



City of Fullerton

Request for Qualifications to provide Parking Management Services

Due Date: November 19, 2018

Submit to:
Heather Allen
City of Fullerton
Community Development Department
heathera@cityoffullerton.com

Table of Contents

a. Events Calendar	2
b. Scope.....	2
c. Minimum Qualifications.....	4
d. Inquiries.....	4
e. Submissions.....	4
f. General Information	5

I. EVENTS CALENDAR

Release of RFQ.....	October 15, 2018
Last date for Inquiry Submission	October 29, 2018
Latest date for an Addendum (if any)	November 1, 2018
Submittal Due Date for RFQ.....	November 19, 2018
Notification of Short List Selection.....	TBD
Interviews	TBD
Notification of Final Selection.....	TBD
Scope and Terms Negotiation.....	TBD
City Council consideration of Professional Services Agreement.....	TBD

II. SCOPE

Background

The City of Fullerton (“City”) invites qualified firms to submit a statement of qualifications to provide comprehensive Parking Management Services as identified below. The selected firm will, subject to agreed upon scope and terms, enter into a Professional Services Agreement with the City following City Council approval.

Scope of Services Desired

The City is seeking proposals from qualified firms to provide all personnel, materials and services necessary to perform the following functions detailed below:

Task 1 - Nighttime Paid Parking Pilot Program: *On August 21, 2018, the City Council approved in concept a 90-day nighttime paid parking pilot program in certain Downtown public parking lots and structures (see Exhibit 1) on Thursday, Friday and Saturday nights.*

The selected firm shall provide overall consulting, management and operations services for the Nighttime Paid Parking Pilot Program, including but not limited to:

- a) **Pilot program design** – The firm shall, in consultation with City staff, finalize the pilot program details within the City Council approved framework. These details include, but are not limited to, the exact boundaries of the paid parking program area, pricing, and parking fee collection methodology / process. The details must address the needs of residents, short-term parkers, and other unique users within the pilot area.
- b) **Public outreach** – The firm shall develop, in consultation with City staff, a comprehensive outreach program to provide information about the pilot program before, during, and after the 90-day pilot period. The outreach may include printed materials providing information on the upcoming program as well as educational material to assist with compliance.

- c) **Equipment procurement** – The firm shall procure and maintain any and all equipment used to operate the agreed-upon pilot program. Equipment shall facilitate fee collection and access / directional control and may include parking management web-based tools as well as physical equipment. Additionally, the firm shall assist the City in making operational the existing Luke digital payment system installed in the SOCO parking structure in 2012.
- d) **Revenue collection** – The firm shall provide qualified on-site staff and supervisors to operate the agree-upon pilot program.
- e) **Data collection and analysis** – The firm shall collect any and all data before, during, and after the 90-day pilot period necessary to provide the City with an objective evaluation of the program and recommendations for next steps. The data collection shall include a platform(s) to receive feedback from the public throughout the pilot program.

Task 2 - Employee Permit Parking Program: *Downtown employees are currently able to purchase an annual parking permit to utilize public parking without being subject to the associated day-time time limits specified for each location. A preliminary analysis of this program by a third party consultant recommended relocating a portion of the striped employee parking spaces to lower-demand lots within the Downtown and increasing the permit cost.*

The selected firm shall provide consulting services for the Employee Permit Parking Program, including but not limited to:

- a) **Permit Parking Program Design** – The firm shall evaluate the existing employee-based program and the supply and demand of public and private parking spaces (lots, structures, on-street stalls) against parking management best practices. The firm shall make overarching recommendations on how to best manage the needs of the various users throughout the day / night and specific recommendations to the employee permit parking program.
- b) **Technology** – The firm shall evaluate the existing permit issuance and parking enforcement practices and make specific recommendations on a technology solution(s) to increase the flexibility of permit issuance and the efficiency of parking regulation enforcement.
- c) **Parking Rates** – The firm shall, based on the recommendations of a) and b), above, develop an associated hourly, daily, weekly, monthly, yearly public parking fee structure(s). Rates may vary based on location and type of parking provided.

Task 3 - Parking Enforcement and Citations (Optional): As an additional service, the firm could be called upon to supplement City parking enforcement resources. If needed, the firm shall, in consultation with City staff, evaluate existing parking enforcement needs, make recommendations on staffing to augment resources, and provide the necessary personnel for enforcement including citation issuance.

Task 4 - As Needed Consulting (Optional): As an additional service, the firm could provide professional parking management consulting services on functions / topics not identified herein.

III. MINIMUM QUALIFICATIONS

- a) At least five years of municipal Parking Management and Operations experience that includes public parking asset management.
- b) Must have purchased, installed and financed parking systems for a municipality within the past five years.
- c) Must have qualified personnel assigned to the project with specific expertise working, managing and consulting in a municipal environment, including personnel who may be subject to a Police Department background check, for those positions that require the collection and/or handling of monies.

IV. INQUIRIES

All inquiries to the Request for Qualifications (RFQ) must be submitted via email to Heather Allen at heathera@cityoffullerton.com.

Prospective firms are encouraged to promptly notify the City of any apparent inconsistencies, problems, or ambiguities in the RFQ. Firms may only submit questions via email no later than the date identified in the event calendar of this RFQ. All inquiries shall be made only in writing through email; telephone calls will not be accepted.

Please monitor the website for all information regarding this RFQ. The City may not send individual notifications of changes or updates. It is the sole responsibility of the prospective firms to remain apprised of changes to the RFQ.

V. SUBMISSIONS

Submissions should not be more than **20 single sided pages** in length including the cover letter (not counting the index, front and back covers of the proposal, and the dividers that contain no information,) using a minimum 11 point Arial font with single spacing. Mandatory submission components shall include:

Cover Letter	A cover letter, signed by an authorized representative of the prospective firm, including the name, address, telephone number, e-mail address for future contact.
Section 1	A brief description of the firm and its organization.
Section 2	Description of the methods by which the firm will fulfill the requested Scope of Services. Please be thorough in describing the firm's methodology and plan to address all services identified in the Scope, including Optional services as applicable.
Section 3	List of key personnel and their professional resumes with the primary contact for the firm identified and, if different, individual that would work

	with City staff. An organizational chart shall be provided, including every person whose resume is submitted, and shall clearly show the function that each person will be expected to fulfill. Please be thorough to show firm's ability to meet the Scope of Services and Minimum Qualifications.
Section 4	List of recent relevant projects with descriptions (within the past five years) including dates, scope of work and reference contacts. Preferred references should be from municipal clients. Please be thorough to show firm's ability to meet the Scope of Services and Minimum Qualifications.
Section 5	Proposed fee schedule that includes hourly or fixed rates applicable to the Scope of Services.

An electronic file (Word or PDF) shall be submitted **via email** to Heather Allen at heathera@cityoffullerton.com. Submissions must be submitted no later than the date and time identified in the event calendar of this RFQ. Late submittals will be rejected. Incomplete submittals and/or submittals received after the deadline will be rejected without review.

VI. GENERAL INFORMATION

Selection Process

Firms interested in being considered must submit qualifications in compliance with this RFQ. Based on the evaluation of submitted qualifications, a short list of the top ranked / qualified firms will be established. It is anticipated that evaluations will be conducted by representatives from the City of Fullerton. The top ranked / qualified firms will be invited to interview. The content of the RFQ and successful firm's qualifications will become an integral part of the Professional Services Agreement (Agreement). If for any reason an Agreement cannot be negotiated, the next ranked / qualified firm will be selected from the list.

Ultimately, the firm selected to provide the services described herein will be selected on the basis of qualifications and proven ability to provide comprehensive Parking Management Services to municipal clients for the most value.

Public Records Act

Submittals are considered public records pursuant to the California Public Records Act (Government Code section 6250 *et seq.*) and may be produced in response to a public records request. If any submitted information is proprietary or trade secret, it must be clearly labeled and identified as such.

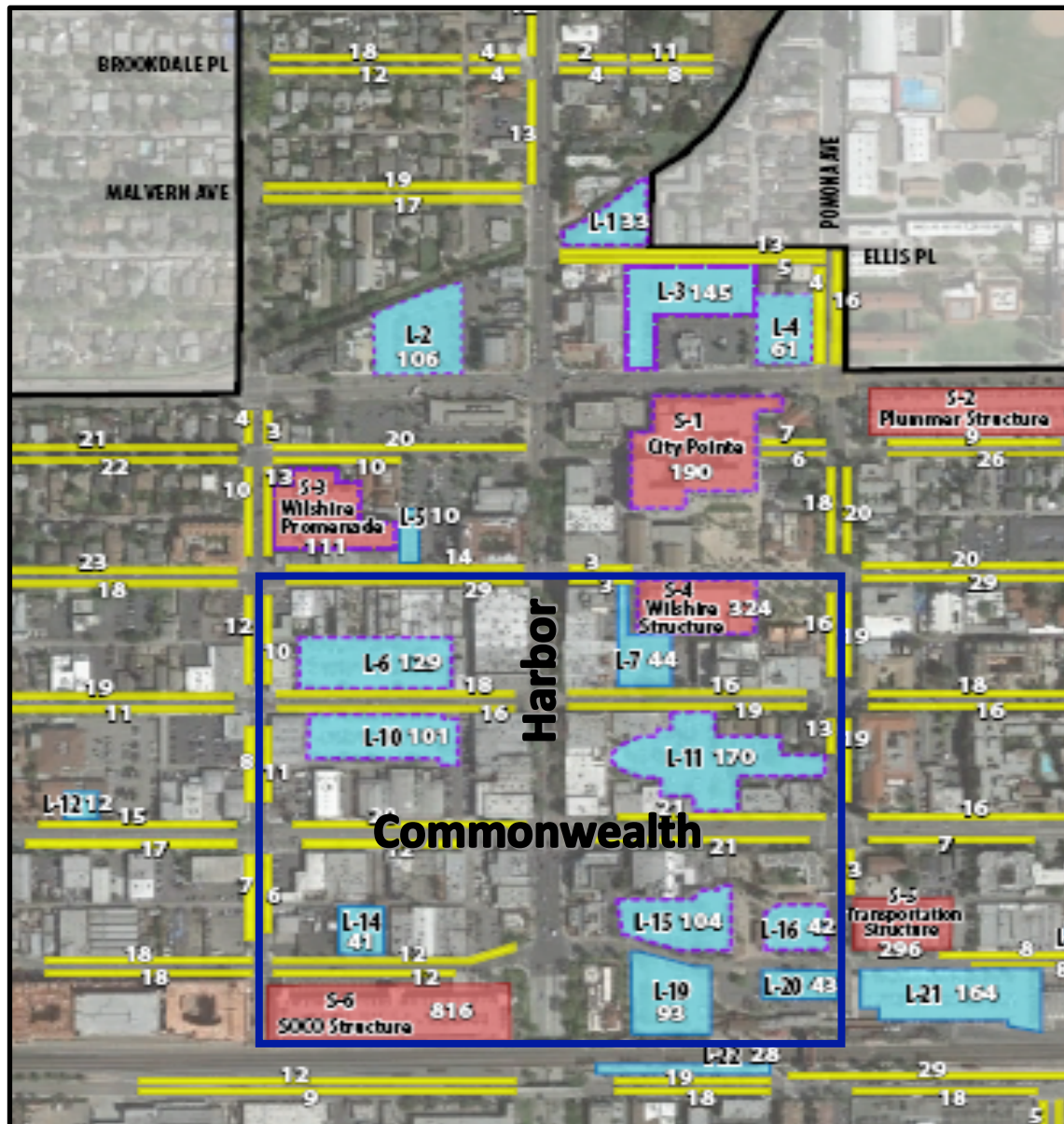
Non-Obligation

The RFQ shall not be construed to create an obligation on the part of the City of Fullerton to enter into a contract with the firm. The RFQ is for solicitation purposes only.

Proposal Development

By responding to the RFQ, the firm agrees that the costs to prepare and submit a response will be the responsibility of the firm.

EXHIBIT 1 – Nighttime Paid Parking Pilot Program Conceptual Boundary



The blue box denotes the conceptual boundary for the Pilot Program. The limits are Wilshire Avenue on the north, the railroad on the south, Malden Avenue on the west, and Pomona Avenue on the east.

L-# = Surface lots, with associated space count in white
S-# = Parking structures, with associated space count in white
Yellow = On-street parking, with associated space count in white