

PROCUREMENT SUMMARY

PARKING ENFORCEMENT SERVICES/PS104041-2000

1.	Contract Number: PS104041-2000	
2.	Recommended Vendor: SP Plus Corporation	
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: August 14, 2023	
	B. Advertised/Publicized: August 14, 2023	
	C. Pre-Proposal Conference: August 22, 2023	
	D. Proposals Due: September 12, 2023	
	E. Pre-Qualification Completed: December 19, 2023	
	F. Ethics Declaration Forms submitted to Ethics: September 13, 2023	
	G. Protest Period End Date: January 24, 2024	
5.	Solicitations Picked up/Downloaded: 13	Proposals Received: 4
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. PS104041-2000 issued in support of parking enforcement services at Metro owned and operated Park and Ride locations. Board approval of contract award is subject to resolution of any properly submitted protest.

The RFP was originally issued as a Medium Size Tier I (MSZ-1) set aside. Unfortunately, Metro did not receive any responsive proposals from MSZ-1 firms and therefore, the RFP was reissued as an open solicitation.

RFP No. PS104041-2 was issued in accordance with Metro's Acquisition Policy and the contract type is firm fixed price. The Diversity & Economic Opportunity Department did not recommend an SBE/DVBE participation goal for this procurement due to a lack of subcontracting opportunities.

One (1) amendment was issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on August 29, 2023, extended the proposal due date.

A total of 13 firms downloaded the RFP and were included in the plan holders list. A virtual pre-proposal meeting was held on August 22, 2023, and was attended by 11 participants representing 4 companies. There were 34 questions asked and responses were released prior to the proposal due date.

A total of four proposals were received on September 12, 2023 from the following firms listed below in alphabetical order:

1. Conure Technology Services
2. Inter-Con Security Systems, Inc.
3. LAZ Parking California, LLC
4. SP Plus Corporation

B. Evaluation of Proposals

A Proposal Evaluation Team (PET) consisting of staff from Metro's Parking Management, Transit Court Administration, and Joint Development 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% |
| • Quality 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 September 18, 2023 to October 26, 2023, the PET independently evaluated and scored the technical proposals. Two 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 October 26, 2023, SP Plus Corporation was determined to be the highest ranked proposer.

Qualifications Summary of Firms within the Competitive Range:

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 how Vigilant (License Plate Recognition system) and Park Loyalty (enforcement system) hardware and software options will enhance the duties provided by enforcement officers, and provide a robust system for

administrative use. The proposal also focused heavily on micro-mobility enforcement and towing for these smaller vehicles (electric scooters, bikes, etc.).

SP+'s proposed key personnel include over 57 years of combined parking experience, and the proposal demonstrated their understanding of the operational expectations for the services to be provided under this contract. The proposal included a detailed description of dashboard reporting that will be available for Metro's staff, its capabilities, and the opportunity to prepare custom reports based on staff feedback.

LAZ Parking California, LLC

LAZ Parking California, LLC (LAZ) has over 40 years of relevant experience providing parking enforcement services to public agencies across North America.

LAZ's proposal included a detailed listing of all Metro properties and provided a summary review of each, demonstrating a clear understanding of the magnitude of the work performed under this contract. LAZ also showcased their extensive training program, providing each employee 16 hours of classroom training and up to 24 hours of in-field training.

However, the proposal did not demonstrate how LAZ would track and enforce violations of micro-mobility vehicles, which was a key element on the Scope of Services for this contract. The proposal also focused on fixed LPR operations, as opposed to a mobile LPR system as required in the Scope of Services.

A summary of the PET scores is provided below:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
2	SP Plus Corporation				
3	Operating Methodology/Work Plan	82.38	42.00%	34.60	
4	Quality of Proposal	78.33	6.00%	4.70	
5	Quality of Team and Key Personnel	78.34	32.00%	25.07	
6	Cost Proposal	73.75	20.00%	14.75	
7	Total		100.00%	79.12	1
8	LAZ Parking California, LLC				
9	Operating Methodology/Work Plan	58.57	42.00%	24.60	
10	Quality of Proposal	91.67	6.00%	5.50	
11	Quality of Team and Key Personnel	66.66	32.00%	21.33	
12	Cost Proposal	100.00	20.00%	20.00	
13	Total		100.00%	71.43	2

C. Cost Analysis

The recommended price has been determined to be fair and reasonable based upon an independent cost estimate (ICE), technical analysis, and cost analysis.

	Proposer Name	Proposal Amount	Metro ICE	Recommended Amount
1.	SP Plus Corporation	\$6,446,435	\$6,926,050	\$6,446,435
2.	LAZ Parking California LLC	\$4,753,542		

D. Background on Recommended Contractor

The recommended firm, SP Plus Corporation (SP+), located in Los Angeles, CA, has been in business for 94 years in the field of parking operations and management. SP+ Municipal parking enforcement services experience include on-street and off-street parking with clients including the Los Angeles Department of Transportation, City of Glendale, CA, and City of Atlanta, GA.

The proposed team is comprised of staff from SP+ and one subcontractor. The prime and subcontractor provide balanced knowledge and experience in parking enforcement, tow, and citation services.