

PROCUREMENT SUMMARY

UNION STATION PARKING MANAGEMENT SERVICES/PS109969000

1.	Contract Number: PS109969000	
2.	Recommended Vendor: Metro Auto Parks	
3.	Type of Procurement (check one): <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP <input type="checkbox"/> RFP-A&E <input type="checkbox"/> Non-Competitive <input type="checkbox"/> Modification <input type="checkbox"/> Task Order	
4.	Procurement Dates:	
	A. Issued: September 26, 2023	
	B. Advertised/Publicized: September 26, 2023	
	C. Pre-Proposal Conference: October 3, 2023	
	D. Proposals Due: November 6, 2023	
	E. Pre-Qualification Completed: January 18, 2024	
	F. Ethics Declaration Forms submitted to Ethics: November 8, 2023	
	G. Protest Period End Date: February 20, 2024	
5.	Solicitations Picked up/Downloaded: 29	Bids/Proposals Received: 6
6.	Contract Administrator: Yamil Ramirez Roman	Telephone Number: (213) 922-1064
7.	Project Manager: Stacie Endler	Telephone Number: (213) 547-4209

A. Procurement Background

This Board Action is to approve Contract No. PS109969000 issued in support of Parking Management Services at Union Station. Board approval of contract award is subject to resolution of any properly submitted protest(s), if any.

The Request for Proposals (RFP) was issued in accordance with Metro’s Acquisition Policy and the contract type is a firm fixed price. The Diversity & Economic Opportunity Department did not recommend an SBE/DVBE participation goal for this procurement as it is a revenue generating procurement and does not utilize local, state, and/or federal funding.

Three (3) amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on October 10, 2023, extended the proposal due date;
- Amendment No. 2, issued on October 20, 2023 updated the Submittal Requirements to include suggested staffing and provided an updated Pricing Schedule;
- Amendment No. 3, issued on October 27, 2023, extended the proposal due date.

A total of 29 firms downloaded the RFP and were included in the plan holders list. A virtual pre-proposal meeting was held on October 3, 2023, and was attended by 13 participants representing 8 companies. There were 88 questions asked and responses were released prior to the proposal due date.

A total of 6 proposals were received on November 6, 2023 from the following firms listed below in alphabetical order:

1. ABM Parking Services
2. Everpark, Inc.
3. LAZ Parking California
4. Metro Auto Parks
5. Parking Company of America
6. SP Plus Corporation

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Parking Management, Countywide Planning & Development, and the Office of the CEO Departments was convened and conducted a comprehensive technical evaluation of the proposals received.

The proposals were evaluated based on the following evaluation criteria and weights:

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| • Operating Methodology/Work Plan | 42% |
| • Quality of Proposal | 6% |
| • Qualifications of Team and Key Personnel | 32% |
| • Cost Proposal | 20% |

Several factors were considered when developing these weights, giving the greatest importance to the operating methodology and work plan.

During the period of November 9, 2023 to November 28, 2023, the PET independently evaluated and scored the technical proposals. Three proposals were determined to be outside of the competitive range and were not included for further consideration as their proposals were not clear in addressing the requirements.

The PET determined that oral presentations were not needed and on November 30, 2023, Metro Auto Parks was determined to be the highest ranked proposer.

Qualifications Summary of Firms within the Competitive Range:

Metro Auto Parks

Metro Auto Parks (MAP) is part of the L&R Group of Companies which includes Joe's Auto Parks, WallyPark, and Metro Auto Parks. MAP has over 60 years of relevant experience in the parking industry.

MAP's proposal provided a detailed description of their parking operations, collections, and control of revenues. The proposal specifically described in detail how the company will manage different types of revenue and mobile application usage.

MAP's proposal demonstrated their integration capabilities with the ridership verification systems which determine and verify those patrons utilizing public transit. Their proposal was tailored to the specific needs of Metro's Union Station Parking facilities.

SP Plus Corporation

SP Plus Corporation (SP+) has over 94 years of relevant experience providing services such as parking enforcement of on street and off-street parking, management of parking lots and structures, and municipal parking operations.

SP+'s proposal demonstrated clear methods for general management and procedures for collection and control of revenue. The proposal also detailed the ease of integration of their systems with Metro's vendors through an open API platform.

However, the proposal did not include a proposed schedule for the work to be performed nor did it thoroughly explain how their subcontractors and proposed personnel will support them in achieving the goals of this contract.

ABM Parking Services

ABM Parking Services (ABM) has over 50 years of relevant experience providing parking services nationwide, with approximately 700 locations in Southern California.

ABM's proposal provided a detailed plan for parking management, specifically recommendations for East and West parking structures of Metro's Union Station. The proposal also provided detailed information regarding revenue collections and maintenance of equipment.

Nonetheless, ABM's proposal did not demonstrate the company's plan during emergencies or provide information on how it would manage the required 24-hour, 7

days per week coverage. The proposal also did not mention how ABM would integrate their systems with Metro's TAP Card program,

A summary of the PET scores is provided below:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	Metro Auto Parks				
3	Operating Methodology/Work Plan	85.83	42.00%	36.05	
4	Quality of Proposal	83.33	6.00%	5.00	
5	Quality of Team and Key Personnel	85.34	32.00%	27.31	
6	Cost Proposal	68.10	20.00%	13.62	
7	Total		100.00%	81.98	1
8	SP Plus Corporation				
9	Operating Methodology/Work Plan	80.00	42.00%	33.60	
10	Quality of Proposal	85.00	6.00%	5.10	
11	Quality of Team and Key Personnel	76.66	32.00%	24.53	
12	Cost Proposal	76.70	20.00%	15.34	
13	Total		100.00%	78.57	2
14	ABM Parking Services				
15	Operating Methodology/Work Plan	72.50	42.00%	30.45	
16	Quality of Proposal	75.00	6.00%	4.50	
17	Quality of Team and Key Personnel	75.34	32.00%	24.11	
18	Cost Proposal	84.65	20.00%	16.93	
19	Total		100.00%	75.99	3

C. Cost Analysis

The recommended amount has been determined to be fair and reasonable based upon an independent cost estimate (ICE), technical analysis, and cost analysis. The variance between the ICE and recommended amount is due to an underestimation of some costs such as taxes and credit card fees in Metro's ICE. These are pass through costs that will be paid based on actuals. Other factors include the addition of an armored truck service for deposits, and a mobile pay option, which were also not considered in the ICE. However due to potential impact on safety to staff, and convenience to customers, both were determined to be acceptable.

	Proposer Name	Proposal Amount	Metro ICE	Recommended Amount
1.	Metro Auto Parks	\$14,611,648	\$13,424,634	\$14,611,648
2.	SP Plus Corporation	\$12,971,918		
3	AMB Parking Services	\$11,752,679		

D. Background on Recommended Contractor

The recommended firm, Metro Auto Parks, located in Los Angeles, CA, has been in business for over 60 years and is a leader in the Parking Management Services industry. The firm currently manages Metro’s parking lots outside of Union Station as well as other public agencies such as the City of Inglewood.

The proposed team is comprised of staff from Metro Auto Parks and one subcontractor. The prime and subcontractor provide balanced knowledge and experience in parking management and revenue services.