

1. Requested Motion

Meeting Date: June 17, 2013

Approve the Selection Advisory Committee's recommendation in response to Request for Proposals (RFP) - 13-05-PW *Management and Operations Beach and Street Enforcement* and authorize staff to enter into negotiations with the top ranked proposer Central Parking and proceed down the ranking list should a satisfactory contract be unable to be achieved.

Why the action is necessary:

Town Council authorization is required to enter into negotiations for the services as specified in the RFP. This solicitation was conducted in accordance with the Town's Procurement Ordinance No. 07-01, as amended, which requires among other things that a qualifications based selection be made prior to negotiating rates and fees.

What the action accomplishes:

Authorization allows staff to begin negotiations to secure the services as requested in the solicitation.

2. Agenda:

- Consent
- Administrative

3. Requirement/Purpose:

- Resolution
- Ordinance
- Other

4. Submitter of Information:

- Council
- Town Staff-Public Works
- Town Attorney

5. Background:

Request for Proposals for Management and Operations of Beach and Street Enforcement was advertised on April 1, 2013 with the opening held on May 6, 2013. The Selection Advisory Committee (SAC) met on June 6, 2013 and ranked the proposals as follows: (1) Central Parking; (2) LAZ Florida Parking, LLC; (3) Lanier Parking Solutions; and (4) Denison Parking Inc.

The services performed within the contract provisions include maintenance and enforcement of the Town's public parking program. A unique component of the Town's program is Beach Patrol, which performs activities from maintenance assistance on the beach to enforcing violations of a civil nature.

Additional background materials are attached that include a memo providing additional information, an excerpt from the RFP outlining the Proposal Specifications, a memo from the Town's Contract Manager associated with the proposal process, and the public notice of the ranking. The complete proposal submittals are available for review.

6. Alternative Action:

Take no action.

7. Management Recommendations:

Approve the Selection Advisory Committee's recommendation and authorize staff to begin negotiations with the selected firm.

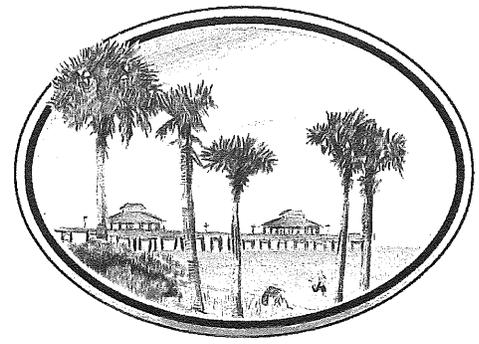
8. Recommended Approval:

Town Manager	Town Attorney	Finance Director	Public Works Director	Community Development Director	Parks & Recreation Director	Town Clerk
						

9. Council Action:

- Approved
- Denied
- Deferred
- Other

TOWN OF FORT MYERS BEACH



MEMORANDUM

DATE: June 6, 2013

TO: Terry Stewart, Town Manager

FROM: Cathie Lewis, Public Works Director *C Lewis*

SUBJECT: RFP-13-05-PW – Management and Operations of BASE

The Request for Proposals (RFP) for the BASE operations was advertised on April 1, 2013, with four firms responding to the May 6, 2013 opening. Due to scheduling conflicts, the Selection Advisory Committee (SAC) was unable to meet to discuss and rank the proposals until June 6, 2013.

Attached to the supporting material is an excerpt from the RFP documents outlining the program specifications. Of the criteria that were evaluated price was a component for consideration. The four firms that responded are listed below in order of the final ranking:

Central Parking - \$329,400.00
LAZ Parking – \$325,419.00
Lanier Parking Solutions - \$337,200.00
Denison Parking - \$316,819.00

All the proposals were considered to be complete and responsive. You will see that the top ranked firm is not the lowest price. The SAC was in agreement that the lowest priced proposal, Denison Parking, did not have the experience to meet the needs of the Fort Myers Beach parking program.

Although the proposal that Central Parking provided was the second highest in price it stood above the others. I am confident staff will be capable to negotiate a final price that will be acceptable to the Town. It is my goal to negotiate the price to an amount less than the lowest price.

Over the years Central Parking has provided good service to the Town and has been helpful with providing cost effective solutions to the Town's aging parking infrastructure. For some time now one of Central Parking's employees attends to the functioning pay stations daily in order to maintain the charge to the solar batteries so that the machines will function through the day. In my opinion this service extends well beyond contract requirements. Due to their diligence the Town's parking revenue has been maintained at an adequate level. Central Parking has also maintained their annual fee since inception of the contract in 2007.

Within the FY 14 Capital Budget, a request for replacement of parking infrastructure has been included. I believe the new updated equipment will help to improve revenue.

Should you have any questions regarding this, please let me know.

PROPOSAL SPECIFICATIONS

1. **INTRODUCTION**

The Town is seeking an Operator under a Management Contract for the Management of its Parking Program, Beach and Street Enforcement (B.A.S.E.).

Public parking on the island is provided for the use of residents, businesses and its customers, and visitors while maximizing revenue for the Town. The B.A.S.E. program is utilized to provide assistance within the parking program, for parking enforcement, and to enforce violations of a civil nature. It is the goal of the Town to provide the best quality parking and enforcement program with the least cost to the ratepayers. The Town will award the management of this project to the firm best meeting this goal.

2. **SCOPE OF SERVICE**

2.1 **Goals**

The goals of the B.A.S.E. programs are:

1. To enforce parking regulations in compliance with Town Code.
2. To manage a limited resource by creating turnover of public parking spaces.
3. To maintain and manage vehicles parking within residential areas during hours of enforcement.
4. To provide assistance and oversight of the beach and beach access areas.

2.2 **Minimum qualifications**

Must have experience managing contracts of similar size and scope as the Town of Fort Myers Beach for at least the last three (3) years.

In addition to a local office located within the corporate limits of Fort Myers Beach, the Respondent must have a regional support office located within three hours driving distance of Fort Myers Beach.

Respondent must have on its staff at least one (1) senior level manager that possesses on-street parking management experience.

2.3 **Services required**

The successful Respondent shall be responsible for providing, at a minimum, the following services:

- 1) Assistance and consultation with the Town as necessary in any enhancement, change or modification of the program.
- 2) Assistance in implementing the program, including working with businesses, neighborhood groups, and other organizations as needed.
- 3) Provide and/or purchase all support vehicles, office and computer equipment as required to perform the day to day operations of the parking program. Respondent may negotiate with the Town, the lease and/or use of Town owned parking program support equipment to be used during the term of the Contract.
- 4) Installation and maintenance of parking meters, paystations and change machines. The Responder shall provide price quotes and act as the Town's agent when new parking equipment is purchased by the Town. Equipment type and installation shall be in accordance with standards issued by the Town. All parking equipment and appurtenances shall be repaired within twenty-four (24) hours of identified as malfunctioning.
- 5) Collection, counting and depositing of revenue. Collections of each meter and pay stations shall be done no less than weekly. In the high volume areas the meters and pay stations shall be collected at least twice per week and more often if necessary. All change machines shall be monitored and maintained in the same manner. All collections shall be deposited on the day of collection, into a bank account specified by the Town. A receipt, in a form approved by the Town, shall be provided to the Town the following workday along with the meter audit generated at the time of collection. Each meter will be audited by Respondent's personnel any time the cash in the meter is removed.

- 6) Carries out operations consisting of beach patrol and enforcement of the violations of a civil nature pursuant to Town of Fort Myers Beach Ordinances including but not limited to: Animal Control, Taking of Recyclable Materials, Two and Four Wheeled Motor Driven Vehicles, Parking Vehicles, Night Sleeping on Beach, Parks and Recreation, Removal of Nuisance, Anti-Littering, Beach and Dune Management, Regulations on Live Shelling, Bicycle Safety Ordinance and such additional ordinances as determined by the Town in its sole discretion. In addition to Ordinance enforcement, beach operations shall also include litter and debris removal and wildlife rescues as necessary.
- 7) Provide sufficient personnel to issue parking violation citations at a level of enforcement specified by the Town. Service will be seven days a week with operating hours at least from 9:00 AM to 6:00 PM.
- 8) Provide appropriate training for all enforcement personnel. A training program will be developed in conjunction with Town staff, and may be attended by Town staff as desired.
- 9) Provide towing and immobilization services.
- 10) Maintain a database of citations issued. Provide connectivity between parking operation and Town staff as desired. Also, enter additional parking citations issued by Police Department into database.
- 11) Provide a conveniently located office within the corporate limits of Fort Myers Beach to accept payment of citations, issue parking permits, accept customer inquiries, and generally contain the management of the program, issue late notices for overdue payment of citations and coordinate follow-up collection services. Accept payment of citations and late penalties. Attend enforcement proceedings for disputed citations and follow through with hearing officers' decisions.
- 12) Handle all customer service associated with the program.
- 13) Provide weekly, monthly and annual reports as required by the Town.
- 14) The Respondent may purchase data software and information systems relating to and associated with the day to day operations of the parking management program, with prior approval of the Town. All program specific products purchased by the Respondent on behalf of the Town shall upon termination of the Contract remain the property of the Town.
- 15) Any reasonably related services upon request.

2.4 Form of proposal

Respondent is to provide the following information:

- 1) **Experience** - Describe established parking management and enforcement experience related to the services to be provided under this contract.

Provide a minimum of three (3) references with whom the Respondent has contracted, within the last three years, to provide parking management and enforcement services similar to those specified herein.

Provide a listing of any parking management contracts to which Respondent was a party that have been terminated, and describe the reason for termination.

- 2) **Capability and Skill** - Describe in detail the capability and skill of Respondent's organization to provide the services specified herein. The description of the firm's capability and skill should include, at a minimum, the following:
 - a. Background information about the organization, e.g., philosophy, ownership, size, facilities, location(s), etc.
 - b. Respondent's management structure both at the corporate level and at the project level - e.g. number of each of the management, supervisory, non-supervisory personnel;
 - c. Respondent's qualifications to perform the services, including all resources available to Respondent for the performance of the contract;
 - d. Qualifications of management and/or supervisors who will be assigned to this contract.

- e. Describe the Respondent's Affirmative Action Program, and provide a plan to maximize use of minorities and disadvantaged persons and firms in the provision of services under this contract, as well as in internal operation of the program.
- f. Description of Respondent's financial stability and other resources that most adequately ensure the delivery of services acceptable to the Town. Include three-year audited financial statement, or SEC 10-K Statement of the parent corporation of the Respondent. The financial statement shall be included with the Respondent's proposal in a sealed envelope, clearly identified as "Financial Statement" with Respondent's name, address, and the RFP number provided on the outside of the sealed envelope.
- g. Provide organizational chart and staffing schedule showing maximum use of all employees. Identify full and part-time permanent employees as well as any all temporary positions that will be included. Include name and resume of individual intended to manage the project.
- h. Describe your transition plan, including a time line, equipment allocation, and plans for incorporating existing B.A.S.E. staff into the operations.
- i. Provide a detailed description of training, safety and certifications programs given to all employees. Include excerpts from training manual for enforcement and collections personnel.
- j. Describe any changes or modifications to the existing program to be recommended by Respondent's company, including but not limited to meter and citation rates, hours of enforcement, beach patrol, local management organization and staffing.
- k. Describe any advance technology Respondent would recommend to improve parking management.
- l. Describe any special amenities or programs Respondent would propose to implement. Include any additional costs/charges that might be incurred through implementation of the program.

2.5 Subcontracting

If Respondent intends to subcontract any part of the work under this contract, indicate which parts and the subcontractors to be used. For each subcontract, detail the subcontractor's capability and skill.

2.6 Services to be Provided

Detail in the proposal the services to be provided under this contract. The services that the Town expects to receive as a result of this contract have been outlined in Section 2.0, Scope of Services.

Respondent shall include any additional information not requested herein that may be useful for the successful performance of the contract.

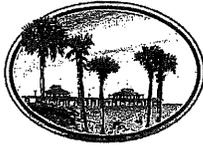
2.7 Price

Respondent shall provide the Town with a proposal for its service fee based on a fixed annual management fee to provide the services to the Town requested under this Request for Proposals. Payment will be made by the Town on a monthly basis in an amount equal to 1/12 of the annual amount. Include the costs for additional personnel who may be requested from time to time by the Town, and shall be billed separately at the actual cost to the Respondent as pre-approved by the Town. No additional personnel will be added prior to approval by the Town unless it will be absorbed within the fixed annual management fee.

Include the costs associated with any changes or modifications to the existing program being recommended as part of the Respondent's submittal. Also include a description of the value of such a change.

Include the costs of any recommended changes or additions to existing amenities and programs.

Record any additional services and associated fees separate from the fixed annual management fee for general operations and management of the program.



Town of Fort Myers Beach

MEMO

TO: Michelle Mayher, Town Clerk; Walter Fluegel, Community Development Director; Evelyn Wicks, Finance Director; Cathie Lewis, Public Works Director

FROM: Derek Bargmann, Contracts Manager

DATE: May 30, 2013

SUBJECT: Notice of 3:00 PM Selection Advisory Committee discussion on 06/06/13 and of disbursement of received Proposals and other materials for staff review

Pursuant to the request of Public Works Director, Cathie Lewis, the Town of Fort Myers Beach advertised a Request for Proposals on April 1, 2013 seeking "Management and Operations Beach and Street Enforcement (RFP-13-05-PW)".

The deadline for submission of Proposals was 3:30 PM on Monday, May 6, 2013. Prior to the adjusted deadline, four proposals were received from the following firms (in order received, left to right):

- Lanier Parking Solutions
233 Peachtree Street, NE
Harris Tower, Suite 2600
Atlanta, GA 30303
- Denison Parking, Inc.
2121 Ponce de Leon Blvd., Suite 735
Coral Gables, FL 33134
- Central Parking
2 S. Biscayne Blvd., Suite 200
Miami, FL 33131
- LAZ Florida Parking, LLC
404 Washington Ave., Suite 720
Miami Beach, FL 33139

The received Proposals were opened by Contracts Manager, Derek Bargmann, at 3:45 PM on Monday, May 6, 2013. Section "2.4: Form of Proposal," found on page 9 of RFP indicates directions for submitting a completed Proposal to be considered—additional information is found on page 13 of RFP "Proposal Submittal Checklist". **Attachment A** is the bid opening evaluation of submittals. All submitting firms appear to have submitted qualifying Proposals, thus they will all be considered during the Selection Advisory Committee meeting held at approximately 3:00 PM or later on June 6, 2013. One thing to note, LAZ Parking failed to acknowledge agreement with or receipt of Addenda in their submitted proposal.

The agenda for this meeting was included with the SAC materials for the Step 2 of RFQ-13-02-PW—based on ranking and discussion for Step 2 of RFQ-13-02-PW, we believe that discussion over RFP-13-05-PW will begin at approximately 3:00 PM or later. Section “3.10: Evaluation” (page 11 of RFP) gives an outline to scoring and evaluation for qualified proposals. A scoring sheet is attached (**Attachment B**). Please complete this scoring sheet before Thursday, June 6, 2013, so I can have the scores tallied prior to the meeting. Please note the maximum point value any firm may receive from a staff member is 50 points (10 per category).

Project Documents can be found at the following link: O:\Fmb Docs\Contracts & Interlocals\Active\2013\RFP-13-05-PW Street Parking Program

A copy of this memo as well as Attachments A & B will be sent to staff via email.

Attachment A

TOWN OF FORT MYERS BEACH
 BID OPENING

3:45 PM
 May 6, 2013

Management and Operations of Beach and Street Enforcement (B.A.S.E.)

REP-13-05-PW

COMPANY NAME	Signed Proposal	ADD 1	ADD 2	Acknowledge Service Provider Agreement	Affidavit of Certification Immigration Laws	Public Entities Crime Form	References	Financial Doc.	Bonds
LINIER PARK SOLUTIONS	X	X	X	X	X	X	X	X	X
DENISON PARKING	X	X	X	X	X	X	X	X	X
CENTRAL PARKING	X	X	X	X	X	X	X	X	X
LA 2 PARKING	X			X	X	X	X	X	X

John Ballmann

John Ballmann

STAFF PRESENT

BIDDER(S) PRESENT

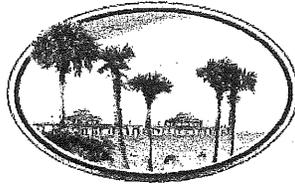
Attachment B

06/06/2013: Management and Operations Beach and Street Enforcement RFP-13-05-PW Ranking Sheet

The maximum number of points for any of the five categories a firm can receive is 10 points. The firm with the most points compiled by the SAC members will be ranked #1, second most ranked #2, etc.

	MAX 10 POINTS Relevance, Depth and Extent of Qualifications, Experience, and Training of Personnel to be assigned. (Including Subcontractors)	MAX 10 POINTS Capacity and Skill to perform program duties based on relevance, depth and extent of similar engagements performed and experience in providing the services requested. (Including Subcontractors)	MAX 10 POINTS Financial capability.	MAX 10 POINTS Responsiveness to written Request for Proposals' purpose and scope.	MAX 10 POINTS Overall Cost (least cost is preferred)
Firms (listed alphabetically)					
Central Parking					
Denison Parking					
Lanier Parking Solutions					
LAZ Parking					

POSTED
06/07/13
OKB



**NOTICE OF INTENT TO AWARD
MANAGEMENT AND OPERATIONS OF BEACH AND STREET
ENFORCEMENT (B.A.S.E.)
RFP-13-05-PW**

THE TOWN OF FORT MYERS BEACH SELECTION ADVISORY COMMITTEE MET FOR THE PURPOSE OF EVALUATION AND SELECTION OF FIRM(S) FOR RFP-13-05-PW, MANAGEMENT AND OPERATIONS OF BEACH AND STREET ENFORCEMENT (B.A.S.E.).

THE SELECTION ADVISORY COMMITTEE MET ON JUNE 6, 2013 AND RANKED:

1. CENTRAL PARKING
2. LAZ FLORIDA PARKING, LLC.
3. LANIER PARKING SOLUTIONS
4. DENISON PARKING, INC.

A RECOMMENDATION, IN ACCORDANCE WITH F.S. 287.055 SHALL BE BROUGHT TO THE TOWN COUNCIL OF THE TOWN OF FORT MYERS BEACH TO BEGIN NEGOTIATIONS WITH THE SELECTED FIRM.


MICHELLE MAYHER
TOWN CLERK
06/7/2013