue and customer service targets, operating budget adjustments, staff resources, Oakland Redevelopment Successor Agency (OSRA) considerations, capital improvement plans, provisions for other off-street parking facilities and changes to the Master Fee Schedule.

### PUBLIC OUTREACH/INTEREST

The City performed a full formal RFP process to solicit proposals from interested parking operation and facilities management firms. The opportunity was announced in the Oakland

Tribune. The City Administrator's Contracts and Compliance unit also invited contractors that were properly registered with iSupplier to participate in the RFP process. TSD staff made the additional effort to identify and contact Oakland-based parking operators using business directories on the Internet and other public sources.

### COORDINATION

Before reissuing the RFP, TSD sought input from staff through informal meetings, the City's Parking Task Force, and through direct request of division managers. Beyond this, TSD invited representatives from other departments and agencies at the City to attend a formal meeting offering a presentation of the key elements of the RFP and an opportunity to provide additional input. All participants and others were invited to review the draft RFP before it was finalized for publication. The City Attorney and Budget Office also reviewed this report.

### COST SUMMARY/IMPLICATIONS

**FISCAL IMPACT:** At this time, there is no fiscal impact. However, as a result of this new contract it is anticipated that the City will see an increase in net revenues from the operation of this portfolio of parking facilities through increased occupancy rates and a reduction of total operating expenses. Based on a comparison of pro forma budgets included in the highest ranking proposals to actual budget figures for the current fiscal year, staff estimates an increase in net revenue from operations the amount of which is yet to be determined. Other costs related to start up and transition plans, oversight resources, and capital improvements plans are to be determined. Potential benefits such as increased sales tax from a potentially improved retail climate are not possible to predict.

### SUSTAINABLE OPPORTUNITIES

**Economic:** The current portfolio of garages included in this contract generated revenue of approximately \$6 million and had a combined operating budget of over \$2.4 million in Fiscal Year 2012-13. Negotiating a new contract affords the City opportunities to significantly reduce operating expenses while enhancing its capacity to increase gross revenue from operations, improve customer service, properly maintain existing facilities and systems and manage a comprehensive capital improvement plan.

**Environmental:** Not applicable.

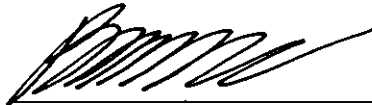
**Social Equity:** Effective operation and management of the City's parking facilities provides public parking at competitive rates for visitors, residents, employees and businesses throughout the downtown area, and negotiating a new contract with the best possible service provider affords the opportunity to maximize the use value of the parking facilities for all stakeholders.

CEQA

This report is not a project under CEQA, and is therefore exempt.

For questions regarding this report, please contact Michael Ford, Transportation Services Division, at (510) 238-7670.

Respectfully submitted,



BROOKE A. LEVIN  
Interim Director, Public Works Agency

Reviewed by:  
Michael Neary, P E , Assistant Director  
Department of Engineering and Construction

Reviewed by:  
Wladimir Wlassowsky, P. E.  
Transportation Services Division Manager

Prepared by:  
Michael Ford, Parking Garage Management  
Transportation Services Division

Attachments: A. Sample Scoring Rubric  
B. Compliance Analysis



<u>ITEM</u>	<u>Points</u>	<u>DP</u>	<u>IPP</u>	<u>LAZ</u>	<u>SP</u>
<b>Executive Summary (required but not scored) - 2 page maximum</b>	R/N	R/N	R/N	R/N	R/N
Provides summary description of contractor (experience, ownership structure, names of owners, ability to provide services)	R/N	R/N	R/N	R/N	R/N
Signed by authorized person(s)	R/N	R/N	R/N	R/N	R/N
<b>Qualifications and Experience (35 points max) - 15 pages maximum</b>	<b>35</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
Detailed description of experience in off-street parking over the past three years					
Experience with public agencies	2				
Evidence of new business attracted (e.g., incentive fees earned)	3				
Fit between experience and current scope of services	3				
<b>Parking and business technologies</b>					
PARCS	2				
Productivity software	1				
Experience with PDF equipment	2				
Parking-specific systems, e.g., phone reservation, parking guidance systems, etc.	1				
Flexible pricing strategies	1				
<b>Operation management team</b>					
Years of experience in parking operations	3				
Experience with PARCS	2				
Specific ways that each manager will add value	4				
<b>References</b>					
All references	5				
Public agency references	4				
Notices of default or breach of contract	0				
History of litigation within past five years	0				
Experience with other related services	2				
<b>Overall Organization and Clarify of Proposal (10 points max)</b>	<b>10</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
Proposal reflects clear understanding of RFP's scope of work	4				
Completeness, clarity and organization of proposals	3				
Creativity of ideas	3				
<b>Management Approach (45 points max) - combined 30 pages max</b>	<b>45</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Staffing and Operation Plan (10 page max)</b>					
Presents plan to effectively manage and operate parking facilities	6				
Organization chart and staff accountability	2				
Local/home office relationship	3				
Staffing and management schedules	2				
Customer service plans and procedures	3				
Operation policies procedures and forms (records management and revenue control)	2				
Staff training and development	1				
<b>Maintenance Plan (5 pages maximum)</b>					
Overall strength of plan to maintain first-class facilities at the lowest possible cost	2				
Demonstrates knowledge and ability to remove oil and grease	1				
Ability to effectively manage subcontractors	2				
Sound recommendations for additional equipment	1				
<b>Security and Safety Plan (5 pages maximum)</b>					

parking facilities rfp\_written and oral scoring rubric - Sample Score Sheet

<u>ITEM</u>		<u>Points</u>	<u>DP</u>	<u>IPP</u>	<u>LAZ</u>	<u>SP</u>
	Over all plan	3				
	Contractor's ability to increase security and safety at the lowest possible cost	2				
	Understands needs of customers and facilities; sound recommendations	2				
	Ability to respond to new and unexpected situations	1				
<b>Capital Investment Plan (5 pages maximum)</b>						
	Plan describing how contractor would identify, research, price and propose projects to enhance the value of parking facilities	3				
	Reflects understanding of industry standards	2				
	Evidence of ability to propose capital improvement projects that would meet the City's objectives	2				
<b>Operations Transition/Start up Plan (5 pages maximum)</b>						
	Plan details steps to be taken for a smooth transition and effective start up to operations	2				
	Plan is sufficiently detailed so as to be workable	2				
	Plan is realistic and recognizes constraints (e.g., time and other limited resources)	1				
<b>Budget (40 points max) - 6 pages max</b>		<b>40</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Management and Incentive Fees</b>						
	Management Fee	5				
	Net Income and Customer Service Incentive Fees	5				
<b>Reimbursable Costs (5 pages maximum)</b>						
	Plan to reduce expense without negative impacts	12				
	First example of cost cutting program	4				
	Second example of cost cutting program	4				
	First example of capital improvement project	5				
	Lower costs clearly justified	5				
<b>Marketing Plan (20points max) - 10 pages max</b>		<b>20</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
	General marketing plan	10				
<b>Specifics</b>						
	Reflects understanding of local market segments	5				
	Includes examples of successful marketing efforts	3				
	Reflects innovative thinking (e.g., courtesies, amenities, etc.)	2				
<b>Formating Requirements (no points)</b>						
	8 copies of technical proposal	R/N	R/N	R/N	R/N	R/N
	Bound in 3-ring binders	R/N	R/N	R/N	R/N	R/N
	Pages sequentially numbered	R/N	R/N	R/N	R/N	R/N
	Table of Contents included and accurate	R/N	R/N	R/N	R/N	R/N
	Acceptable font and font-size	R/N	R/N	R/N	R/N	R/N
	Single-spaced paragraphs	R/N	R/N	R/N	R/N	R/N
	Printed on double-sided pages	R/N	R/N	R/N	R/N	R/N
<b>Pre-Award Forms (no points)</b>						
	2 sealed envelopes	R/N	R/N	R/N	R/N	R/N
	Labeled "Contract Compliance Forms, Att: Contract Compliance"	R/N	R/N	R/N	R/N	R/N
<b>Pdf copy of proposal submitted on compact disk (no points)</b>		R/N	R/N	R/N	R/N	R/N
<b>Proposal risks being rejected If (no points)</b>						
	Required documents are missing or incomplete	R/N	R/N	R/N	R/N	R/N
	Required forms are missing or incomplete	R/N	R/N	R/N	R/N	R/N

<u>ITEM</u>		<u>Points</u>	<u>DP</u>	<u>IPP</u>	<u>LAZ</u>	<u>SP</u>
	Contractor does not meet minimum requirements	R/N	R/N	R/N	R/N	R/N
	Contractor fails to respond to requests for additional information	R/N	R/N	R/N	R/N	R/N
	Contractor is delinquent in payment of any City fees or taxes	R/N	R/N	R/N	R/N	R/N
<b>\$10,000 proposal security included (no points)</b>		R/N	R/N	R/N	R/N	R/N
<b>Proof of financial stability (no points)</b>						
	Financial Statements or Tax Returns	R/N	R/N	R/N	R/N	R/N
	Letter from Insurance Agent	R/N	R/N	R/N	R/N	R/N
<b>Attestation and Certifications (no points)</b>						
	Prime Contractor completed and signed (at pre-proposal meeting)	R/N	R/N	R/N	R/N	R/N
	JV partners also completed and signed	R/N	R/N	R/N	R/N	R/N
	Subcontractors completed and signed	R/N	R/N	R/N	R/N	R/N
<b>Disclosure of business interests (no points)</b>		R/N	R/N	R/N	R/N	R/N
<b>Proposal submitted in person before deadline (no points)</b>		R/N	R/N	R/N	R/N	R/N
<b>Total Score for Written Proposal</b>		<b>150</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Oral Interview/Presentation (50 points)</b>		<b>50</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Planned Presentation</b>						
	Presentation is well organized/informative	5				
	Presenters are well prepared and knowledgeable	5				
	On-site Manager/Team contributes to presentation	5				
<b>Responsive to General Questions/Prompts</b>						
	Customer Service	6				
	Financial Performance	6				
	Owner Relations	6				
	Capital Improvements	6				
	Garage Marketing	6				
	Responsive to Follow up Questions/Requests for Clarification	5				
<b>Combined Score</b>		<b>200</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>



# INTER OFFICE MEMORANDUM

TO: Michael Ford, TCSE

FROM: Deborah Barnes, *Deborah Barnes*  
 Manager, Contracts and Compliance

SUBJECT: Compliance Analysis  
 RFP- Operation and Management of Parking Facilities

DATE: September 20, 2013

The City Administrator's Office, Contracts and Compliance Unit conducted compliance reviews for four (4) proposals in response to the above referenced project. Below is the outcome of the compliance evaluation for the minimum 50% Local and Small Local Business Enterprise (L/SLBE) participation requirement. Effective February, 2012, the City waived the 25% Small Local Business Enterprise (SLBE) requirement for certified local prime contractors competing for professional services contracts. In addition, firms are reviewed for compliance with the Equal Benefits Ordinance (EBO).

Responsive to EBO and L/SLBE Policies		Proposed Participation					Earned Credits and Discounts			Oakland Workforce Preference points	EBO Compliant? Y/N
Company Name SLBE/VSLBE/LPG Certified Firms	Original Bid Amount	Total LBE/SLBE	LBE	SLBE	*VSLBE	Total Credited participation	L/SLBE Participation Preference Points	Years in Oakland Preference Points			
Douglas Parking (LBE)	NA	90%	75%	15%	0%	90%	5 points	2.5 points	2 pts	Y	
Impark Pacific Parking, LLC (LBE JV)	NA	50%	50%	0%	0%	50%	2 points	1 point	0 pts.	N	
Standard Parking (LBE)	NA	100%	80%	20%	0%	100%	5 points	2.5 points	3 pts	N	

**Comments:** As noted above, all firms met and/or exceeded the minimum 50% L/SLBE participation requirement. Impark Pacific Parking, LLC and Standard Parking are not EBO compliant. They will have to come into compliance prior to contract award.

Non- Responsive to EBO and L/SLBE Policies		Proposed Participation					Earned Credits and Discounts			Oakland Workforce Preference points	EBO Compliant? Y/N
Company Name	Original Bid Amount	Total LBE/SLBE	LBE	SLBE	*VSLBE	Total Credited participation	L/SLBE Participation Preference Points	Years in Oakland Preference Points			
Laz parking, LLC	NA	25%	0%	25%	0%	0%	0 points	NA	NA	N	

**Comments:** As noted above, Laz Parking, LLC failed to meet the minimum 50% L/SLBE participation requirement. Therefore, they are deemed non-responsive at this stage of the process. As this is a negotiated process and not a low bid the firm may revise its team and meet the L/SLBE participation requirement. The firm is not EBO compliant. They will have to come into compliance prior to contract award.

Should you have questions or need additional information, please contact Vivian Inman, Contract Compliance Officer at (510) 238-6261.



CONTRACTS AND COMPLIANCE

Compliance Division

PROJECT COMPLIANCE EVALUATION EOR :

RE: Operation and Management of Parking Facilities

CONSULTANT/CONTRACTOR: Douglas Parking LLC

<u>Engineer's Estimate:</u> NA	<u>Contractors' Bid Amount:</u> NA	<u>Over/Under Engineer's Estimate</u> NA
<u>Bid discounted amount:</u> N/A	<u>Preference Points:</u> 5	

- 1. Did the 50% local/small local requirement apply: YES
- 2. Did the contractor meet the 50% requirement YES
  - a) % of LBE participation 75%
  - b) % of SLBE participation 15%
  - c) % of VSLBE participation 0%
- 3. Did the contractor receive bid discount/preference points? YES  
(If yes, list the points received) 5 points

5. Additional Comments.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

9/20/2013  
Date

Reviewing Officer: Nirai Janda

Date: 9/20/2013

Approved By: Shelley Orensberg

Date: 9/20/2013

## LBE/SLBE Participation Impark Pacific Parking LLC

Project Name: **Operation and Management of Parking Facilities**

Project No.:	NA	Engineer's Estimate			Under/Over Engineers Estimate:				For Tracking Only		
Discipline	Prime & Subs	Location	Cert Status	LBE	SLBE	VSLBE *double counted value	Total LBE/SLBE %	Total Percentages	Ethn.	MBE	WBE
PRIME	Impark Pacific Parking LLC	Oakland	CB	50%			50%	100%	C		
<b>Project Totals</b>				50%	0%	0%	50%	100%		0%	0%
<b>Requirements:</b> The 50% requirement can be satisfied by a combination of 25% LBE and 25% SLBE. The SLBE requirement is waived for Oakland certified prime consultants. An VSLBE's participation is double counted toward meeting the requirement.				LBE 25% OR 50%	SLBE 25%	VSLBE	TOTAL LBE/SLBE 50%	TOTAL	<b>Ethnicity</b> AA = African American A = Asian C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed		
<b>Legend</b>	LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise						



**CONTRACTS AND COMPLIANCE**

Compliance Division

**PROJECT COMPLIANCE EVALUATION FOR :**

**RE:** Operation and Management of Parking Facilities

**CONSULTANT/CONTRACTOR: Impark Pacific Parking LLC**

<u>Engineer's Estimate:</u> NA	<u>Contractors' Bid Amount</u> NA	<u>Over/Under Engineer's Estimate</u> NA
<u>Bid discounted amount:</u> N/A	<u>Preference Points:</u> 2	

- 1. Did the 50% local/small local requirement apply: YES
- 2. Did the contractor meet the 50% requirement YES
  - a) % of LBE participation 50%
  - b) % of SLBE participation 0%
  - c) % of VSLBE participation 0%
- 3. Did the contractor receive bid discount/preference points? YES  
(If yes, list the points received) 2 points

5. Additional Comments.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

9/20/2013  
Date

**Reviewing Officer:**

*Vivian Arma*

Date: 9/20/2013

**Approved By:**

*Shelley Darenburg*

Date: 9/20/2013

# Douglas Parking LLC

Project Name: Operation and Management of Parking Facilities

Project No.:		NA		Engineer's Estimate			Under/Over Engineers Estin				
Discipline	Prime & Subs	Location	CerL Status	LBE	SLBE	VSLBE/LPG *double counted value	Total LBE/SLBE %	Total Percentages	For Tracking Only		
									Ethn.	MBE	WBE
PRIME	Douglas Parking LLC	Oakland	CB	75%			75%	75%	C		
Custodial	First Building Maintenance	Oakland	CB		15%		15%	15%	AA	15%	
Security	Superior One	Oakland	UB					10%	AA	10%	
<b>Project Totals</b>				75%	15%	0%	90%	100%		25%	0%
<b>Requirements:</b> The 50% requirement can be satisfied by a combination of 25% LBE and 25% SLBE. The SLBE requirement is waived for Oakland certified prime consultants. An VSLBE's participation is double counted toward meeting the requirement				LBE 25% or 50%	SLBE 25%	VSLBE	TOTAL LBE/SLBE 50%	TOTAL	<b>Ethnicity</b> AA = African American A = Asian C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed		
<b>Legend</b>		LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise				UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise					





**CONTRACTS AND COMPLIANCE**

Compliance Division

**PROJECT COMPLIANCE EVALUATION FOR :**

**RE:** Operation and Management of Parking Facilities

**CONSULTANT/CONTRACTOR:** Standard Parking

<u>Engineer's Estimate:</u>	<u>Contractors' Bid Amount</u>	<u>Over/Under Engineer's Estimate</u>
NA	NA	NA
<u>Bid discounted amount:</u>	<u>Preference Points:</u>	
N/A	5	

1. Did the 50% local/small local requirement apply: YES
  
2. Did the contractor meet the 50% requirement YES
  - a) % of LBE participation 80%
  - b) % of SLBE participation 20%
  - c) % of VSLBE participation 0%
  
3. Did the contractor receive bid discount/preference points? YES  
(If yes, list the points received 5 points)

5. Additional Comments.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

9/20/2013  
Date

**Reviewing Officer:** *Shirley Suma*

**Date:** 9/20/2013

**Approved By:** *Shirley Suma*

**Date:** 9/20/2013

# Standard Parking

**Project Name:** Operation and Management of Parking Facilities

Project No.:	NA	Engineer's Estimate				Under/Over Engineers Estima					
Discipline	Prime & Subs	Location	Cert. Status	LBE	SLBE	VSLBE/LPG *double counted value	Total LBE/SLBE %	Total Percentages	For Tracking Only		
									Ethn.	MBE	WBE
PRIME Benefits Security	Standard Parking	Oakland	CB	55%			55%	55%	C		
	CMA Asset Managers, Inc.	Oakland	CB	25%			25%	25%	C		
	Premier Protective Service	Oakland	CB		20%		20%	20%	C		
<b>Project Totals</b>				80%	20%	0%	100%	100%		0%	0%
<b>Requirements:</b> The 50% requirement can be satisfied by a combination of 25% LBE and 25% SLBE. The SLBE requirement is waived for Oakland certified prime consultants. An VSLBE's participation is double counted toward meeting the requirement				LBE 25% or 50%	SLBE 25%	VSLBE	TOTAL LBE/SLBE 50%	TOTAL	<b>Ethnicity</b> AA = African American A = Asian C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed		
<b>Legend</b>	LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBB/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise					UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise					

**CONTRACTS AND COMPLIANCE**

Compliance Division



**PROJECT COMPLIANCE EVALUATION FOR :**

RE: Operation and Management of Parking Facilities

**CONSULTANT/CONTRACTOR:** Laz Parking, LLC

<u>Engineer's Estimate:</u>	<u>Contractors' Bid Amount</u>	<u>Over/Under Engineer's Estimate</u>
NA	NA	NA
<u>Bid discounted amount:</u>	<u>Preference Points:</u>	
N/A	0	

1. Did the 50% local/small local requirement apply: YES

2. Did the contractor meet the 50% requirement NO

a) % of LBE participation 0%

b) % of SLBE participation 25%

c) % of VSLBE participation 0%

3. Did the contractor receive bid discount/preference points? NO

(If yes, list the points received) 0 points

5. Additional Comments.

Firm failed to meet the minimum 50% L/SLBE participation requirement. Therefore, the firm is deemed non-responsive at this stage of the process. As this is a negotiated process and not a low bid the firm may revise its team and meet the L/SLBE participation requirement.

6. Date evaluation completed and returned to Contract Admin./Initiating Dept.

9/20/2013

Date

Reviewing Officer:

Vivian J. [Signature]

Date: 9/20/2013

Approved By:

Shelley [Signature]

Date: 9/20/2013

## LBE/SLBE Participation Laz Parking, LLC

Project Name: Operation and Management of Parking Facilities

Project No.:	NA	Engineer's Estimate				Under/Over Engineers Estimate:					
Discipline	Prime & Subs	Location	CerL Status	LBE	SLBE	VSLBE/LPG *double counted value	Total LBE/SLBE %	Total Percentages	For Tracking Only		
									Ethn.	MBE	WBE
PRIME	Laz Parking, LLC	Oakland	UB					25%	NL		
Uniforms	Paragon Uniforms	Oakland	UB					25%	AA		25%
Security	ANI Private Security	Oakland	CB		25%	25%		25%	AA	25%	
Janitorial	Allegiance Cleaning	Oakland	UB					25%	AA		25%
<b>Project Totals</b>				0%	25%	25%	0%	100%		25%	50%
<b>Requirements:</b> The 50% requirement can be satisfied by a combination of 25% LBE and 25% SLBE. The SLBE requirement is waived for Oakland certified prime consultants. An VSLBE's participation is double counted toward meeting the requirement.				<b>LBE 25% OR 50%</b>	<b>SLBE 25%</b>	<b>VSLBE</b>	<b>TOTAL LBE/SLBE 50%</b>	<b>TOTAL</b>	<b>Ethnicity</b> AA = African American A = Asian C = Caucasian H = Hispanic NA = Native American O = Other NL = Not Listed		
<b>Legend</b>	LBE = Local Business Enterprise SLBE = Small Local Business Enterprise Total LBE/SLBE = All Certified Local and Small Local Businesses NPLBE = NonProfit Local Business Enterprise NPSLBE = NonProfit Small Local Business Enterprise		UB = Uncertified Business CB = Certified Business MBE = Minority Business Enterprise WBE = Women Business Enterprise								

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2013 OCT 31 PM 3:46

Approved as to Form and Legality

# OAKLAND CITY COUNCIL

  
City Attorney

RESOLUTION No. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

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**RESOLUTION DIRECTING THE CITY ADMINISTRATOR (1) TO NEGOTIATE A MULTI-YEAR CONTRACT FOR THE OPERATION AND MANAGEMENT OF EIGHT (8) CITY-OWNED PARKING GARAGES WITH STANDARD PARKING CORPORATION AND ITS PARTNERS UNDER THE NAME CITY OF OAKLAND PARKING PARTNERS, THE HIGHEST SCORING RESPONDENT TO A COMPETITIVE REQUEST FOR PROPOSAL AND (2) TO RETURN TO THE CITY COUNCIL UPON CONCLUSION OF NEGOTIATIONS FOR FINAL APPROVAL OF SAID CONTRACT AND OTHER PARKING-RELATED MATTERS**

**WHEREAS**, the City of Oakland oversees the management and operations of off-street parking facilities in locations throughout the City generating approximately Nine Million Dollars (\$9M) in gross annual revenue; and

**WHEREAS**, the City has historically relied on the services of professional contractors to operate and manage many of these facilities; and

**WHEREAS**, the existing contracts for services at eight of these facilities including City Center West garage, Clay Street garage, Dalziel garage, Franklin Plaza garage, Franklin 88 garage, Harrison Street garage, Telegraph Plaza garage and UCOP garage have expired and are currently enforced on a month-to-month basis; and

**WHEREAS**, the combined cost of operating these garages in the most recent fiscal year was over \$2 million; and

**WHEREAS**, Oakland Municipal Code Section 2.04.050 requires formal advertising and competitive solicitation of proposals/qualifications for professional services contracts involving expenditures of more than \$50,000;

**WHEREAS**, a competitive Request for Proposals for the Operation and Management of Parking Facilities was issued on June 18, 2013 and four companies or joint ventures met all pre-proposal requirements and submitted proposals responsive to the City's request; and

**WHEREAS**, an Independent Panel consisting of two parking experts from other municipalities and one staff member from the City of Oakland was convened and tasked with carrying out the RFP's evaluation process; and

**WHEREAS**, that evaluation process consisted of (1) the scoring of the respondents' written proposals and (2) the scoring of respondents' oral presentations/interviews; and

**WHEREAS**, the Independent Panel ranked the team led by Standard Parking Corporation highest among the four respondents;

**WHEREAS**, Standard Parking Corporation proposes to form a joint venture with CMA Asset Managers and Wellington Property Company for the specific purpose of this contract; and

**WHEREAS**, the City finds that such a joint venture would be deemed highly qualified to perform the services required under the contract; and

**WHEREAS**, the City finds that other parking-related issues including but not limited to adequate staffing, start up and transition costs, budget adjustments, status of Oakland Redevelopment Successor Agency (ORSA) properties, capital improvement plans and consideration of other off-street parking facilities that would benefit from the input of and coordination with Standard Parking Corporation and its partners; and

**WHEREAS**, all parties hereto wish to enter into negotiations so as to finalize the terms of the contract and jointly develop plans that would support the successful execution of the proposed joint venture and said contract; now, therefore, be it

**RESOLVED**, That the City Administrator is hereby directed to commence negotiations on a multi-year contract with City of Oakland Parking Partners for the operation and management of eight parking garages including City Center West, Clay Street, Dalziel, Franklin 88, Franklin Plaza, Harrison Street, Telegraph Plaza and UCOP; and be it

**FURTHER RESOLVED**, That the City Administrator or Designee is hereby directed to make plans and prepare recommendations in support of said contract and off-street parking in general including plans and recommendations for staff resources, start up and transition costs, accounting and budget provisions, Oakland Redevelopment Successor Agency (ORSA) properties, capital improvement plans; and be it

**FURTHER RESOLVED**, That the City Administrator or Designee is directed to return to Council upon conclusion of negotiations for further review and approval of said new contract and related matters.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:** .

**AYES - BROOKS, GALLO, GIBSON-MCELHANEY, KALB, KAPLAN, REID, SCHAAF and PRESIDENT KERNIGHAN**

**NOES -**

**ABSENT -**

**ABSTENTION -**

**ATTEST:** \_\_\_\_\_  
**LaTonda Simmons**  
City Clerk and Clerk of the Council  
of the City of Oakland, California