

**CITY OF NEWPORT BEACH
REQUEST FOR QUALIFICATIONS
OFF-STREET AND ON-STREET
PARKING METER MANAGEMENT
AND
PARKING METER ENFORCEMENT**

**Deadline for Proposals
October 26, 2010, at 12:00 noon**

REQUEST FOR QUALIFICATIONS OFF-STREET AND ON-STREET PARKING METER MANAGEMENT

The City of Newport Beach ("City") invites all organizations to submit their qualifications for the management of off-street and on-street parking meters in the City, and parking meter enforcement services.

The City is located in the coastal center of Orange County, with Los Angeles County to the north and San Diego County to the south. The City has an estimated permanent population of 86,738, but during the summer months, the population grows to more than 100,000 with 20,000 to 100,000 tourists daily.

Newport Beach is known for its fine residential areas, modern shopping facilities, strong business community and quality school system. It surrounds Newport Bay where more than 9,000 boats of all types are docked within the 21-square-mile harbor area. The bay area and the City's eight miles of ocean beach offer outstanding fishing, swimming, surfing, and aquatic sports activities.

Additional copies of this Request for Qualifications ("RFQ") may be obtained online at www.newportbeachca.gov. Copies may also be obtained at the Revenue Division, City of Newport Beach, 3300 Newport Blvd., Newport Beach, CA 92658-8915.

I. PROJECT INFORMATION

Parking meter operations and maintenance are a component of the Revenue Division in the Administrative Services Department. Parking meter enforcement is managed by the Newport Beach Police Department.

There are currently 2,675 metered parking spaces in the City, 1,644 are on-street and 1,031 are off-street.

Meters in the City operate from 8:00 a.m. to 6:00 p.m. daily, and range from \$0.25 to \$1.50 per hour. Exhibit "A" summarizes the parking meter rates throughout the City. There are 2,573 individual meters in the City, and 2 pay stations which serve 102 spaces. The money collected in each of the zones are deposited into separate budget accounts for tracking purposes. The City's parking meter crew inspects the meters to ensure they have not been damaged or tampered with, and can make small repairs in the field. When there is significant damage, the crew can swap out the meter head and take the damaged part to the meter shop for repair.

Revenues from parking meters for the last four (4) years were:

FY 2009-2010 - \$2,505,583.22
FY 2008-2009 - \$2,386,315.40
FY 2007-2008 - \$2,400,820.53
FY 2006-2007 - \$2,464,388.00

The City increased parking meter rates by .50 per hour in May, 2010, and anticipates revenues from parking meters for FY 2010-2011 to be \$3,554,270.

II. PROJECT

The City is seeking to work with an operator to analyze and identify opportunities that may exist to optimize City's parking meter operations per the following four key goals:

- maximize parking meter revenues,
- increase the quality of services for the public,

- modernize its equipment (including moving to more centralized meters and/or credit card reading meters), and streamline its parking meter enforcement services.

As a result of this RFQ, the City may choose to negotiate, then award a contract to a responding firm to manage some or all of the City's parking meter administration, coin collection, meter maintenance and replacement, and expired meter enforcement program. If this is done, additional ranking points may be awarded to firms that propose hiring the City's current parking meter crew and enforcement personnel to similar positions.

In its submission regarding the project, an ideal submission would include:

1. A detailed scope of services;
2. A detailed personnel staffing plan
3. A proposed schedule for implementing the proposed scope; and
4. An estimate of cost and revenue based on the suggested model.

The City does not assume a preference for a specific management model for its parking meter program. Proposers are welcome to submit a proven model that they believe would meet the City's four key goals as stated above.

III. QUALIFICATION REQUIREMENTS

Proposers must demonstrate adequate operational parking meter management experience in a similarly-sized or larger municipality, and financial capability.

Proposers must provide the following information:

Personnel

1. Identify and outline the roles of key personnel and provide details of their experience with municipal parking meter management and enforcement;
2. Provide a single contact person for all future communication between City personnel and the proposer. Please provide the contact person's name, title, organization, address, telephone number, and e-mail address;
3. Identify the individuals or companies who hold a major or controlling interest in the proposed operator; and
4. Identify the individuals or companies who are expected to act as legal, financial, or other advisors for this project.

Experience

1. A list of comparable projects in which the key personnel have participated within the last five (5) years. Proposers should specify how these projects relate to the RFQ;
2. A list of five (5) references, including names and contact information. These references should be able to describe the relevant qualifications and capabilities of the proposed operator and the key personnel;
3. Maintenance and operation experience for on-street and off-street parking meters;

4. Demonstrated ability to successfully operate and maintain the City's parking meter system, including routine maintenance, operations management, meter fee management and operations, administration, and public relations;
5. Experience and qualifications in providing excellent customer service to the public. The proposer may also provide additional information regarding their experience in maintaining productive ongoing relationships with government entities;
6. Expertise in relevant parking engineering standards, specifications, policies, practices and processes;
7. Demonstrated ability to efficiently undertake capital improvements to the parking meters;
8. Demonstrated financial capacity to maintain the parking meters, and pay the City. Proposer must include current financial statements, including a balance sheet, and profit and loss statements, with explanations that support proposer's ability to perform any financial obligations outlined in the scope of services; and
9. Experience and qualifications in parking meter enforcement.

IV. RFQ TERMS AND CONDITIONS

- A. This RFQ does not commit the City to award a contract or bind the City to any action or to any party. No other party, including any proposer, is intended to be granted any rights hereunder. This RFQ and the process it describes are proprietary to the City and are for the sole and exclusive benefit of the City.
- B. It shall be the proposer's responsibility to review and verify the completeness of its submission. Submissions which do not meet the minimum proposal submission requirements, may, at the sole discretion of City, be immediately rejected and may not be reviewed.
- C. Entities that are legally related to each other or to a common entity shall not submit separate proposals. Any submission shall be rejected because it, in the City's sole judgment, violates these conditions or the spirit of these conditions.
- D. Submissions do not create or assume any relationship, agency or obligation by the City, its officers or employees.
- E. Any response will become the property of the City and, if required by law, may be subject to public disclosure by the City or any authorized agent of the City. Proposers must identify all copyrighted material, trade secrets or other proprietary information that the proposers claim are exempt from the California Public Records Act. In the event a proposer claims such an exemption, the proposer is required to state in the submission the following: "The proposer will indemnify the City and its officers, employees and agents and hold them harmless from any claim or liability and defend any action brought against them for their refusal to disclose copyrighted material, trade secrets or other proprietary information to any person making a request thereof." Failure to include such a statement shall constitute a waiver of a proposer's right to exemption from this disclosure.
- F. City employees and officials are prohibited from responding to this RFQ or being a party, direct or indirect, to any contract resulting from the RFQ, and no proposal shall be accepted from, or contract awarded to, any City employee or official who submits a

proposal or solicits any contract in which he or she may have any direct or indirect interest.

- G. The City is not liable for any costs associated with the development, preparation, transmittal or presentation of any proposal or material(s) submitted in response to this RFQ. Any such costs shall be the sole responsibility of the proposer.
- H. Oral communications made by any City employee or agent of the City with respect to this RFQ are not binding and shall not in any way be considered as a commitment by the City. Only written responses to questions submitted in writing to the City or written addenda to this RFQ issued by the City shall be relied upon.
- I. The City reserves the following rights and options which it may exercise, at its sole discretion, with respect to the evaluation and selection of submissions for negotiation:
 - 1. Accept, reject, or negotiate modifications to any and all submissions;
 - 2. Reject any submission if such submission is incomplete, non-responsive to the RFQ, not in conformity with applicable law, conditioned in any way, deviates from the requirements of this RFQ, or contains erasures, ambiguities, alterations, or items of work not called for by this RFQ;
 - 3. Award the contract in whole, or in part;
 - 4. Ask specific companies to respond to this RFQ or issue additional solicitations for submissions;
 - 5. Waive any informality, defect, non-responsiveness, irregularities and/or deviation from this RFQ;
 - 6. Select any submission as the basis for negotiations with any of the proposers; or select any submission as the basis for an agreement;
 - 7. Make corrections or amendments due to errors identified in submission by the City or the proposer;
 - 8. Permit or reject, at the City's sole discretion, amendments (including information inadvertently omitted), modifications, alterations and/or corrections of submissions by some or all of the respondents following submission;
 - 9. Request that some or all of the proposers modify submissions based upon the evaluation of the City;
 - 10. Supplement, amend, substitute or otherwise modify this RFQ at any time;
 - 11. Cancel this RFQ with or without issuing another RFQ at any time; and
 - 12. Reject the submission of a proposer who, in City's sole judgment, has been delinquent or unfaithful in the performance of any contract with the City or other government entity; is financially or technically incapable of fulfilling the requirements of the agreement; or is otherwise not a responsible proposer.
- J. The City may enter into negotiations on terms and conditions satisfactory to the City with one or more selected proposers. However, the City reserves the right to terminate any negotiations at any time or conduct simultaneous, competitive negotiations with multiple proposers. The City also reserves the right to negotiate acceptable terms in an otherwise

unacceptable submission. Such terms may include but shall not be limited to contract requirements, compensation, service level agreements, detailed scope of work specifications, ordering, invoicing, delivery, receiving and payment procedures, etc., in order to insure successful administration of the contract. Such negotiations may result in changes in terms material to this RFQ. In such an event, the City shall not be obligated to inform other proposers of the changes, or permit them to revise their submissions accordingly, unless the City, in its sole discretion, determines that doing so is in the City's best interest. Should negotiations not prove satisfactory with the selected proposer(s), the City reserves the right to discontinue negotiations.

- K. The City may contact the proposer's references, call the proposer for clarification, conduct investigations with respect to the proposer's qualifications, and obtain any additional information deemed necessary to evaluate the proposer's experience and financial capability, and to determine the ability of the proposer to carry out its obligations under the proposed agreement.
- L. All submissions will become the property of the City of Newport Beach.

V. SUBMISSION DATE AND REQUIREMENTS

One original and five *unbound* copies of completed submissions must be provided to:

Evelyn Tseng
Revenue Division
3300 Newport Boulevard
Newport Beach, CA 92658-8915

The following conditions apply to this submission:

- Submissions must be submitted by 12:00 noon, on **October 26, 2010**.
- Submissions must be 1 1/2 spaced (or double-spaced) and in a font size of 12 or larger. ***Submissions typed single-spaced or in a font size smaller than 12 will not be accepted.***
- Submissions must conform to the RFQ instructions, respond to the RFQ requirements, and provide a complete and clear description of the submission.
- The address given in the submission response must be an address to which certified mail can be delivered, and shall be considered the legal address of the proposer. In addition, the proposer must provide the address and telephone number of its office located nearest to Newport Beach, and, if not the same, the address and telephone number of its office from which the project will be managed.
- Please do not bind your submissions using binders, laminates, press-bindings, spiral binding, etc. Submissions should be simply stapled or clipped together to avoid excess packaging.
- Submissions or submission components ***will not*** be accepted via facsimile (fax) transmission or e-mail.
- Submissions shall remain binding for one hundred eighty (180) days from the date of submission.

- The City reserves the right, at its sole discretion, to reject and return, without evaluation, any submission received after the submission submission time and date, whether it is delivered by mail or otherwise.
- Submissions must be signed, in ink, by an individual duly authorized to bind the proposer and must be sealed and labeled on the cover with the RFQ title and proposer's name.

VI. REVIEW OF SUBMISSION RESPONSES

All submissions received by the deadline will be evaluated by a committee ("Review Committee") established by the City Manager or his designated representative.

Upon review of the submissions, the City may contact proposers for clarification on any point in the submission, or to schedule an interview. If an interview is scheduled, then the person who shall be directly responsible for carrying out the terms of the agreement, if awarded, should be present at the interview.

Negotiations shall be confidential and not subject to disclosure to competing proposers unless an agreement is reached.

Upon the review and discussion of the quality and responsiveness of the proposals received, the Review Committee shall make recommendations to the Newport Beach City Council.

The City discourages any proposer's advocacy before Members of the City Council until such time as the Review Committee has brought forth its recommendation to the City Council.

VIII. ATTACHMENTS

EXHIBIT "A"

Meter Fees

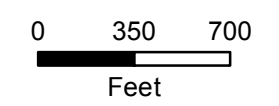
<u>Zone</u>	<u>Fee/Hour</u>
1	\$1.50
2	\$1.50 (except \$0.75 for Tustin Avenue and Avon Street, \$0.25 along PCH*, and \$1.00 along northbound Newport Boulevard between 26 th and 30 th Streets, Balboa Boulevard and Bay Avenue)
3	\$1.00
4	\$1.50 (except \$1.00 on Lido Park Drive and 28 th Street)
5	\$1.00 (except \$1.50 on 32 nd Street between Balboa Boulevard and Newport Boulevard)
6	\$1.50 (except \$1.00 on 28 th Street between Newport Boulevard and Villa Way)
7	\$1.00
8	\$0.75
9	\$1.50
10	\$1.00
11	\$1.50
12	\$1.50
14	\$1.50
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24	\$0.75
25	\$1.00
26	\$1.00
27	\$1.00
28	\$1.50

* Meters along PCH will increase to \$0.75 upon Department of Transportation approval.

**Parking Meter Zones
(Per N.B.M.C. 12.44.020)**

Parking Zones
(On Street)

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- 2
- 3
- 4
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- 6
- 7
- 8
- 9



SANTA ANA
RIVER JETTY

NEWPORT
SHORES

COAST

HIGHWAY

BALBOA

NEWPORT ISLAND CHANNEL

RIVO ALTO

RIVO ALTO



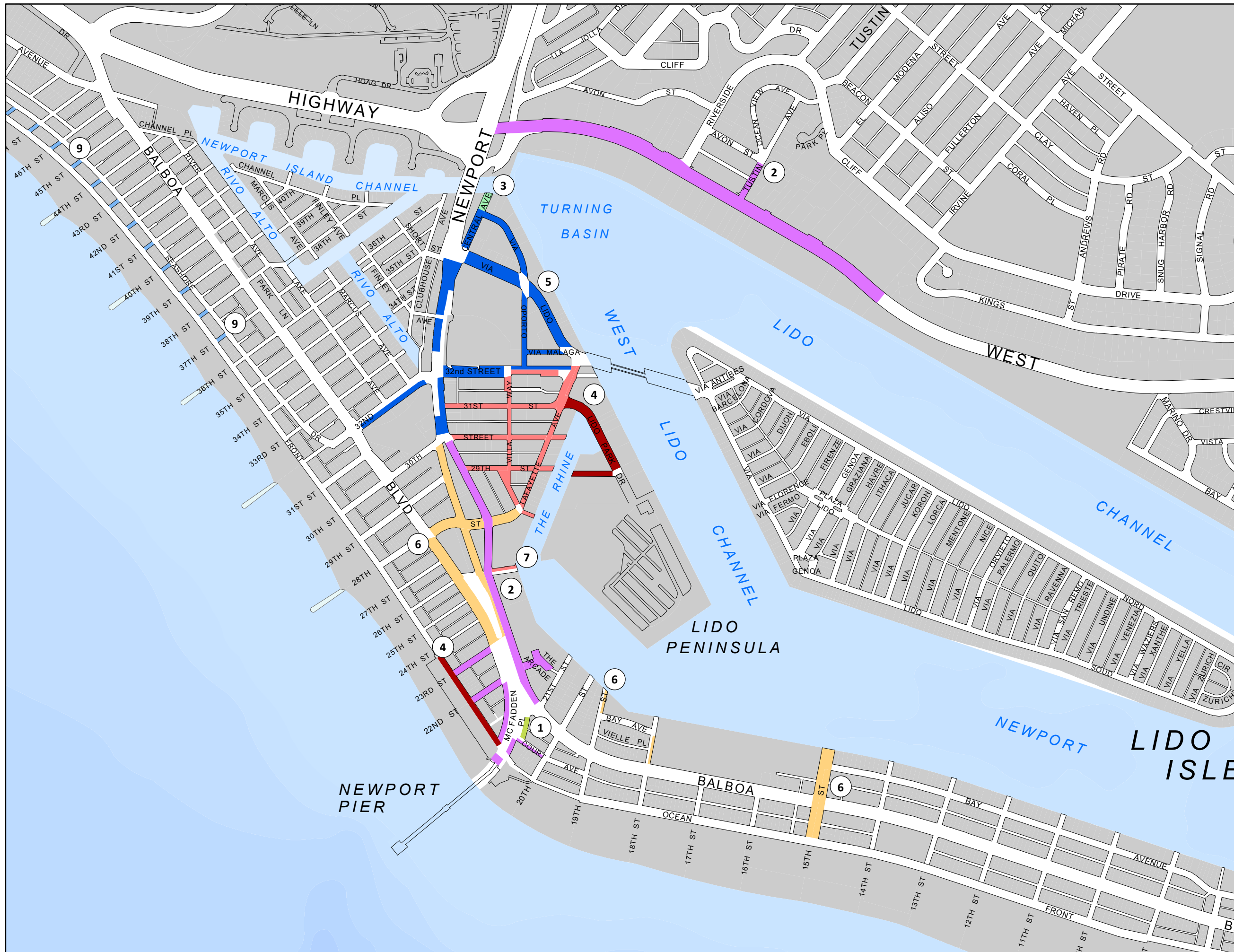
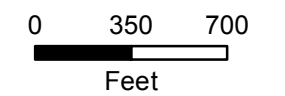
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Parking Meter Zones (Per N.B.M.C. 12.44.020)

Parking Zones (On Street)

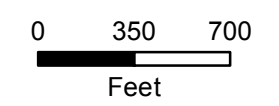
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Parking Meter Zones (Per N.B.M.C. 12.44.020)

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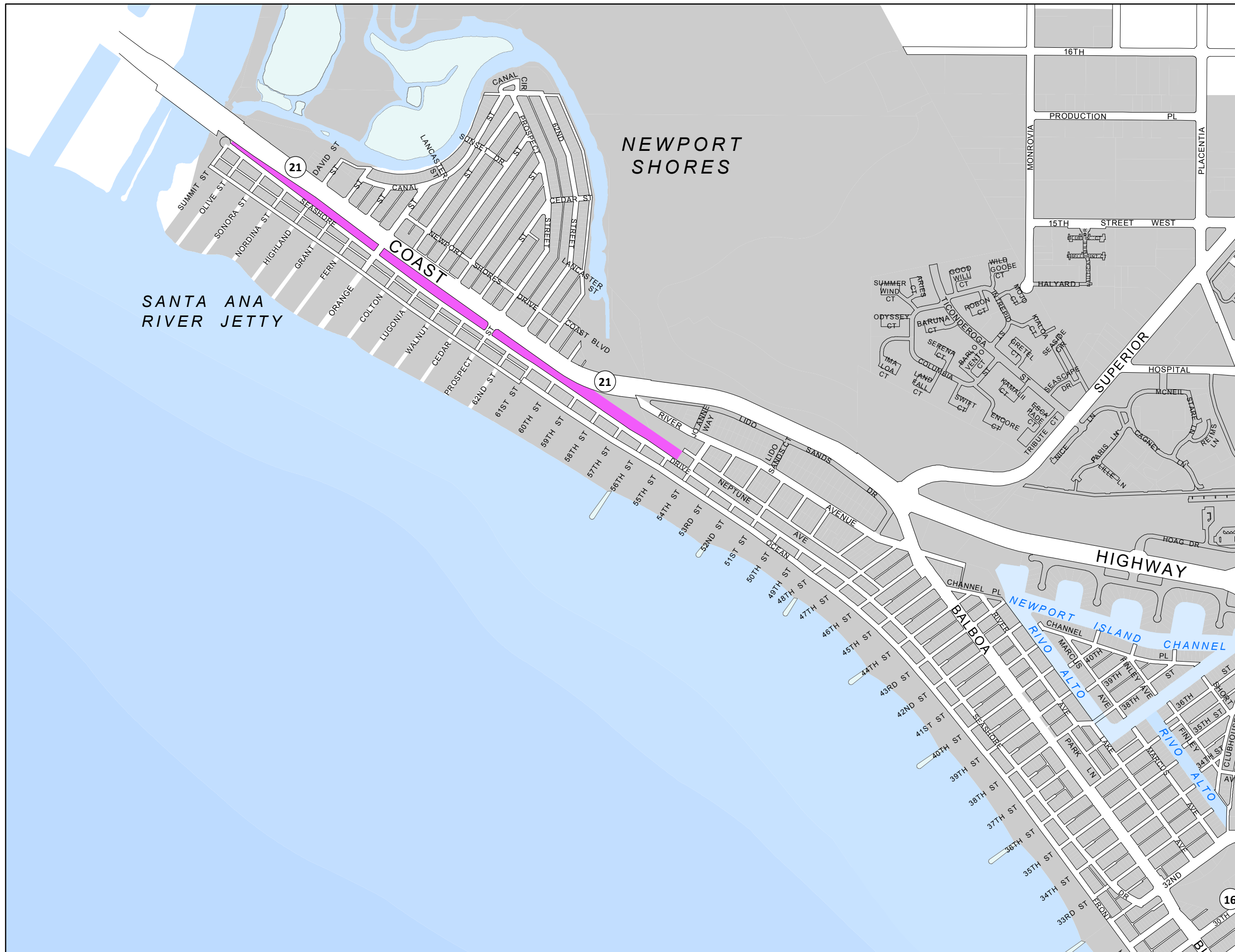
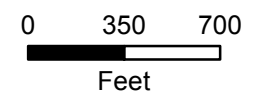
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**Parking Meter Zones
(Per Resol 2000-38)**

**Parking Zones
(Off Street)**

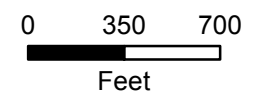
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Parking Meter Zones (Per Resol 2000-38)

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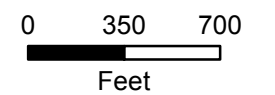
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Parking Meter Zones (Per Resol 2000-38)

Parking Zones (Off Street)

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Parking Meter Zones (Per Resol 2000-38)

Parking Zones (Off Street)

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