



## Board Report

File #: 2023-0770, File Type: Contract

Agenda Number: 10.

### PLANNING AND PROGRAMMING COMMITTEE FEBRUARY 14, 2024

**SUBJECT: UNION STATION PARKING MANAGEMENT SERVICES**

**ACTION: APPROVE RECOMMENDATION**

#### **RECOMMENDATION**

AUTHORIZE the Chief Executive Officer to:

- A. AWARD firm fixed price Contract No. PS109969000 to Metro Auto Parks for Union Station Parking Management Services in the amount of \$9,889,702 for a five-year base period, with two, one-year options in the amounts of \$2,295,428 and \$2,426,518, respectively, for a total amount of \$14,611,648, effective April 1, 2024, subject to resolution of any properly submitted protest(s), if any, and;
- B. EXECUTE individual contract modifications within the Board approved contract modification authority.

#### **ISSUE**

Union Station and Gateway Plaza (USG) have over 2,700 parking spaces across two garages and five surface parking lots. The current parking management services contract at USG is subcontracted by Union Station's property management company (Property Management). To allow Metro to manage USG parking facilities directly, the parking management services contract must be updated and restructured, and a new parking management services contract must be procured.

#### **BACKGROUND**

The original parking management services contracts for USG were executed in 2010. In 2012, the current Property Management company inherited the contracts when they were selected as property managers. Union Station East (Gateway Garage) had a 1-year term remaining, while Union Station West was terminable with a 30-day notice on a month-to-month basis. The USG parking facilities are still being operated on a subcontracting basis after the expiration of these terms.

Metro Parking Management began overseeing parking management at USG in July 2022, allowing greater focus on strategic and innovative parking solutions. Facilities Maintenance from Metro Operations has assumed the maintenance and capital projects of the USG parking facilities as part of

their property management oversight.

## **DISCUSSION**

### **New Parking Management Oversight at USG**

Commuter parking is an essential component of USG's role as a multimodal transportation hub. With the new proposed contract, USG parking will implement parking strategies, as described in Metro's Supportive Transit Parking Program Master Plan (STPP), to Metro's park-and-ride facilities, applying consistency among the agency's parking facilities. The USG parking management contract will prioritize commuter parking while continuing to manage public parking demand at USG.

The updated parking management contract will also allow newly developed parking programs and technology solutions, such as mobile phone payments, special event rate management, and transit ridership verification, to be implemented for upcoming high-profile events such as the FIFA World Cup, and also for other frequent events like Dodger games (to support the Dodger Express shuttle services) and other events held at Union Station. Technology solutions will enhance USG egress by providing a streamlined parking experience. The new bicycle parking program will also be integrated into the comprehensive parking strategy at USG.

### **Revenue Generating Contractual Structure**

The new parking management for USG will be under a revenue generating contractual structure. All expenses will be offset by the gross revenue collected by the contractor and Metro will receive net revenue. The new contractual structure will take effect with the award of this contract, consistent with all the park-and-ride facilities managed by Metro Parking Management. Expenses will be further controlled based on net revenue collection to ensure cash flow.

## **EQUITY PLATFORM**

The award of this contract will allow Parking Management to implement equitable solutions by prioritizing affordable parking for transit users at USG. Innovative technology and pricing will make it possible to distinguish between transit parking, general parking, and event parking. This differentiation will allow parking supply and capacity to be managed efficiently, catering to the needs of transit users and all commuters.

Furthermore, Metro staff anticipates a future discounted parking fee structure, based on LIFE TAP card eligibility. Staff will work with Marketing and Community Relations for outreach regarding any approved rate change.

The Diversity and Economic Opportunity (DEOD) did not establish a Small Business Enterprise (SBE)/Disabled Veteran Business Enterprise (DVBE) goal for this solicitation as the funding for this contract comes from the contract. However, pursuant to Metro's small business program, if the Contractor utilizes the services of subcontractors, the Contractor is expected to afford maximum opportunities to small businesses in all subcontracting and supply services areas. The Contractor made a 2.35% SBE commitment.

## **DETERMINATION OF SAFETY IMPACT**

The contractors and subcontractors must complete the Metro Safety Training and Indoor Air Quality Training before working at any Metro station. Moreover, the new parking contractor will provide more safety and disable parking oversight. The contract will not impact safety since it will operate within the existing infrastructure.

## **FINANCIAL IMPACT**

This contract is a revenue generating contract where the contractor's operating costs will be deducted from the parking revenue collected. Metro will receive the net revenue amount collected. No budget expense amendment is required.

### Impact to Budget

Union Station parking currently generates approximately \$2,000,000 in net revenue per fiscal year, with anticipated potential growth of 3% to 5% each year through year seven of the contract. This revenue is managed under Project# 308001 "Parking Program". All net revenue will be paid to Metro monthly into account 40719 "Parking Revenue Union Station". There will be no impact on any local, state, or federal funds.

## **IMPLEMENTATION OF STRATEGIC PLAN GOALS**

Implementing the Metro new parking management contract at USG will support:

- a. Goal 1: Provide high-quality mobility options that enable people to spend less time traveling. The contract introduces new technology for payment options, which will reduce patrons' travel time by spending less time paying for parking.
- b. Goal 2: Deliver outstanding trip experiences for all users of the transportation system. Enhancing parking operations and providing well-maintained parking facilities improves the patrons' experience of transit trips.

## **ALTERNATIVES CONSIDERED**

The Board has the option not to authorize the award of parking management services for Union Station. This is not advisable. If the Board chooses not to authorize the contract award, the Property Management will continue as the parking operator contract administrator.

Additionally, if Property Management is to continue as the contract administrator, USG parking management operations will not be programmatically aligned with the other Metro parking facilities. Metro staff directly managing the parking operator contract will provide consistency countywide under Metro's parking management program.

## **NEXT STEPS**

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Upon approval by the Board, staff will execute Contract No. PS109969000 with Metro Auto Parks for Union Station parking management services. The transition to the new parking management services contractor will proceed in the fourth quarter of FY24.

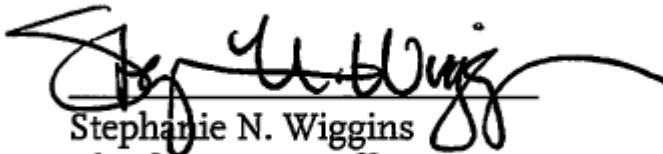
**ATTACHMENTS**

Attachment A - Procurement Summary

Attachment B - DEOD Summary

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Stephanie N. Wiggins  
Chief Executive Officer

**PROCUREMENT SUMMARY**

**UNION STATION PARKING MANAGEMENT SERVICES/PS109969000**

1.	<b>Contract Number: PS109969000</b>	
2.	<b>Recommended Vendor:</b> Metro Auto Parks	
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> September 26, 2023	
	<b>B. Advertised/Publicized:</b> September 26, 2023	
	<b>C. Pre-Proposal Conference:</b> October 3, 2023	
	<b>D. Proposals Due:</b> November 6, 2023	
	<b>E. Pre-Qualification Completed:</b> January 18, 2024	
	<b>F. Ethics Declaration Forms submitted to Ethics:</b> November 8, 2023	
	<b>G. Protest Period End Date:</b> February 20, 2024	
5.	<b>Solicitations Picked up/Downloaded:</b>  29	<b>Bids/Proposals Received:</b>  6
6.	<b>Contract Administrator:</b> Yamil Ramirez Roman	<b>Telephone Number:</b> (213) 922-1064
7.	<b>Project Manager:</b> Stacie Endler	<b>Telephone Number:</b> (213) 547-4209

**A. Procurement Background**

This Board Action is to approve Contract No. PS109969000 issued in support of Parking Management Services at Union Station. Board approval of contract award is subject to resolution of any properly submitted protest(s), if any.

The Request for Proposals (RFP) was issued in accordance with Metro’s Acquisition Policy and the contract type is a firm fixed price. The Diversity & Economic Opportunity Department did not recommend an SBE/DVBE participation goal for this procurement as it is a revenue generating procurement and does not utilize local, state, and/or federal funding.

Three (3) amendments were issued during the solicitation phase of this RFP:

- Amendment No. 1, issued on October 10, 2023, extended the proposal due date;
- Amendment No. 2, issued on October 20, 2023 updated the Submittal Requirements to include suggested staffing and provided an updated Pricing Schedule;
- Amendment No. 3, issued on October 27, 2023, extended the proposal due date.

A total of 29 firms downloaded the RFP and were included in the plan holders list. A virtual pre-proposal meeting was held on October 3, 2023, and was attended by 13 participants representing 8 companies. There were 88 questions asked and responses were released prior to the proposal due date.

A total of 6 proposals were received on November 6, 2023 from the following firms listed below in alphabetical order:

1. ABM Parking Services
2. Everpark, Inc.
3. LAZ Parking California
4. Metro Auto Parks
5. Parking Company of America
6. SP Plus Corporation

## **B. Evaluation of Proposals**

A Proposal Evaluation Team (PET) consisting of staff from Metro's Parking Management, Countywide Planning & Development, and the Office of the CEO 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%  |
| • Qualifications 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 November 9, 2023 to November 28, 2023, the PET independently evaluated and scored the technical proposals. Three 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 November 30, 2023, Metro Auto Parks was determined to be the highest ranked proposer.

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

### **Metro Auto Parks**

Metro Auto Parks (MAP) is part of the L&R Group of Companies which includes Joe's Auto Parks, WallyPark, and Metro Auto Parks. MAP has over 60 years of relevant experience in the parking industry.

MAP's proposal provided a detailed description of their parking operations, collections, and control of revenues. The proposal specifically described in detail how the company will manage different types of revenue and mobile application usage.

MAP's proposal demonstrated their integration capabilities with the ridership verification systems which determine and verify those patrons utilizing public transit. Their proposal was tailored to the specific needs of Metro's Union Station Parking facilities.

### **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 clear methods for general management and procedures for collection and control of revenue. The proposal also detailed the ease of integration of their systems with Metro's vendors through an open API platform.

However, the proposal did not include a proposed schedule for the work to be performed nor did it thoroughly explain how their subcontractors and proposed personnel will support them in achieving the goals of this contract.

### **ABM Parking Services**

ABM Parking Services (ABM) has over 50 years of relevant experience providing parking services nationwide, with approximately 700 locations in Southern California.

ABM's proposal provided a detailed plan for parking management, specifically recommendations for East and West parking structures of Metro's Union Station. The proposal also provided detailed information regarding revenue collections and maintenance of equipment.

Nonetheless, ABM's proposal did not demonstrate the company's plan during emergencies or provide information on how it would manage the required 24-hour, 7

days per week coverage. The proposal also did not mention how ABM would integrate their systems with Metro's TAP Card program,

A summary of the PET scores is provided below:

<b>1</b>	<b>Firm</b>	<b>Average Score</b>	<b>Factor Weight</b>	<b>Weighted Average Score</b>	<b>Rank</b>
<b>2</b>	<b>Metro Auto Parks</b>				
<b>3</b>	Operating Methodology/Work Plan	85.83	42.00%	36.05	
<b>4</b>	Quality of Proposal	83.33	6.00%	5.00	
<b>5</b>	Quality of Team and Key Personnel	85.34	32.00%	27.31	
<b>6</b>	Cost Proposal	68.10	20.00%	13.62	
<b>7</b>	<b>Total</b>		<b>100.00%</b>	<b>81.98</b>	<b>1</b>
<b>8</b>	<b>SP Plus Corporation</b>				
<b>9</b>	Operating Methodology/Work Plan	80.00	42.00%	33.60	
<b>10</b>	Quality of Proposal	85.00	6.00%	5.10	
<b>11</b>	Quality of Team and Key Personnel	76.66	32.00%	24.53	
<b>12</b>	Cost Proposal	76.70	20.00%	15.34	
<b>13</b>	<b>Total</b>		<b>100.00%</b>	<b>78.57</b>	<b>2</b>
<b>14</b>	<b>ABM Parking Services</b>				
<b>15</b>	Operating Methodology/Work Plan	72.50	42.00%	30.45	
<b>16</b>	Quality of Proposal	75.00	6.00%	4.50	
<b>17</b>	Quality of Team and Key Personnel	75.34	32.00%	24.11	
<b>18</b>	Cost Proposal	84.65	20.00%	16.93	
<b>19</b>	<b>Total</b>		<b>100.00%</b>	<b>75.99</b>	<b>3</b>

### **C. Cost Analysis**

The recommended amount has been determined to be fair and reasonable based upon an independent cost estimate (ICE), technical analysis, and cost analysis. The variance between the ICE and recommended amount is due to an underestimation of some costs such as taxes and credit card fees in Metro's ICE. These are pass through costs that will be paid based on actuals. Other factors include the addition of an armored truck service for deposits, and a mobile pay option, which were also not considered in the ICE. However due to potential impact on safety to staff, and convenience to customers, both were determined to be acceptable.



	<b>Proposer Name</b>	<b>Proposal Amount</b>	<b>Metro ICE</b>	<b>Recommended Amount</b>
1.	Metro Auto Parks	\$14,611,648	<b>\$13,424,634</b>	<b>\$14,611,648</b>
2.	SP Plus Corporation	\$12,971,918		
3	AMB Parking Services	\$11,752,679		

**D. Background on Recommended Contractor**

The recommended firm, Metro Auto Parks, located in Los Angeles, CA, has been in business for over 60 years and is a leader in the Parking Management Services industry. The firm currently manages Metro’s parking lots outside of Union Station as well as other public agencies such as the City of Inglewood.

The proposed team is comprised of staff from Metro Auto Parks and one subcontractor. The prime and subcontractor provide balanced knowledge and experience in parking management and revenue services.

DEOD SUMMARY

UNION STATION PARKING / CONTRACT NO. PS109969

**A. Small Business Participation**

The Diversity and Economic Opportunity Department (DEOD) did not establish a Small Business Enterprise (SBE) / Disabled Veteran Business Enterprise (DVBE) goal for this solicitation. This is a revenue generating procurement and does not utilize local, state, and/or federal funding. Although an SBE and DVBE goal was not established for this solicitation, Metro encouraged Proposers to outreach to and utilize SBE and DVBE firms. Metro Auto Parks, LLC made a 2.35% SBE commitment listing one (1) SBE subcontractor to perform on this contract.

<b>Small Business Goal</b>	<b>0% SBE</b>	<b>Small Business Commitment</b>	<b>2.35% SBE</b>
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	<b>SBE Subcontractors</b>	<b>% Committed</b>
1.	Cole Ticket Solution	2.35%
	<b>Total Commitment</b>	<b>2.35%</b>

**B. Living Wage and Service Contract Worker Retention Policy Applicability**

The Living Wage and Service Contract Worker Retention Policy (LW/SCWRP) is applicable to this contract/modification. Metro staff will monitor and enforce the policy guidelines to ensure that applicable workers are paid at minimum, the current Living Wage rate of \$24.73 per hour (\$18.78 base + \$5.95 health benefits), including yearly increases. The increase may be up to 3% of the total wage, annually. In addition, contractors will be responsible for submitting the required reports for the Living Wage and Service Contract Worker Retention Policy and other related documentation to staff to determine overall compliance with the policy.

**C. Prevailing Wage Applicability**

Prevailing wage is not applicable to this contract.

**D. Project Labor Agreement/Construction Careers Policy**

Project Labor Agreement/Construction Careers Policy is not applicable to this Contract. Project Labor Agreement/Construction Careers Policy is applicable only to construction contracts that have a construction contract value in excess of \$2.5 million.



# Union Station Parking Management Services

*Planning and Programming Committee*

*February 14, 2024*

*Board Item 2023-0770*



**Metro**

# Approve Recommendation

- Award firm fixed price Contract No. PS109969000 to Metro Auto Parks for Union Station Parking Management Services in the amount of \$9,889,702 for a five-year base period, with two one-year options in the amounts of \$2,295,428 and \$2,426,518, respectively, for a total amount of \$14,611,648, effective April 1, 2024, subject to resolution of any properly submitted protest(s), if any, and;
- Execute individual contract modifications with the Board approved contract modification authority.



**Metro**

# Parking Management

- Metro's Parking Management oversight of Union Station Parking began in 2022
  - Greater focus on strategic and innovative parking programs
  - Prioritize commuter parking and continue to manage public parking demand
  - Parking tech solutions for events like LA28, FIFA World Cup, and Dodger games

# Equity Platform

- Will use innovative technology and pricing to distinguish between transit parking, general parking, and event parking.
- Equitable solutions implemented by prioritizing affordable parking for transit users at USG.



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Thank you



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