

MEMORANDUM

TO: City Commission

THROUGH: Douglas Hutchens, Interim City Manager 

DATE: July 20, 2016

FROM: Robert Ironsmith, Director of Economic & Housing Development/CRA

SUBJECT: RFP 16-1068 Parking System Management Services

PRESENTER: Robert Ironsmith, Director of Economic & Housing Development/CRA 

RECOMMENDATION: Motion to award a contract to SP Plus Corporation of Chicago, IL to provide parking management services for the City's parking system at an annual cost of \$168,272.

BUDGET IMPACT: Funds for the services to be performed in fiscal year 2016 are budgeted in the General Fund (Acct# 001-1801-515-3405). The project Number is 181602. Fiscal Year 2017 expenses in the amount of \$168,272 will be paid for from Parking Fund revenues.

PAST ACTION: None

NEXT ACTION: None

ATTACHMENTS:

- 1) Memo from Chuck Ankney, Purchasing Agent, dated July 20, 2016.
- 2) SP Plus Corporation Executive Summary, dated July 20, 2016.
- 3) SP Plus Corporation Additional Services Document, dated July 20, 2016.
- 4) RFP Tabulation dated June 24, 2016.

BACKGROUND: The purpose of this RFP is to contract with a vendor to provide services required to manage the City's new parking system. The awarded Contractor shall provide overall management of all City parking assets, including but not limited to, parking enforcement, meter maintenance, revenue collection, citation management, complaint resolution, coordination on parking matters with local businesses, and event parking planning. In addition, the Contractor shall provide parking data, analysis, and recommendations on rates, expansion of parking spaces and other parking matters. The agreement is for a one-year

period and may be renewed for three additional two-year periods. This allows the contract term to coincide with the parking Pilot Program and the contract term for the pay stations.

An Evaluation Team (Team) was developed to review and rank the proposals. The Team was comprised of Bob Ironsmith, Director of Economic & Housing Development/CRA; Greg Rice, Director of Planning & Development; Joan Rice, Transportation/Traffic Engineer; Danny Craig, Planning & Development; and Kathy Oster, Accounting Manager. The Team evaluated and ranked the proposals. The rankings were as follows:

Vendor	Points
1. SP Plus Municipal Services	474
2. Lanier Parking	431
3. Republic Parking System	421
4. LAZ Florida Parking, LLC	377

The Team met with SP Plus to discuss their proposal in more depth. Subsequent to the meeting, the Team requested clarifications regarding some of the optional services proposed by SP Plus. Staff felt that it would benefit the City to use two of the optional services. They are maintenance of the parking guide website (not to exceed \$4,200) and an armored car service for bank deposits (\$1,800). The final annual costs are budgeted as follows:

Payroll & Benefits	\$116,940
Operating Expenses	\$ 27,392
Management Fee	\$ 23,940
Total Annual Costs	\$168,272

Staff has decided to use Nupark as the citation management system. Nupark is the vendor that was proposed by Parkeon, the pay station supplier. As part of that function, the City will be required to purchase a vehicle, probably a Chevrolet Spark or similar, on which the license plate reading equipment will be mounted.

Funds for this service are budgeted in the General Fund (Acct# 001-1801-515-3405) in fiscal year 2016. The Project Number is 181602. Fiscal year 2017 expenses are budgeted in the proposed FY 2017 budget to be paid from parking fund revenues. The Team is recommending that a contract be awarded to SP Plus Corporation for the costs noted above. Staff requests that this item be placed on the agenda for the City Commission meeting scheduled for Thursday, July 28, 2016



Department of Finance

Interoffice Memorandum

TO: Doug Hutchens, Interim City Manager

THROUGH: Joe Ciurro, Finance Director

FROM: Chuck Ankney, Purchasing Agent *CA*

DATE: July 20, 2016

RE: RFP #16-1068 Parking System Management Services

This Request for Proposal (RFP) was properly advertised in the Gulf Coast Business Review and on www.demandstar.com on Friday, May 27, 2016. Nineteen (19) companies obtained plans and specifications. There was one addendum issued to this RFP. Four (4) responses were received by the June 24, 2016 submittal deadline.

The purpose of this RFP is to contract with a vendor to provide services required to manage the City's new parking system. The awarded Contractor shall provide overall management of all City parking assets, including but not limited to, parking enforcement, meter maintenance, revenue collection, citation management, complaint resolution, coordination on parking matters with local businesses, and event parking planning. In addition, the Contractor shall provide parking data, analysis, and recommendations on rates, expansion of parking spaces and other parking matters. The agreement is for a one-year period and may be renewed for three additional two-year periods. This allows the contract term to coincide with the parking Pilot Program and the contract term for the pay stations.

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July 20, 2016

City of Dunedin
Executive Summary
RFP #16-1068
Parking System Management Services



Company Summary

SP Plus Corporation (Nasdaq: SP) provides professional parking, ground transportation, facility maintenance, and event logistics services to property owners and managers in all markets of the real estate industry. **SP+** has nine operating divisions, each of which focuses exclusively on the idiosyncrasies and specific needs of a single vertical market. For this particular proposal, we are using our **SP+** Municipal Services division which will provide an unmatched team of experienced industry experts.

The company operates approximately 3,900 parking facilities and over two million parking spaces in hundreds of cities across North America, including parking-related and shuttle bus operations serving more than 75 airports.

The City of Dunedin operation will be a part of our Tampa Bay regional office located at 400 North Ashley, Suite 2590, Tampa 33602. **SP+** employs over 22,000 employees nationally and locally we have approximately 130 employees at 25 different locations including contracts with the City of Tampa, City of St Petersburg, TB Rays, and Straz Center for the Performing Arts.

We're built on integrity and innovation, laser-focused on delivering the highest level of service to our customers and clients. We've set the industry standard in parking amenities and customer service programs, revenue control, financial reporting, expense containment, employee professionalism and proactive management. Our operations maximize facility profitability while at the same time make the parking experience a first-class, enjoyable one for parking patrons.

Additional **SP+** service lines include **SP+ Transportation**, which annually transports over 34 million passengers; **SP+ Facility Maintenance**, which operates in dozens of U.S. cities; Canada; and **SP+ Event Logistics**, which provides a wide range of travel demand planning and management services.

Scope of Work

SP+ is prepared to provide overall management of all City parking assets as indicated in RFP 16-1068, Parking System Management Services, under section C #2, Scope of Work. We also agree to abide by the terms as defined in the RFP.

SP+ is proposing to work with the City of Dunedin to provide a number of services in support of the community effort to better manage the parking assets.

Build the Proper infrastructure: We will work with the chosen equipment vendor to insure proper installation of the all new multi-space meters. This will include working with the City to strategically place the multi-space meters to offer the best visibility and review the proposed signage and trail blazing plans. SP+ is also proposing to utilize our buying power in the parking industry to provide the City with appropriate options for purchase of enforcement software and hardware. SP will also develop a Standard Operating Procedure (SOP) that will define the day-to-day operations and maintenance of the City's parking equipment. This will include routing for enforcement and collections so we can better track the performance and utilization of the various parking areas in the City. SP+ will collaborate with the City of Dunedin to review the municipal ordinances and define the scope of the enforcement program, fines, etc..

Personnel Management: SP+ will hire the supervisor and staff to perform the scope of work as defined in the RFP. We will be responsible for the human resource piece of the operation including compliance with federal, state, and local standards and expectations. Parking Enforcement Officer (PEO) training curriculum, and staff will also be required to attend customer service and public relation training. This is in addition to the new hire training regimen which includes sexual harassment prevention, diversity sensitivity, drug/alcohol policy, first observers training, motor vehicle safety, information security awareness, code of business conduct, hazard communication, robbery procedures, blood borne pathogens and environmental protection & compliance.

Residential Permit Program: SP+ personnel will be working with City of Dunedin to implement a RPP for the residential areas that experience intrusion of transient vehicles into their neighborhoods. We will assist in developing residential zones that will manage such encroachments. We have implemented a number of these programs across the country including Charlotte NC, Richmond VA, Louisville KY, and more.

Pay Station Collections: The pay stations will be emptied on a regular basis and because the method of collecting the meters is in an open public environment, we will collaborate with the City to accomplish this with proper security, and accountability. Some of the municipal parking industry standards which we will implement include key control to prevent unauthorized access to the cash boxes, establishing collection routing, collection logs, deposit logs, and revenue tracking by day/route/collector.

Pay Station Maintenance: Keeping the meters operable is essential to the integrity of the program to not only ensure the revenues are received, but also to maintain the high levels of customer service, consistent enforcement and credibility in judicial proceedings. We will maintain a spare parts inventory to make the sure the machines stay up and running. Machines will be checked per the required maintenance protocol and we will respond to maintenance alerts within 4 working hours of receipt of an issue. We will maintain a repair log for all of the machines and provided as a part of our monthly report to the City.

Parking Enforcement/Ambassador program: SP+ will ensure that all enforcement officers are properly trained with a specific understanding of the City of Dunedin municipal codes and state statutes. Officers will provide fair and consistent enforcement of the rules, while assisting customers with using the machines, providing directions, or assisting customers in whatever way we can. We will work with City staff to maintain the highest level of ambassadorial services. We have successfully accomplished this goal in a number of cities and feel confident that we will be able to accomplish it in Dunedin. One of the programs we would like to consider is a first time offender courtesy program, where we provide a warning, rather than a citation, to first time violators. We will provide guidance to City staff on considerations of this program.

Citation Management: SP+ will be tracking all citations and warnings issued, and provide reporting information to the City on a monthly basis. Our staff will be trained in the proper way to issue the citations with the proper pictures as back up. Payment methods will be available both on line and in the City offices. An appeals process will be implemented which will also require levels of approval, to avoid the potential appearance of favoritism or other shenanigans.

General Services: SP+ has a lot of local, state and national resources which could assist the City of Dunedin. Our Tampa Bay management team will be supporting the local staff in the implementation and management of the parking program for the City of Dunedin. We can assist with special event planning, technology implementation or any other number of potential issues that could arise in the day to day management of the parking assets with the City of Dunedin.

**First Year Pro Forma
Dunedin Municipal**

	Year 1
Expenses	
Payroll & Benefits	
Salaries & Wages	89,520
Payroll Taxes & Burden	9,608
Health, Pension & 401(k)	12,540
Workers Compensation	5,273
Payroll & Benefit Expense	\$ 116,940
Other Operating Expenses	
Marketing Services: Parking Guide	4,200
Uniforms & Laundry	1,000
Parkeon receipt paper	4,320
Supplies office/counting room	2,630
Supplies lot maintenance	600
Enforcement Training	1,800
Liability Insurance	9,141
Enforcement System: Optional	-
Cell Phone - Manager	720
Data Processing	794
Employee Processing	987
IT/Computer Expense	1,200
Total Operating Expense	\$ 27,392
Management Fee	
Base Management Fee	23,940
Incentive Management Fee	-
Total Management Fee	\$ 23,940
Expense Total	\$ 168,272
Net Operating Income	\$ (168,272)

Staffing Plan

The parking operation will be staffed 7 days a week, from 10am to 10pm, with a combination of part time staff and one full time manager. The total number of staff to provide the services is anticipated to be 5. Based on the data provided in the two studies we anticipate the manager to be able to provide dual roles. The manager will be on the streets providing ambassador/enforcement services for 5-6 hours per day with the remaining 2 to 3 hours for administrative duties. By staffing the manager, during non-peak hours Monday through Friday, we believe we can accomplish this dual role position and provide cost savings for the City of Dunedin. Collections will occur on an as needed basis, projected to be once a week, and maintenance of the machines will run concurrent with the enforcement/ambassador services. This local operation will be supported by a small allocation of our Senior Manager overseeing the Tampa Bay area, and if necessary our 8 other managers in the Tampa Bay area. We have the flexibility to raise or lower the staffing level as indicated by the City of Dunedin.

Implementation

Assuming the equipment vendor is able to provide and install the machines in the agreed upon timeframe, SP+ is committed to having the parking system up and running by October 1, 2016. Our implementation strategy consists of a detailed process that ensures a smooth and seamless operation. Working with all stakeholders, we will define specific goals and objectives for the City of Dunedin parking program. Once the contract is finalized, we estimate the implementation to take approximately 4 weeks. Phase I will be meeting with the City of Dunedin staff to identify priorities, critical issues, immediate needs and future plans. Some of the additional pieces to complete during this phase will be to finalize placement of the machines, necessary signage, enforcement software and hardware, start building the Parking Guide, approve uniform design, engage stakeholders, manager on-boarding, and assess office location and needs. Phase II will continue with items indicated in Phase I continuing with daily communication to City officials, start the hiring process, order office equipment, and finalize SOP. Phase III includes items like troubleshoot the pay stations and enforcement equipment, distribute uniforms, finalize the parking guide, continued engagement of stakeholders, complete training of staff, and establish parking zones with enforcement routing. Local operations staff as well as our national SP+ Municipals staff will be engaged on a constant basis during the implementation phases.



Donald Jordan
Senior Vice President
SP Plus Corporation



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July 20, 2016

City of Dunedin
Attention: Chuck Ankney
RFP #16-1068
Parking System Management Services
Proposed Amendment to Services/Cost



Mr. Ankney:

As discussed in our previous meetings, please accept the following line item expense which will be added to the proposed operating budget indicated in our response to RFP #16-1068, Parking System Management Services.

- Armored Car Service. Take money collections from City of Dunedin offices to the City of Dunedin bank. \$150/month or \$1,800/year added to line item 'Supplies Office/Counting Room'.
- Parking Guide website maintenance. Build and maintain a parking guide for the City of Dunedin. Projected at \$350/month or \$4,200/year added to line item 'Marketing Services: Parking Guide'.

Please advise if you might need any further detail or information.



Don Jordan
Senior Vice President
SP Plus Corporation

CITY OF DUNEDIN
RFP # 16-1068 Tabulation
Parking System Management Services

Proposals were accepted until 2:00 p.m. Friday, June 24, 2016. This RFP was properly advertised in the Business Observer and demandstar.com on Friday, May 27, 2016. Nineteen (19) companies obtained specifications. There was one (1) addendum to this RFP.

The following companies submitted proposals:

COMPANY NAME	COMPANY NAME
SP+ Municipal Services Attn. Chester Escobar 400 N. Ashley, Suite 2590 Tampa, FL 33602 Phone: 305-218-9032 Email: cescobar@spplus.com	Republic Parking System Attn. Wally Bice 2000 Republic Centre Chattanooga, TN 37450 Phone: 423-664-2148 Email: wbice@republicparking.com
Lanier Parking Attn. Kerry Loomis 233 Peachtree street High Tower Suite 2600 Atlanta, GA 30303 Phone: 910-264-7784 Email: klloomis@govtparking.com	LAZ Florida Parking, LLC Attn. David Zell 404 Washington Ave. Suite 720 Miami Beach, FL 33139 Phone: 305-913-4882 Email: dzell@lazparking.com


 Charles H. Ankney, CPPO
 Purchasing Agent