



COUNTY OF LOS ANGELES
Internal Services Department
1100 North Eastern Avenue
Los Angeles, California 90063



United We Stand

JOAN OUDERKIRK
Director

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November 7, 2002

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, CA 90012

Dear Supervisors:

**REQUEST FOR APPROVAL AND AWARD OF THE PARKING FACILITY
MANAGEMENT SERVICES CONTRACT TO FIVE STAR PARKING
(ALL DISTRICTS - 3 VOTES)**

IT IS RECOMMENDED THAT YOUR BOARD:

- 1 Find that parking facility management services can be more economically performed by an independent contractor than by County employees.
2. Award a contract to the highest ranked proposer with the lowest cost, Five Star Parking, to provide parking facility management services at fifty-two (52) Los Angeles County owned or leased parking facilities throughout the Civic Center and Outlying areas as listed on Attachment 1, effective January 1, 2003, for a term of three years with two one-year renewal options and six (6) month-to-month extensions.
3. Authorize the Director of Internal Services Department (ISD) or designee to exercise the renewal options and month-to-month extensions under the terms of the Agreement at her sole discretion.
4. Authorize the Director ISD or designee to add and delete facilities and to approve necessary changes to scope in service.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The current parking facility management services contract will expire on December 31, 2002. Five Star Parking was selected based on proposal evaluations and because their proposal response was the lowest cost option.

Implementation of Strategic Plan Goals

This recommended action supports the County's Strategic Plan Goal of Fiscal Responsibility as revenue generated under this Agreement benefits the County General Fund.

FISCAL IMPACT/FINANCING

Under the proposed agreement, the Contractor will be reimbursed for their services either by sharing in a percentage of the gross parking facility revenue or through a fixed payment (i.e. management fee). The arrangement varies depending on the type of facility. Specifically:

- The contractor will receive 19.818% of the adjusted gross revenue for the 10 revenue generating facilities (i.e., pay lots) in the Civic Center area and the 17 revenue generating facilities in the Outlying Area. Based on our revenue estimates, the contractor will receive approximately \$2.7 million to manage these facilities.
- The contractor will receive a Management Fee of \$2,072,724, for 7 facilities in the Civic Center and 18 facilities in the Outlying Area. A management fee arrangement is used in these cases because the facilities are predominately non-revenue generating, or we are required under bond financing regulations to use a management fee contract.

The management fee and revenue share percentage are fixed for the entire term of the agreement as well as any subsequent renewals and extensions. The estimated annual adjusted gross revenue, incorporating the parking rate increases approved by your Board in July 2002, is approximately \$13.9 million. Based on this revenue projection, less the estimated contractor revenue share (i.e. \$2.7 million) and management fees of \$2.1 million, the County's net proceeds are approximately \$9.1 million per year.

There is sufficient appropriation within ISD's FY 2002/03 budget to pay for the management fee portion of this contract.

No layoffs or reductions in County workforce or other adverse impacts to County employees will result from this award, as the work is presently contracted out. The

County's cost to operate this contract would be \$7,460,103 and an annual savings of approximately \$2,664,295 will result from this contract.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The terms and conditions of the Agreement have been approved as to form by County Counsel. Under the Agreement, the contractor is required and has agreed to consider qualified GAIN/GROW participants for employment openings, and comply with the Jury Duty Ordinance, the Safely Surrender Baby Law and the County's Child Support Compliance Program. The Child Support Services Department has confirmed that the recommended vendor has complied with the requirement to file a Principal Owner Information Form with its office. The Risk Management Section of the Chief Administrative Office has approved insurance coverages required by the Agreement. This is a Proposition A Agreement therefore a Proposition A Cost Analysis (Attachment 2) has been reviewed and approved by the Auditor-Controller. Additionally, this Agreement is subject to the Living Wage Program (County Code Chapter 2.201). However, Five Star Parking is party to a bona fide Collective Bargaining Agreement with Teamsters Local Union No. 911 and has applied and been approved for an exemption to the Living Wage Program. In addition, the contract award fully complies with the mandatory Proposition A requirements contained in County Code Section 2.121.380.

The Agreement contains provisions requiring the contractor to provide comprehensive Parking Facility Management Services for parking facilities in Los Angeles County that are included in this Agreement. These services include, but are not limited to, collection and deposit of parking fees, issuance of monthly parking passes, cleaning and maintenance of facility appearance, and minor facility repairs as directed by the County.

CONTRACTING PROCESS

A Preliminary Information Letter providing detailed technical specifications on each parking facility was issued on July 15, 2002 and mailed to 36 vendors as shown in Attachment 3, as well as posted on the County website. The Request for Proposals (RFP) was issued and posted on the County website on July 25, 2002. Six (6) vendors attended the Mandatory Proposer's Conference held on August 22, 2002.

Five (5) proposals were received and reviewed for compliance with the minimum requirement criteria stated in the RFP. All five (5) of these proposals were determined to be in compliance with the minimum requirement criteria and, therefore, qualified for

The Honorable Board of Supervisors

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further evaluation. Community Business Enterprise Program participation information for firms responding to the RFP are in Attachment 4. The contractor was selected without regard to gender, race, creed, or color for award of an agreement.

An Evaluation Committee, including members of ISD Parking Services and Facility Operations Service and the Department of Beaches and Harbors, evaluated all five (5) responses in accordance with criteria set forth in the RFP.

Proposals were rated on the following criteria: 1) Proposer's Qualifications; 2) Proposer's Approach to Providing Required Services; and 3) Cost. The County placed a greater significance on cost, as this is a revenue generating agreement. The Five Star Parking proposal earned the highest score and offered the lowest cost proposal for providing the required parking facility management services.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

This is a re-solicitation of existing contracts; no County employees will be impacted.

CONCLUSION

Approval of the Agreement will allow the County to continue to provide quality parking services for County employees, jurors and visitors in fifty-two (52) parking facilities throughout Los Angeles County, and will ensure a continued revenue stream for the County.

Respectfully submitted,



Joan Ouderkirk
Director

JO:DB:ml
Attachments (4)

c: Chief Administrative Officer
Executive Officer, Board of Supervisors
County Counsel
Auditor-Controller

Parking Facilities Location List

Attachment 1

| Group | Facility | Address | City |
|-----------|----------|-----------------------|------------------|
| Civic Ctr | 10 | 145 N. Broadway | Los Angeles |
| Civic Ctr | 11 | 227 W. Temple St. | Los Angeles |
| | 12 | 211 W. Temple | Los Angeles |
| | 14 | 135 N. Grand Ave. | Los Angeles |
| | 15 | 527 N. Spring St. | Los Angeles |
| | 16 | 111 So. Grand Ave | Los Angeles |
| | 17 | 131 S. Olive St. | Los Angeles |
| | 17A | 131 S. Olive St. | Los Angeles |
| | 18 | 140 N. Grand | Los Angeles |
| | 21 | 555 N. Broadway | Los Angeles |
| | 22 | 232 N. Grand | Los Angeles |
| | 25 | 418 N. Spring St. | Los Angeles |
| | 26 | 120 S. Olive St. | Los Angeles |
| | 29 | 313 N. Figueroa St. | Los Angeles |
| | 30 | 311 N. Grand Ave. | Los Angeles |
| | 45 | 725 N. Spring St. | Los Angeles |
| | 58 | 1055 N. Alameda St. | Los Angeles |
| | 46 | 318 W. Adams Blvd. | Los Angeles |
| | 48 | 6170 Sylmar Ave. | Van Nuys |
| | 53 | 240 Ramona St. | Pasadena |
| | 55 | 1601 Eastlake Ave. | Los Angeles |
| | 57 | 9355 Burton Way | Beverly Hills |
| | 59 | 7621 S. Painter Ave. | Whittier |
| | 60A | 1945 S. Hill St. | Los Angeles |
| | 60B | 1945 S. Hill St. | Los Angeles |
| | 67A | 101 S. Magnolia Ave. | Long Beach |
| | 67B | 415 W. Ocean Blvd. | Long Beach |
| | 68 | 523 Shatto Place | Los Angeles |
| | 69 | 532 S. Vermont Ave. | Los Angeles |
| | 72 | One Regent St. (East) | Inglewood |
| | 73 | One Regent St. (West) | Inglewood |
| | 75A | 429 Bauchet St. | Los Angeles |
| | 75B | 429 Bauchet St. | Los Angeles |
| | 75C | 429 Bauchet St. | Los Angeles |
| | 76 | 4837 E. Third St. | Los Angeles |
| | 77 | 150 Commonwealth Ave. | Alhambra |
| | 78 | 350 W. Mission Blvd. | Pomona |
| | 79 | 400 Acacia St. | Compton |
| | 80 | 11264 Valley Blvd. | El Monte |
| | 81 | 1100 N. Eastern Ave. | Los Angeles |
| | 82 | 201 Centre Plaza Dr. | Monterey Park |
| | 83 | 5801 Wilshire Blvd. | Los Angeles |
| | 84A | 801 3rd St. | San Fernando |
| | 84B | 909 1st St. | San Fernando |
| | 84C | 1001 3rd St. | San Fernando |
| | 85 | 505 S. Centre St. | San Pedro |
| | 86 | 1633 Purdue St. | W. Los Angeles |
| | 87 | 11705 Alameda St. | Lynwood |
| | 89 | 17600 Santa Fe Ave. | Rancho Dominguez |
| | 93 | 10025 E. Flower | Cerritos |
| | 94 | 11701 La Cienega | Los Angeles |
| | 95 | 9375 Pennfield Ave. | Chatsworth |

ISD - CONTRACT ADMINISTRATION DIVISION
Prop A Review - PARKING SERVICES
Comparison of County's Estimated Avoidable Costs to Contractor's Costs

COUNTY COSTS**Direct Costs**

| Salaries - | Monthly | No. of | No. of | Total |
|---|-----------------|------------------|---|------------------|
| <u>Classification</u> | <u>5th Step</u> | <u>Positions</u> | <u>Months</u> | |
| | <u>Salary</u> | | | <u></u> |
| Section Manager, Parking Services (1) | 5,026.55 | 2.350 | 28 | 141,766 |
| Cashier | 2,361.91 | 64.633 | 776 | 1,831,881 |
| Parking Lot Attendant | 2,142.00 | 112.814 | 1,354 | 2,899,760 |
| Contract Monitor Supervisor, Parking Services | 3,395.27 | 18.802 | 226 | 766,065 |
| Subtotal | | | | <u>5,639,472</u> |
| | | | Less: 5th Step Salary Savings | <u>(225,517)</u> |
| | | | Total Direct Salaries | <u>5,413,955</u> |
| | | | Employee Benefits | <u>1,730,841</u> |
| | | | Total Salaries & Employee Benefits | <u>7,144,796</u> |

Services & Supplies262,162**Equipment (2)**

| <u>Description</u> | <u>No. of Units</u> | <u>No. of hrs.</u> | <u>Cost/hr.</u> | |
|------------------------------------|---------------------|--------------------|-----------------|---------------|
| Vans (startup cost) | 5 | | | 25,000 |
| Pickup Trucks (startup cost) | 2 | | | 10,825 |
| Parking Lot Sweeper (startup cost) | 2 | | | 17,320 |
| Total | | | | <u>53,145</u> |

Indirect Costs

Avoidable Overhead

Total Estimated Avoidable Costs 7,460,103**CONTRACTING COSTS****Direct Costs**Contract costs 4,795,808**Indirect Costs**

Contract monitoring

Total Contract Costs 4,795,808**Estimated Savings from Contracting (Avoidable Costs less Contract Costs)** 2,664,295

Savings 35.7%

- (1) Placeholder - Section Manager, Custodial, ISD used for determining cost
(2) Cost of equipment amortized over 5-years

| COMPANY | CONTACT | ADDRESS | CITY/STATE/ZIP | PHONE | FAX | COMMENTS |
|---------------------------------|----------------------|---------------------------------------|---------------------------|--------------|--------------|----------|
| ACE PARKING | Steve Burton | 645 Ash Street | San Diego, CA 92101 | 619/233-6624 | 619/544-9468 | |
| ACE PARKING MGMT INC | Russ Davis | 4680 MacArthur Court, Ste. A | Newport Beach, CA 92660 | 949/724-0963 | 949/724-1165 | |
| AMPCO SYSTEM PARKING | Rich Kindorf | 808 S. Olive Street | Los Angeles, CA 90014 | 213/624-6065 | 213/312-2104 | |
| APCOA/STANDARD | Jack Kelly, Sr. V.P. | 3702 S. Virginia St., Ste.G 12-284 | Reno, NV 89502 | 775/827-9007 | 775/827-5998 | |
| ARROW PARKING | Ron Movahed | 256 S Robertson Blvd. | Beverly Hills, CA 90020 | 323/461-8548 | 323/461-8560 | |
| ATHENA PARKING, INC. | Brenda Lyon | 617 S. Olive St., Ste. 1000 | Los Angeles, CA 90014 | 213/891-2565 | 213/891-8763 | |
| AUTOMATE PARKING INC | Leo Mejia | 8405 Pershing Dr., Ste. 100 | Playa del Rey, CA 90293 | 310/827-2124 | 310/827-5304 | |
| BERNARDS PARKING/VALET SERVICES | Mike Sugar | 17727 Ventura Blvd., Ste. 200 | Encino, CA 91316 | 818/881-4343 | 818/881-4348 | |
| CAM SERVICES | David Herrera | 5664 Selmaraine Dr. | Culver City, CA 90230 | 310/390-3552 | 310/390-8059 | |
| CENTRAL PARKING SYSTEM | Brett Lippel | 811 West Seventh St., Ste. 300 | Los Angeles, CA 90017 | 213/612-4460 | 213/612-4465 | |
| CRYSTAL VALET PARKING SERVICE | Greg Gee | P.O. Box 27386 | Los Angeles, CA 90027 | 323/663-7275 | 323/663-5437 | |
| DAJA, INC. | Jackie Besser | 601 California St., Ste. 1510 | San Francisco, CA 94108 | 415/956-4029 | 415/966-3435 | |
| DLC PARKING SERVICES | Dominic L. Chila | 510 Walnut St., Ste. 420 | Philadelphia, PA 19106 | 215/829-8200 | 215/829-8210 | |
| EMPIRE ENTERPRISES | Mike McCarthy | 606 Centinela Ave. | Inglewood, CA 90302 | 310/674-4877 | 310/671-8353 | |
| FIVE STAR PARKING | Rick Ullman | 600 S Spring St., Ste. 1750 | Los Angeles, CA 90014 | 213/627-8211 | 213/627-8464 | |
| FLYING DUTCHMAN PARK INC | Ted Tran | Pier 27 Admin. Bldg. | San Francisco, CA 94111 | 415/397-6644 | 415/989-3063 | |
| GRANT PARKING COMPANY | Steve Ullman | 1618 N. Las Palmas Ave. | Los Angeles, CA 90028 | 323/463-2739 | 323/463-3946 | |
| IMPERIAL PARKING (U.S.) INC. | Alfred Stevens | Pier 50, Bldg. A | San Francisco, CA 94107 | 415/227-0114 | 415/227-0116 | |
| JOE'S AUTO PARK | Jeff Lumer | 600 S Spring St., Ste. 1700 | Los Angeles, CA 90014 | 213/629-3263 | 213/489-1078 | |
| MINUTEMAN PARKING | Christopher Fox | 1601 N. Sepulveda Blvd., Ste. 368 | Manhattan Beach, CA 90266 | 310/214-1888 | 310/214-2363 | |
| MODERN PARKING INC | Gary Pitts | 1200 Wilshire Blvd., Ste. 300 | Los Angeles, CA 90017 | 213/482-8400 | 213/482-7600 | |
| MONUMENT PARKING CO. | Sylvan Gershowitz | 1828 "L" St. N.W., Ste. 501 | Washington, D.C. 20036 | 202/833-9357 | 202/429-5605 | |
| PARKING ASSOC OF CALIF | Gregory Spiker | 1100 S. Flower St., Ste. 2100 | Los Angeles, CA 90015 | 213/748-2659 | 213/748-6101 | |
| PARKING COMPANY OF AMERICA | Alex Martin | 11101 Lakewood Blvd. | Downey, CA 90241 | 562/862-2118 | 562/862-4409 | |
| PARKING CONCEPTS INC | Robert Hindle | 1801 S. Georgia Street | Los Angeles, CA 90015 | 213/746-5764 | 213/746-3654 | |
| PARKING MANAGEMENT SERVICES | Gustavo Garcia | 3151 Cahuenga Blvd. W., Ste. 317 | Los Angeles, CA 90068 | 323/850-3325 | 323/876-3875 | |
| PRG PARKING | Norma Darcy | 5701 W. Century Blvd. | Los Angeles, CA 90045 | 310/642-0947 | 310/216-1054 | |
| PROPARK AMERICA | John Schmid | 1 Union Place | Hartford, CT 06103 | 888/776-7275 | 860/241-0807 | |
| STANDARD PARKING | Rick Wilson | 707 Wilshire Blvd., 35th Floor | Los Angeles, CA 90017 | 213/531-2700 | 213/236-0601 | |
| SUNSHINE AUTO PARK | Barbara Sperry | 808 N Spring St., Ste. 212 | Los Angeles, CA 90012 | 213/617-7275 | 213/617-7020 | |
| THE PARKING SPOT | Brian Vandehy | 5701 W. Century Blvd. | Los Angeles, CA 90045 | 310/642-0900 | 310/216-1054 | |
| UNIVERSAL GROUP | Richard Short | 1682 W. 75th Ave. | Vancouver, BC V6P6G2 | 888/422-3947 | 604/267-7275 | |
| USA PARKING | Sharon Samolyk | 2217 E. 9th St., Ste. 304 | Cleveland, OH 44115 | 216/621-9255 | 216/621-6266 | |
| V. ROBLES & ASSOCIATES | V. Robles | P.O. Box 33107 1830 Pennsylvania Ave. | Los Angeles, CA 90033 | 323/261-8905 | 323/262-1674 | |
| VALET PARKING SERVICES INC | Victor Morad | 10555 Jefferson Blvd. | Culver City, CA 90230 | 310/836-3388 | 310/815-0184 | |
| WORLD WIDE PARKING INC. | Gina Dunn | 6000 Executive Blvd., 7th Floor | Rockville, MD 20852 | 301/984-8844 | 301/984-8555 | |

**PARKING LOT SERVICES PROPOSERS
FIRM/ORGANIZATION INFORMATION**

Attachment 4

| PROPOSER | COMPOSITION | OWNERS/ PARTNERS/ ASSOCIATE PARTNERS | | MGRS. | | STAFF | | TOTAL | % OWNERSHIP | |
|--|----------------------------|---|----------|-----------|-----------|-------------|------------|-------|-------------|-----------|
| | | M | F | M | F | M | F | | M | F |
| Modern Parking, Inc. Certifications: None Claimed | Black/African American | | | 3 | 1 | 1 | 3 | | | |
| | Hispanic/Latino | | | 11 | 2 | 242 | 23 | | | |
| | Asian or Pacific Islander | 1 | | 4 | 1 | 37 | 7 | | 100 | |
| | Amer. Indian/Alaska Native | | | | | | | | | |
| | Filipino American | | | | | | | | | |
| | White | | | 4 | 2 | 1 | 2 | | | |
| | TOTALS | | | 22 | 6 | 281 | 35 | | 100 | 0 |
| Imperial Parking Certifications: None Claimed | Black/African American | | | 2 | | 112 | 39 | | | |
| | Hispanic/Latino | | | 6 | | 37 | 5 | | | |
| | Asian or Pacific Islander | | | 1 | | 9 | 1 | | | |
| | Amer. Indian/Alaska Native | | | | | | | | | |
| | Filipino American | | | | | | | | | |
| | White | | | 23 | 1 | 95 | 28 | | | |
| | TOTALS | | | 32 | 1 | 253 | 73 | | | 0 |
| Parking Concepts, Inc. Certifications: None Claimed | Black/African American | | | 10 | 4 | 122 | 47 | | | |
| | Hispanic/Latino | | | 26 | 9 | 417 | 246 | | | |
| | Asian or Pacific Islander | | | 5 | 2 | 65 | 20 | | | |
| | Amer. Indian/Alaska Native | | | 1 | | 3 | 2 | | | |
| | Filipino American | | | | | | | | | |
| | White | 1 | | 13 | 5 | 272 | 140 | | 100 | |
| | TOTALS | 1 | | 55 | 20 | 879 | 455 | | 100 | |
| Parking Company of America Certifications: County of LA (M) City of L.A. (expired) Caltrans (expired) | Black/African American | | | 5 | 2 | 77 | 34 | | | |
| | Hispanic/Latino | 3 | 3 | 21 | 2 | 335 | 91 | | 83 | 17 |
| | Asian or Pacific Islander | | | 3 | 2 | 92 | 31 | | | |
| | Amer. Indian/Alaska Native | | | | | 1 | 1 | | | |
| | Filipino American | | | | | | | | | |
| | White | 2 | 1 | 28 | 7 | 229 | 63 | | | |
| | TOTALS | 5 | 4 | 57 | 13 | 734 | 220 | | 83 | 17 |
| Five Star Parking Certifications: None Claimed | Black/African American | | | 35 | 6 | 800 | 337 | | | |
| | Hispanic/Latino | | | 27 | 8 | 478 | 345 | | | |
| | Asian or Pacific Islander | | | 13 | 4 | 249 | 160 | | | |
| | Amer. Indian/Alaska Native | | | | | 14 | 6 | | | |
| | Filipino American | | | | | | | | | |
| | White | 2 | | 10 | 1 | 15 | 10 | | 100 | |
| | TOTALS | 2 | | 85 | 19 | 1556 | 858 | | 100 | |

M = minority; W = women; D = disadvantaged; DV = disabled veterans