



# REPORT TO COUNCIL

## City of Sacramento

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915 I Street, Sacramento, CA 95814-2604  
www. CityofSacramento.org

Consent  
March 9, 2010

Honorable Mayor and  
Members of the City Council

**Title: Agreement: Downtown Plaza Parking Management**

**Location/Council District:** Downtown Plaza, Council District 1

**Recommendation:** Adopt a **Resolution** authorizing the City Manager to execute an agreement with Ampco System Parking for the management and operation of the Downtown Plaza parking facilities for a term of five years beginning April 1, 2010 and ending March 31, 2015.

**Contact:** Matt Eierman, Operations General Supervisor, 808-5849

**Presenters:** None

**Department:** Transportation

**Division:** Parking Services

**Organization No:** 15001211

### **Description/Analysis**

**Issue:** Ampco System Parking has been managing the Downtown Plaza parking facilities since 2004, and their agreement with the City is set to expire on March 31, 2010. At the conclusion of a rigorous competitive bid process the selection panel, consisting of both internal and external stakeholders, has recommended Ampco System Parking to be the parking operator for the Downtown Plaza parking facilities.

**Policy Considerations:** This parking agreement supports the City of Sacramento Strategic Plan goal to expand economic development throughout the City.

### **Environmental Considerations:**

**California Environmental Quality Act (CEQA):** This project is exempt from the California Environmental Quality Act (CEQA) under Section 15301 of the CEQA Guidelines, "Operation of existing public structures or facilities involving no expansion of use."

**Sustainability Considerations:** No sustainability consideration is associated with this action.

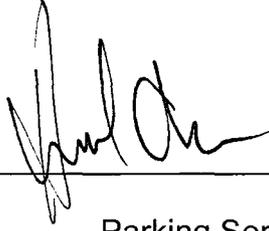
**Other:** None

**Commission/Committee Action:** None

**Rationale for Recommendation:** Ampco System Parking is the current operator of the Downtown Plaza parking facilities and their agreement with the City expires March 31, 2010. On October 26, 2009 a Request for Qualifications was issued to solicit responses for a new Downtown Plaza parking management agreement, and on December 1, 2009 the City received responsive proposals from: Ampco System Parking, Central Parking, and Standard Parking. A selection panel consisting of representatives of Westfield Shoppingtown, Holiday Inn, and City staff reviewed the proposals and conducted interviews with each firm. The three firms were evaluated on a number of criteria including, but not limited to: operating plan, personnel requirements, and presentation. Ampco System Parking was selected based on receiving the highest overall score (See Exhibit A).

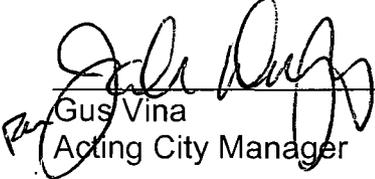
**Financial Considerations:** On an annual basis, Ampco System Parking will prepare a budget for the City's approval which details all operating expenses directly associated with its management of the Downtown Plaza parking facilities. Ampco System Parking will be responsible for collecting revenue for the parking facilities and the City will reimburse Ampco System Parking for all operating expenses, including a monthly management fee of \$8,245. As a direct result of negotiating the contract with Ampco System Parking, it is estimated that the City will save over \$190,000 from the previous contract. The costs associated with this agreement are included in the FY 2010/2011 Operating Budget.

**Emerging Small Business Development (ESBD):** Although Ampco System Parking is not certified as an ESBD vendor, they have committed to make a good faith effort to subcontract work related to this agreement to emerging small businesses. This effort is contractually supported in the agreement.

Respectfully Submitted by:   
Howard Chan  
Parking Services Manager

Approved by:   
Jerry Way  
Director of Transportation

Recommendation Approved:

  
Gus Vina  
Acting City Manager

**Table of Contents:**

Report	pg. 1
<b>Attachments</b>	
1 Resolution	pg. 4
Exhibit A - Bid Analysis	pg. 6

**RESOLUTION NO.**

Adopted by the Sacramento City Council

**DOWNTOWN PLAZA PARKING MANAGEMENT AGREEMENT**

**BACKGROUND**

- A. In January 2004, Ampco System Parking was selected as the parking operator for the Downtown Plaza Parking Garages. The agreement with Ampco System Parking expires on March 31, 2010.
- B. On October 26, 2009 a Request for Qualifications was issued to solicit responses for a new Downtown Plaza parking management agreement.
- C. On December 1, 2009, the City received responsive proposals from: Ampco System Parking, Central Parking, and Standard Parking.
- D. A selection panel consisting of representatives of Westfield Shoppingtown, Holiday Inn, and City staff reviewed the proposals and conducted interviews with each firm. The three firms were evaluated on a number of criteria including, but not limited to: operating plan, personnel requirements, and presentation. Ampco System Parking was selected based on receiving the highest overall score (See Exhibit A).
- E. A new 5-year agreement was negotiated with Ampco System Parking for the start date of April 1, 2010.
- F. On an annual basis, Ampco System Parking will prepare a budget for the City's approval which details all operating expenses directly associated with its management of the Downtown Plaza parking facilities. Ampco System Parking will be responsible for collecting revenue for the parking facilities and the City will reimburse Ampco System Parking for all operating expenses, including a monthly management fee of \$8,245. As a direct result of negotiating the contract with Ampco System Parking, it is estimated that the City will save over \$190,000 from the previous contract. The costs associated with this agreement are included in the FY 2010/2011 Operating Budget.

**BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:**

Section 1. The City Manager is authorized to execute an agreement between the City of Sacramento and Ampco System Parking for the management and operation of the Downtown Plaza parking facilities for a five year term beginning April 1, 2010 and expiring March 31, 2015.

Section 2. Exhibit A is incorporated into and made part of this resolution.

**Table of Contents:**

Exhibit A—Bid Analysis

**DOWNTOWN PLAZA PARKING  
MANAGEMENT RFQ  
SCORING RESULTS**

	Maximum Points	Ampco System Parking	Central Parking	Standard Parking
<u>Written Proposal</u>				
Operations Management:				
Personnel	75	69	65	57
Work Plan	75	70	63	64
<b>Subtotal</b>	150	139	128	121
<u>Interview</u>				
Presentation	100	73	90	88
Question and Answer	250	223	216	209.5
<b>Subtotal</b>	350	296	306	297.5
Add 5 points for ESBE	25	0	0	0
<b>Total</b>	500	435	434	418.5
<b>Ranking</b>		1	2	3