



Date: September 27, 2017
To: Patrick H. West, City Manager *T.M.L.*
From: *C.A.B.* Craig A. Beck, Director of Public Works
For: Mayor and Members of the City Council
Subject: **Update: Citywide Parking Operations and Management Services (RFP PW 17-033)**

A Request for Proposals (RFP) was released on March 23, 2017, seeking qualified firms to provide citywide parking operations and management services for City-owned lots and garages. Seven proposals were received and, after initial screening to ensure all mandatory requirements were met, five proposals were deemed responsive.

City staff conducted a full review of the technical and cost proposals as stipulated in the RFP, in accordance with the following criteria:

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

All five firms were invited to participate in oral presentations on June 19th and June 20th. Presentations highlighted the following aspects of proposals:

- Innovative ideas about increasing the utilization of the City's assets, reducing operating costs, and implementing a simplified management and oversight role for City staff;
- Experience collaborating with community partners to increase customer safety in urban areas; and,
- Successful programs in other cities that may have used grants, partnerships, and innovation to increase revenue, reduce costs, and provide excellent customer service.

Upon conclusion of the oral interviews, the selection committee ranked the firms based on responses to the RFP, oral presentations, and cost. The top two ranked firms were LAZ Parking California, LLC (LAZ) and SP Plus Corporation (SP+). These two firms were invited to bring their proposed Parking Managers (Project Managers) to a second round of interviews where the following topics were discussed:

- Company's experience and approach managing the effects of homelessness on urban parking assets;

- Approach to managing resident, constituent, and elected official concerns;
- Maintenance audits;
- Communication strategies;
- Top issues facing City's parking operations/assets; and,
- Management approach to execution/follow through on tasks and/or projects.

A final meeting took place on September 5th, with two of the City's community partners in attendance: Kraig Kojian, President/CEO of Downtown Long Beach Business Alliance, and John Rouse, Director of Operations, Aquarium of the Pacific. The following topics were discussed:

- Special event management
- Response time
- Social media
- Safety
- Maintenance
- Business relationship development

After a thorough review and evaluation process consisting of reference checks, interviews, and presentations, the selection committee is recommending LAZ to provide Citywide parking operations and management services. LAZ was determined to have met all requirements of the RFP; displayed a full understanding of the complexity of parking operations in urban areas; identified a personable and well-experienced individual as the onsite parking operations manager; and is \$1,143,600 less than SP+ for the proposed three-year contract term. LAZ is the only RFP respondent with a dedicated Special Events Department; and, recently acquired Valet Parking Service (VPS) with notable clients including the Academy Awards, Emmy Awards, Golden Globe Awards, and the Hollywood Bowl. These resources will provide an invaluable benefit for the current and growing number of special events in the Long Beach area.

LAZ's experience with municipal contracts include providing parking operations and management services to the City of Lowell, MA (5,566 spaces), City of Rochelle, NY (5,868 spaces), and City of Worcester, MA (4,430 spaces), to name a few. LAZ also currently manages over 250 locations throughout Los Angeles, with its diversified portfolio consisting of facilities serving office, retail, hotel, and airport clients. These clients include W Hollywood, Kaiser Permanente, The Broad museum, Beverly Wilshire Hotel, Fairmont Hotel (Santa Monica), and Los Angeles World Airports. Additional notable clients include Yale University, Boston College, and Washing Metro Area Transit Authority.

City staff will be requesting City Council approval to award a contract to LAZ in October 2017. The new agreement will include a three-year term, with two optional one-year renewals. The estimated cost of the three-year term is \$7,874,148 and will service 25 of the City's parking assets as described on the attached chart.

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If you have any questions regarding this matter, please call Malcolm Oscarson at (562) 570-6325.

ATTACHMENT

CC: CHARLES PARKIN, CITY ATTORNEY
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REBECCA JIMENEZ, ASSISTANT TO THE CITY MANAGER

City-owned Parking Lots and Garages

| # | Type (Lot/Structure) | Facility Name | Address | Spaces |
|----|-------------------------|---------------------------------|------------------------------|--------|
| 1 | Structure | Aquarium | 99 Aquarium Way | 1434 |
| 2 | Structure | City Place A | 50 E. 6th Street | 946 |
| 3 | Structure | City Place B | 50 E. 5th Street | 864 |
| 4 | Structure | City Place C | 50 E. 3rd Street | 598 |
| 5 | Structure | Civic Center | 332 W. Broadway | 699 |
| 6 | Structure | Lincoln Garage | 333 W. Broadway | 249 |
| 7 | Structure | 100 W. Broadway | 100 W. Broadway | 625 |
| 8 | Lot | City Place B Surface | 50 E. 5th Street | 54 |
| 9 | Lot | Pacific @ 3rd and 4th | 125 W. 3rd Street | 137 |
| 10 | Lot | Pacific @ 7th | 140 W. 7th Street | 32 |
| 11 | Lot | Long Beach Blvd & Broadway | 145 Long Beach Blvd | 68 |
| 12 | Lot | City East | 335 E. Broadway | 164 |
| 13 | Lot | M-1 | 125 Long Beach Blvd. | 57 |
| 14 | Lot | Promenade Lot | 233 The Promenade North | 118 |
| 15 | Lot | Linden | Linden Ave/South St | 32 |
| 16 | Lot | Market | Long Beach Blvd/Market St | 16 |
| 17 | Beach Lot | Pierpoint Landing | 200 Aquarium Way | 146 |
| 18 | Beach Lot | Marina Green | 386 E. Shoreline Drive | 388 |
| 19 | Beach Lot | Alamitos Lot | 802 E. Ocean Blvd. | 143 |
| 20 | Beach Lot | Junipero Lot | 2100 E. Ocean Blvd. | 350 |
| 21 | Beach Lot | Belmont Pier Lot | 0 Belmont Shore Pier | 273 |
| 22 | Beach Lot | Granada Lot | 5100 E. Ocean Blvd. | 400 |
| 23 | Beach Lot | LaVerne Lot | 5200 E. Ocean Blvd. | 128 |
| 24 | Beach Lot | 54th & Claremont | 5400 E. Ocean Blvd. | 146 |
| 25 | Beach Lot | Marine Park (Mother's Beach) | 5839 Appian Way | 158 |