

OFFICE OF THE CITY CLERK  
OAKLAND

  
Oakland City Attorney's Office

2006 JUN 29 PM 1:15 OAKLAND CITY COUNCIL  
RESOLUTION NO. 80042 C.M.S.

INTRODUCED BY COUNCILMEMBER \_\_\_\_\_

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**RESOLUTION REJECTING ALL PROPOSALS FOR THE MANAGEMENT OF THIRTEEN (13) CITY OF OAKLAND OFF-STREET PARKING FACILITIES, AND TO ISSUE A NEW REQUEST FOR PROPOSAL (RFP) FOR OPERATION AND MANAGEMENT OF THE CITY'S OFF-STREET PARKING FACILITIES**

**WHEREAS**, the City of Oakland owns and operates parking facilities throughout the City to serve the public; and

**WHEREAS**, the Public Works Agency is responsible for overseeing and managing the operation and maintenance of said parking facilities, through parking management contractors; and

**WHEREAS**, in May 2004, Public Works issued a Request for Proposals for management of fourteen (14) parking facilities, and received seven (7) proposals; and

**WHEREAS**, in June 2004, the 18<sup>th</sup>/Telegraph parking lot was taken out of service as part of the Oakland School of the Arts project, thereby decreasing the number of parking facilities under City operation to thirteen (13); and

**WHEREAS**, an independent panel of parking managers from around the Bay Area ranked these seven proposals based on an objective set of criteria; and

**WHEREAS**, at the January 18, 2005 City Council meeting, Public Works staff presented a recommendation to begin negotiations with the first-ranked firm, and if staff could not come to terms with the first-ranked firm, negotiations would proceed with the second-ranked firm, and so on, until the City and a firm could agree to terms; and

**WHEREAS**, staff would then subsequently return to the City Council with for approval of a negotiated agreement; and

**WHEREAS**, the City Council rejected staff's recommendation and directed staff to continue the existing contract with Bay Area Parking, and to consider a new process on the award of a parking management contract which would take local business participation into account as part of the selection process; and

**WHEREAS**, staff has continued the existing contract with Bay Area Parking; now, therefore, be it

**RESOLVED:** That the City Council hereby rejects all proposals for the Operation and Management of Fourteen City of Oakland Off-Street Parking Facilities, dated March 2004; and be it

**FURTHER RESOLVED:** That staff is hereby directed to revise and reissue a new Request for Proposals for the Operation and Management of the City's Parking Facilities; and be it

**FURTHER RESOLVED:** That said Request for Proposals shall include criteria to evaluate and rank the proposals, including criteria which evaluates the extent of local business and local employment participation and commitment, as shown herein:

- Proposed cost (cashiering, cleaning, security, management fees) 15%
  - Qualifications and prior experience 10%
  - Financial stability 10%
  - Knowledge of and experience in the Oakland business market 5%
  - Hiring, operating, training and auditing procedures 10%
  - Demonstrated ability to provide high quality of customer service and high quality operations 10%
  - Information provided by reference checks and independent site inspections 10%
  - General presentation to the selection panel 5%
  - Capability to market the City's parking programs, and plan for maximizing facility utilization and revenues 10%
  - Extent of local business and local employment participation and commitment 15%
- TOTAL: 100%**

and, be it

**FURTHER RESOLVED:** That staff is directed to return to the City Council with a recommendation on a new parking management contract upon conclusion of the RFP and evaluation process

IN COUNCIL, OAKLAND, CALIFORNIA, JUL 18 2006, 2006

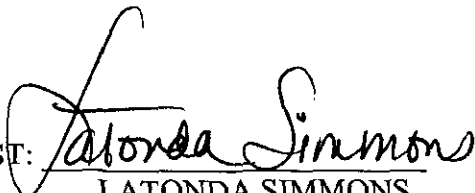
**PASSED BY THE FOLLOWING VOTE:**

AYES – BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, AND PRESIDENT DE LA FUENTE – 8

NOES – 0

ABSENT – 0

ABSTENTION – 0

ATTEST:   
 LATONDA SIMMONS  
 City Clerk and Clerk of the Council  
 Of the City of Oakland, California