

Memorandum



DATE: June 10, 2016

TO: Honorable Members of the Public Safety Committee:
Adam Medrano (Chair), B. Adam McGough (Vice Chair), Sandy Greyson, Tiffinni A. Young,
Jennifer S. Gates, Philip T. Kingston

SUBJECT: **Parking Services (RFCSP) Request for Competitive Sealed Proposals**

On Monday, June 13, 2016, you will be briefed on the Parking Services (RFCSP) Request for Competitive Sealed Proposals by Assistant Director Donzell Gipson of the Dallas Police Department.

The briefing materials are attached for your review.

Please contact me if you have any questions or need additional information.



Eric D. Campbell
Assistant City Manager

[Attachment]

cc: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Christopher D. Bowers, (I) City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager

Jill A. Jordan, P.E., Assistant City Manager
Mark McDaniel, Assistant City Manager
Joey Zapata, Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



Parking Services (RFCSP) Request For Competitive Sealed Proposals

Public Safety Committee

June 13, 2016



Procurement Process

- How were the specifications developed?
- What are the contracted services/functions?
- What was the approach to evaluation and award?

How were the specifications developed?

- Consultant began development of specifications and recommendations for approach to service solicitation in December 2014:
 - Goals
 - Incentivize competition
 - Gain reasonable pricing
 - Augment the service level
- Request For Information (RFI) released in May 2015
- Formal release of the City's Parking Services RFCSP in August 2015

What are the contracted parking services/functions?

RFCSP Components

1. Citations Management
2. Parking Management Services (Parking System Integrator)
 - Parking Permits, Meter Hooding, Customer Service Payment Center
 - Reports, System integration, and services/operations analysis
3. Parking Meter Maintenance
4. Parking Meter Collections, Reconciliation, and Counting Services
5. Parking Lot Maintenance
6. Delinquent Collections
7. Mobile Applications – Payments
8. Mobile Applications – Mapping

What was the approach to evaluation and award?

- To allow submission of proposals for all (8) components or any single component.
- To allow a turnkey option for components (1-5): citations management, parking management services, meter maintenance, meter collections, reconciliation, and counting services, and parking lot maintenance. This allowed vendors to offer lower economies of scale pricing.
- 18 vendors responded with proposals (a mix of turnkey and “ala carte”).
- Both turnkey and “ala carte” proposals were evaluated.
- After a separate evaluation of both service level and pricing, the City is recommending award to the most advantageous proposer(s) by component or “ala carte” based on the quality of service and price.

Procurement Results

- Recommended Vendors
- Proposal Pricing Summary
- Timeline and Transition Plans

Recommended Vendors

SP Plus Corporation - \$6,609,012

Component 3 Parking Meter Maintenance

Component 4 Parking Meter Collections, Reconciliation, and Counting Services

Component 7 Mobile Applications – Payments

Xerox State and Local Solutions, Inc. - \$5,479,200

Component 1 Citations Management

Ace Parking III, Inc. - \$4,287,027

Component 2 Parking Management Services (Parking System Integrator)

Component 5 Parking Lot Maintenance

ParkMe Inc. - \$560,700

Component 8 Mobile Applications - Mapping

Remaining Component

Delinquent Collections Component #6

- This component will be recommended for award on a future Council agenda
- Additional time is needed to determine the most advantageous proposer

Process Remaining

1. Share additional information with proposers to include
 - Proposed collection rate by Citations Management vendor
 - Inform proposers of the vendor they will need to integrate with
2. Request Best and Final Offer (BAFO)
 - Includes collections warranty
3. Evaluation of BAFO process
4. Make recommendation to City Council for award

Proposal Pricing Summary

<u>Description</u>	<u>Monthly Cost</u>
Existing Contract Pricing	\$267,379.33
New Contract Pricing*	\$219,237.76
Cost Variance**	\$48,141.57
Percentage Change*	18%
6 year savings estimate	\$3,466,193.33
* 6 year average	

**The cost variance is the estimated opportunity cost for each month of deferred execution of the new contracts.

Transition Decision Points

The transition to the new service model requires many decision points and actions by the incumbent and incoming vendors.

Some considerations include:

- Decision Points for Incumbent Vendor
 - Notify existing employees of transition (some employees may not be retained)
 - Ramp down operations and expenses
 - Coordinate with subcontractors

- Decisions Points for Incoming Vendor:
 - Purchase equipment
 - Relocate staff to Dallas
 - Hire and train new staff
 - Coordinate with subcontractors
 - Lease office space
 - Coordinate with City on banking, policy considerations, systems training, etc.

Timeline Considerations

- Must have contract overlap time to transition without an interruption to collections, maintenance, and customer service.
- Penalties can be assessed for vendor failure to meet timelines.
- Time needed to coordinate and communicate with vendors involved to track and synchronize the implementation of contract monitoring by City staff.
- Delays in award will require an additional extension(s) with the incumbent; however, neither further extensions nor the current terms of serves are guaranteed.
- Timing is sensitive; therefore, this item is placed for City Council consideration on June 15, 2016 in conjunction with a request for an extension with the incumbent on June 22, 2016 Council Addendum.

QUESTIONS?