



March 20, 2017

TO: Each Supervisor

FROM: Gary Jones, Director 

SUBJECT: **NOTICE OF INTENT TO CANCEL PARKING LOT MANAGEMENT SERVICES SOLICITATION**

Caring for Your Coast

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**Gary Jones**  
Director

**Kerry Silverstrom**  
Chief Deputy

**John Kelly**  
Deputy Director

**Brock Ladewig**  
Deputy Director

This memo is to apprise your Board of the Department of Beaches and Harbors' (Department) intent to cancel its solicitation for parking lot management services at 19 beach and 16 Marina del Rey parking lots.

The term of the Department's current contract for parking lot management services with Modern Parking, Inc. (MPI) expires on April 15, 2017, with up to six month-to-month extensions through October 15, 2017. The Department issued a Request for Proposals (RFP) on July 13, 2016 to solicit a new contractor for these services and completed the solicitation process through a full evaluation of the two qualifying proposals received and selection of a recommended proposer. Nevertheless, the Department now intends to cancel the solicitation in accordance with Section 4.2 of the RFP, County Option to Reject Proposals.

A new RFP with revised specifications will be released in the near future. It is anticipated that the following revisions will be introduced in the new RFP:

- (1) The annual incentive bonus will be increased to up to \$40,000 for meeting ongoing measurable performance standards related to employee appearance, integrity, customer service and compliance with contract requirements, as determined through a Mystery Parker Program; and
- (2) The contractor will be obligated to cooperate with the Department in implementing technology initiatives.

The Department believes the public will be better served by the enhancement to the bonus program, because of an additional incentive for improved customer service. In addition, the Department continues to explore increasingly sophisticated parking technology that might better meet our customers' expectations, yet also function effectively in our sand/sea environment and our remote locations.

Each Supervisor  
March 20, 2017  
Page 2

To allow time for this new solicitation, we will execute the final six month-to-month extensions allowed in the current MPI contract through October 15, 2017. We will also be returning to your Board to request an additional twelve month-to-month extensions ending October 15, 2018, to allow time to effectively complete the new RFP process.

Please feel free to contact me if you have any questions or require additional information. If I do not hear of any concerns from your offices by this Thursday, March 23, we will notify the two proposers of the cancelled solicitation and our intention to issue a new RFP in the near term.

GJ:ks

c: Chief Deputies/Chiefs of Staff  
Departmental Deputies  
Chief Executive Office  
County Counsel