



# REPORT

**DATE ISSUED:** May 27, 2015

**REPORT NO:** HCR15-052

**ATTENTION:** Chair and Members of the San Diego Housing Commission  
For the Agenda of June 25, 2015

**SUBJECT:** Award of Contract for Parking Operator Services at Smart Corner  
San Diego Housing Commission Office, 1122 Broadway, San Diego

**COUNCIL DISTRICT:** 3

**REQUESTED ACTION**

Award a contract to ACE Parking III, LLC (ACE Parking) to provide parking operator services to the San Diego Housing Commission’s corporate office building, for the Fiscal Year 2016 with four (4) one-year options to renew at a total contract amount of \$737,639 as follows:

Contract Term	Management Fee	Reimbursable Expenses	Total Contract Amount
Year 1 (Fiscal Year 2016)	\$4,800	\$134,138	\$138,938
1 <sup>st</sup> Option (Fiscal Year 2017)	\$4,944	\$138,162	\$143,106
2 <sup>nd</sup> Option (Fiscal Year 2018)	\$5,092	\$142,307	\$147,399
3 <sup>rd</sup> Option (Fiscal Year 2019)	\$5,245	\$146,576	\$151,821
4 <sup>th</sup> Option (Fiscal Year 2020)	\$5,402	\$150,973	\$156,375
<b>Total Contract</b>			<b>\$737,639</b>

**STAFF RECOMMENDATION**

That the San Diego Housing Commission (Housing Commission) take the following actions:

- 1) Approve the award of a one year contract to ACE Parking in an amount not to exceed \$138,938 to provide parking operator services at the Housing Commission’s corporate office building at 1122 Broadway, San Diego, 92101. The contract shall include four (4) one-year options to renew based on the needs of the Housing Commission.
- 2) Authorize the President & Chief Executive Officer (President & CEO), or designee, to expend up to \$13,893 in contingency, if necessary, for services not anticipated in the original scope of services.
- 3) Authorize the President & CEO, or designee, to substitute the identified contract funding sources with other available funding sources so as long as the total activity budget amount after substitution does not exceed the total approved budget, should the operational need arise or should actions be to the benefit of the Housing Commission and its mission.

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- 4) Authorize the President & CEO, or designee, to execute all documents and instruments that are necessary and/or appropriate to implement these approvals, in a form approved by General Counsel, and to take such actions as are necessary and/or appropriate to implement these approvals.

### **SUMMARY**

The Housing Commission's headquarters building is known as the "Smart Corner" office building, and is a five-story Class A facility with four levels of subterranean parking. The top two floors of the parking structure are used by Housing Commission's employees, visitors and other office and retail tenants. The bottom two levels are used by the occupants of the residential tower adjacent to the Smart Corner office building.

The top two levels of the parking structure have 260 spaces and 14 handicap spaces. The lower two residential levels have 380 spaces. The parking operations on the lower two levels of residential parking are not included in the scope of service.

Garage access for Housing Commission employees, residential tower residence, office and retail tenants is through keycards. The keycard access is maintained by the parking operator. Garage access for visitors is provided through a ticket machine and exiting is processed by a parking booth attendant.

The parking structure requires parking operations to manage the parking spaces, gates, gate equipment, parking booth, camera system and additional duties as stated in the Parking Easement Agreement.

The current contractor for these services is ACE Parking. A Final Option to extend the Ace Parking contract was executed on November 1, 2014, and no further options are available beyond the June 30, 2015, expiration of this Final Option.

As a result, on Thursday, March 5, 2015, the Housing Commission issued a Request for Proposals (RFP) for Parking Operator Services at Smart Corner. The Housing Commission placed the RFP on the Onvia-DemandStar website. Additionally newspaper advertisements were placed in the following local publications: San Diego Daily Transcript, San Diego Union-Tribune (formerly U-T San Diego), and La Prensa. As a result, a total of 86 individuals from various companies were part of the Broadcast List; 16 of those individuals were associated with disadvantaged businesses. A total of 18 individuals became plan holders and of those, three were disadvantaged businesses. On March 17, 2015, a pre-proposal meeting was held, followed by a site-walk of the building. Representatives from eight companies attended the pre-proposal meeting.

At the time proposal responses were due on April 2, 2015, the Housing Commission received one written proposal, which was from ACE Parking. Prior to the proposal due date, outreach to all vendors who had downloaded the RFP was conducted, and a total of four firms had confirmed they planned on submitting a proposal by the due date, including ACE Parking. Following the due date, additional outreach was conducted to determine why the three vendors who had not submitted a proposal chose not to do so. These three vendors had indicated that it was merely a business decision.

An internal Evaluation Committee subsequently evaluated, scored and ranked the proposal responses based on the following criteria: Company Experience, Cost/Compensation, and Qualifications. A copy of the Proposal Evaluation Scoring form used is attached to this report as Attachment 1. The Evaluation

Committee has recommended ACE Parking for the award of the contract based on the quality of the company's response to the evaluation criteria in accordance with the scope of work. ACE Parking's cost proposal has been determined to be fair and reasonable.

**FISCAL CONSIDERATIONS**

The proposed funding sources and uses approved by this action are included in the proposed FY 2016 budget. Approving this action will not change the proposed FY 2016 total budget.

Approving this action will result in Parking Operator services for the Housing Commission Headquarters Office Building at a total cost of \$138,938 in fiscal 2016.

FY 2016 Sources:

Unrestricted Local Funds (Garage Revenue) \$138,938

FY 2016 Uses:

Parking Management and Operations \$138,938

Approving this action will further give the President & CEO, or designee, the authority to substitute the above funding sources available, should the operational need arise or such action be the benefit of the Housing Commission or its mission.

**EQUAL OPPORTUNITY/CONTRACTING**

ACE Parking's corporate office is located in San Diego. The company has submitted the required EOC forms and Workforce Report.

**ENVIRONMENTAL REVIEW**

This action is not a project as defined by the California Environmental Quality Act Section 21065 and State CEQA Guidelines Section 15378(b)(5), as it is an administrative activity of government that will not result in direct or indirect physical changes in the environment. The determination that this activity is not subject to CEQA, pursuant to Section 15060(c)(3), is not appealable and a Notice of Right to Appeal the Environmental Determination (NORA) is not required. Processing under the National Environmental Policy Act is not required as no federal funds are involved in this action.

Respectfully submitted,

*Jennifer McKinney*

Jennifer McKinney  
Vice President, Real Estate Operations  
Real Estate Division

Approved by,

*Deborah N. Ruane*

Deborah N. Ruane  
Senior Vice President  
Real Estate Division

Attachments: 1) Proposal Evaluation Scoring Form

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Hard copies are available for review during business hours in the main lobby of the San Diego Housing Commission offices at 1122 Broadway, San Diego, CA 92101 and at the Office of the San Diego City Clerk, 202 C Street, San Diego, CA 92101. You may also review complete docket materials on the San Diego Housing Commission website at [www.sdhc.org](http://www.sdhc.org).

**EVALUATION CRITERIA**

Each proposal submittal will be evaluated on the extent to which it responds to the RFP Submittal Requirements (as detailed on pages 14-15 and is determined by the Evaluation Committee to be in the best interest of the Commission. The evaluation criteria includes, but is not limited to, the criteria set forth in the following table titled "Proposal Evaluation Criteria".

<b>PROPOSAL EVALUATION CRITERIA</b>		<b>POINT VALUES</b>
<b>Experience :</b>	Demonstrated EXPERIENCE providing Parking Operator Services in mid to high-rise class A governmental office buildings with mixed-use underground employee and residential parking as exhibited by responses to items identified in the Required Submittal Documents on pages 14-15.	<b>55 Points</b>
<b>Cost Proposal/ Compensation (Cost Best Value) :</b>	Compensation as a percentage of management fee and as represented on the Bid Quotation Sheet on page 31. Cost Proposals will be evaluated and scored based on, but not limited to, the following: <ul style="list-style-type: none"> <li>• Reasonableness of proposed costs in relation to other offers.</li> <li>• Average annual costs of services, and total 5-year cost for services.</li> <li>• Proposed costs in relation to evaluated company experience, qualifications, services offered, and proposed work plan.</li> <li>• "Added Value Services" offered.</li> </ul>	<b>35 Points</b>
<b>Qualifications :</b>	As defined in the Statement of Bidders Qualifications on pages 39-40 and proof of business license allowing entity to provide such services within the City of San Diego.	<b>10 Points</b>