

## PROCUREMENT SUMMARY

## METRO PARKING ENFORCEMENT SERVICES/PS37647008

1.	<b>Contract Number:</b> PS37647008	
2.	<b>Recommended Vendor:</b> SP+ Municipal Services	
3.	<b>Type of Procurement (check one):</b> <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.	<b>Procurement Dates:</b>	
	<b>A. Issued:</b> 2/10/2017	
	<b>B. Advertised/Publicized:</b> 2/10/2017	
	<b>C. Pre-Proposal Conference:</b> 2/22/2017	
	<b>D. Proposals Due:</b> 3/20/2017	
	<b>E. Pre-Qualification Completed:</b> 5/4/2017	
	<b>F. Conflict of Interest Form Submitted to Ethics:</b> 5/9/2017	
	<b>G. Protest Period End Date:</b> 9/22/2017	
5.	<b>Solicitations Picked up/Downloaded:</b> 33	<b>Bids/Proposals Received:</b> 3
6.	<b>Contract Administrator:</b> Ana Rodriguez	<b>Telephone Number:</b> (213) 922-1076
7.	<b>Project Manager:</b> Frank Ching	<b>Telephone Number:</b> (213) 922-3033

**A. Procurement Background**

This Board Action is to approve Contract No. PS37647008 issued to provide parking enforcement services at all 87 Metro owned, leased and operated parking lots for a period of five years. Board approval of contract awards are subject to resolution of any properly submitted protest.

The RFP was issued in accordance with Metro's Acquisition Policy and the contract type is a firm fixed price.

Two amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on February 14, 2017, provided clarification on the Evaluation Criteria and Submittal Requirements;
- Amendment No. 2, issued on March 2, 2017, extended the RFP due date to March 20, 2017.

A pre-proposal conference was held on February 22, 2017 and was attended by five participants representing four firms. There were 33 questions submitted and responses were released prior to the proposal due date.

A total of 33 firms downloaded the RFP and were included on the plan holders' list. A total of three proposals were received on March 20, 2017.

## **B. Evaluation of Proposals**

A Proposal Evaluation Team (PET) consisting of staff from Metro, the City of Inglewood and the City of Pasadena was convened and conducted a comprehensive technical evaluation of the proposals received.

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

- |  |            |
|--|------------|
| • Experience and Qualifications  | 20 percent |
| • Personnel Qualifications, Availability, and Capabilities             | 10 percent |
| • Operation, Staffing, Customer Service, Auditing, and Reporting Plans | 20 percent |
| • Budget Plan  | 10 percent |
| • Equipment and Software   | 20 percent |
| • Price  | 20 percent |

Several factors were considered when developing these weights, giving equal importance to the experience and qualifications, operation and staffing plans, equipment and software, and price.

From March 21, 2017 through April 6, 2017, the PET conducted its independent evaluation of the proposals received. The PET determined that all three firms were within the competitive range. The firms are listed below in alphabetical order:

1. LAZ Parking, Inc.
2. Serco, Inc.
3. SP+ Municipal Services

On April 6, 2017, the PET conducted interviews of the three firms. The firms had an opportunity to present their proposed project manager, the team's qualifications, and respond to the PET's questions. More specifically, the firms were asked to present a focused presentation with more detail on their proposed operation and staffing plan.

The final scoring, after interviews, determined SP+ Municipal Services to be the highest rated proposer.

### **Qualifications Summary of Firms within the Competitive Range:**

#### **SP+ Municipal Services (SP+)**

SP+ Municipal Services is an operating division of SP+ Corporation with over 140 years of combined municipal parking experience. They have parking enforcement contracts in 15 states with several cities such as the City of Newport Beach, Santa Ana and Santa Monica. They have a strong local presence with multiple locations and a sizable portfolio that gives them access to a large labor pool to support all of

Metro's facilities. Moreover, SP+ has transit parking enforcement experience from Chicago Transit Authority and Regional Transit District (RTD) in Colorado. SP+'s proposed operation plan was thorough and well thought out providing Metro with a clear overview of their driving routes, staffing plan, and uniform selections. The plan and proposed team from SP+ exhibited their experience and attention to detail in their proposal and further gave a more detailed presentation of their operating plan during the interview including an interactive map of the driving routes proposed. The proposed project manager is a former law enforcement officer who has previously managed parking enforcement operations and demonstrated his knowledge and experience during the interview. The project manager projected confidence in undertaking this new program to deliver to Metro a high quality enforcement program with an emphasis in customer service. The team submitted a detailed proposal, and spoke confidently during the interview on the key aspects of this project such as adequate planning, administration, management, uniforms, communication, customer service, and most importantly, safety.

### **Serco, Inc. (Serco)**

Serco, Inc. is a parking enforcement firm that has over 24 years of experience providing parking enforcement services for the City of San Francisco, the City of West Hollywood, and the City of Inglewood as well as other municipalities in the United States and internationally. Serco's proposal for this project included a good operation and staffing plan. However, they did not propose any coverage on the weekends, they did not include samples of monthly reports in the proposal, and the proposed project manager only had a little over 3 years of parking enforcement experience. Also, all firms were specifically requested to prepare an interview presentation focusing on additional details on their operation plan. Serco's presentation focused more on the firm's overall experience rather than the specifics of this project.

### **LAZ Parking, Inc. (LAZ)**

LAZ Parking was founded in 1981 and currently has locations all across the United States. While they have limited local experience in parking enforcement, they have experience out of state such as the management of the City of Chicago's on-street parking meter system that includes supplemental enforcement services. The proposed operation plan lacked a strategic approach giving the impression that the proposer did not fully understand the intent of the program being implemented. All firms were asked by the PET to prepare a presentation focusing on the proposed operation plan; however LAZ Parking did not provide more detail on the operating plan but mostly presented on the firm's history and background. Also, the PET requested that the proposed project manager be present at the interview to answer questions pertaining to their experience. LAZ's project manager did not attend the interview, as they proposed one person in the written proposal but then decided to conduct a recruitment specifically for the position, should they be awarded the contract. This was a key deficiency due to the fact that this parking enforcement

program is new to Metro and the PET wanted to have the opportunity to speak to and question the proposed project managers and ascertain their experience, thoughts, and ideas for this project.

Following is a summary of the PET evaluation scores:

1	Firm	Average Score	Factor Weight	Weighted Average Score	Rank
<b>2</b>	<b>SP+ Municipal Services</b>				
3	Experience and Qualifications	80.00	20.00%	16.00	
4	Personnel Qualifications, Availability, and Capabilities	90.00	10.00%	9.00	
5	Operation, Staffing, Customer Service, Auditing, and Reporting Plans	85.83	20.00%	17.17	
6	Budget Plan	80.00	10.00%	8.00	
7	Equipment and Software	90.00	20.00%	18.00	
8	Price	100.00	20.00%	20.00	
<b>9</b>	<b>Total</b>		<b>100.00%</b>	<b>88.17</b>	<b>1</b>
<b>10</b>	<b>Serco, Inc.</b>				
11	Experience and Qualifications	86.67	20.00%	17.33	
12	Personnel Qualifications, Availability, and Capabilities	63.33	10.00%	6.33	
13	Operation, Staffing, Customer Service, Auditing, and Reporting Plans	83.33	20.00%	16.67	
14	Budget Plan	80.00	10.00%	8.00	
15	Equipment and Software	83.33	20.00%	16.67	
16	Price	93.34	20.00%	18.67	
<b>17</b>	<b>Total</b>		<b>100.00%</b>	<b>83.67</b>	<b>2</b>
<b>18</b>	<b>LAZ Parking</b>				
19	Experience and Qualifications	63.33	20.00%	12.67	
20	Personnel Qualifications, Availability, and Capabilities	56.67	10.00%	5.67	
21	Operation, Staffing, Customer Service, Auditing, and Reporting Plans	64.17	20.00%	12.83	
22	Budget Plan	66.67	10.00%	6.67	
23	Equipment and Software	83.33	20.00%	16.67	
24	Price	50.07	20.00%	10.01	
<b>25</b>	<b>Total</b>		<b>100.00%</b>	<b>64.52</b>	<b>3</b>

### **C. Price Analysis**

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

The reason for the difference between the proposed amount and the negotiated amount is that during negotiations, Metro requested that SP+ amend their proposed operation plan to include two additional field supervisors. The proposed price increased slightly; however, the negotiated amount is still the lowest proposed price.

	<b>Proposer Name</b>	<b>Proposal Amount</b>	<b>Metro ICE</b>	<b>Negotiated amount</b>
1.	SP+ Municipal Services	\$4,408,364	\$4,402,041	\$4,599,446
2.	Serco, Inc.	\$4,723,075	\$4,402,041	
3.	LAZ Parking	\$8,804,492	\$4,402,041	

### **D. Background on Recommended Contractor**

The recommended firm, SP+ Municipal Services, a division of SP+ Corporation, is located in Los Angeles, California, and has decades of parking services experience with municipalities throughout the United States. Examples of some of their local collaborations include services for the Los Angeles Department of Transportation (LADOT), Riverside, Santa Ana, and Santa Monica. Currently, SP+ is performing parking enforcement services for the City of Newport Beach, the City of Santa Ana, and the City of Vallejo in California as well as the RTD in Colorado, the Chicago Transit Authority and the Metropolitan Rail Corporation in Illinois. SP+'s proposed project manager is a former law enforcement officer with 30 years of public service experience, including five years on the executive team of the Santa Monica Police Department. In partnership with Metro, the SP+ team will enforce Metro's parking ordinances with efficiency in order to provide high quality service and ensure that Metro's parking resources are utilized primarily by Metro's transit patrons.