



400 South Federal Hwy
Hallandale Beach, FL 33009

City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:	October 19, 2016		Item Type: <small>(Enter X in box)</small>	Resolution X	Ordinance	Other		
Fiscal Impact: <small>(Enter X in box)</small>	Yes	No	Ordinance Reading: <small>(Enter X in box)</small>		1st Reading		2nd Reading	
	X		Public Hearing: <small>(Enter X in box)</small>		Yes	No	Yes	No
Funding Source:	160 344500		Advertising Requirement: <small>(Enter X in box)</small>		Yes		No	
					X			
Account Balance:	160 344500		Quasi Judicial: <small>(Enter X in box)</small>		Yes		No	
	\$241,000.00						X	
Project Number :	N/A		RFP/RFQ/Bid Number:		RFP # FY 2015-2016-016			
Contract/P.O. Required: <small>(Enter X in box)</small>	Yes	No	Strategic Plan Priority Area: <small>(Enter X in box)</small> <div style="display: flex; justify-content: space-between;"> <div>Safety</div> <input checked="" type="checkbox"/> </div> <div style="display: flex; justify-content: space-between;"> <div>Quality</div> <input checked="" type="checkbox"/> </div> <div style="display: flex; justify-content: space-between;"> <div>Vibrant Appeal</div> <input type="checkbox"/> </div>					
	X							
Sponsor Name:	Daniel A. Rosemond, City Manager		Department: Police		Dwayne S. Flournoy, Chief of Police			

Short Title:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AWARDED RFP #FY2015-2016-016, PARKING MANAGEMENT SERVICES TO THE HIGHEST RANKED PROPOSAL, SP + MUNICIPAL SERVICES FOR MANAGEMENT OF ALL ON AND OFF STREET PARKING ASSETS, INCLUDING PARKING ENFORCEMENT, METER MAINTENANCE, AND REVENUE COLLECTION IN AN AMOUNT NOT TO EXCEED TWO HUNDRED THOUSAND (\$200,000.00) DOLLARS; AUTHORIZING THE CITY MANAGER AND CITY ATTORNEY TO NEGOTIATE AN AGREEMENT WITH SP + MUNICIPAL SERVICES; FURTHER AUTHORIZING THE CITY MANAGER AND CITY ATTORNEY TO NEGOTIATE WITH THE SUCCEEDING RANKED FIRM SHOULD NEGOTIATIONS WITH SP + MUNICIPAL SERVICES NOT BE SUCCESSFUL; AND PROVIDING AN EFFECTIVE DATE.

Staff Summary:

Background:

This item correlates to the City's Strategic Priorities of Safety, Organizational Goal 1.3, Ensure Safe Buildings, Environments and Public Facilities; and, Quality, 2.1, Fiscal Responsibility.

The item seeks City Commission's approval to award RFP #2015-2016-016, Parking Management Services, to the highest ranked vendor, SP+ Municipal Services.

During the January 25, 2016, City Commission/City Manager Workshop, the City Commission discussed Citywide Parking alternatives. The discussion included a presentation by the following:

- ✚ City of Hallandale Beach Parking Committee Board Member, Jerry K. Jensen
- ✚ Industry Experts – Parking Operators:
 - Denison Parking: Andy Brez/Mark Prior
 - SP+® Corporation: Roamy R. Valera
- ✚ Parking Consultant, Walker Parking

After the discussion, the City Commission reinstated the Ad Hoc Parking Committee, with a six-month sunset provision, to assist in the evaluation of a Request for Proposal (RFP) for Citywide Parking Services. Ad Hoc Parking Committee members are: Jerry Jensen; Wolfgang Tweraser; Etty Sims; and Arthur Rochlin (Exhibit 3); the staff liaison is Capt. Paul Robert, with the Hallandale Beach Police Department.

On September 21, 2016, this item was presented to the City Commission. The item did not pass as a result of a 2/2 vote. A motion to reconsider the item was passed on October 5, 2016. This item is being brought to the City Commission for reconsideration.

Current Situation:

The City of Hallandale Beach released RFP #2015-2016-016, Parking Management Services, April 22, 2016.

The RFP was advertised as follows: City's website and social media; DemandStar.com; City of Hallandale Beach Chamber of Commerce; and Broward County Minority Business Enterprise website; in addition, notices were sent to vendors registered under similar commodities through the City's Vendor Self-Service on-line registration site and Business Tax Receipts (BTRs).

On May 10, 2016, a non-mandatory pre-bid conference was held, with 6 firms attending the conference. On June 2, 2016, the deadline for sealed bid submission, two vendors submitted responses. The vendors were:

LAZ Parking, Inc.
200 E. Las Olas Blvd
Fort Lauderdale, FL 33301, and

SP+ Municipal Services
200 NE 2nd St.
Fort Lauderdale, FL 33315

The Evaluation Committee, comprised of Mr. Jerry Jensen, Ad Hoc Parking Committee Member; Wolfgang Tweraser, Ad Hoc Parking Committee Member; and Ms. Andrea Simmonds, Operations Manager, Finance Department – Utility and General Billing, reviewed and independently scored the proposals. As illustrated on the attached summary rating sheet (Exhibit 4), SP + Municipal Services was the highest ranked vendor. It should be noted that, as part of its proposal, SP+ Municipal Services included a Community Benefit Plan (CBP) which includes the following (Exhibit 5):

Workforce Utilization:

SP+ Municipal Services commits to make every effort to hire Hallandale Beach residents for all of the hourly jobs they are seeking to fill during the life of the contract. They will be utilizing locally distributed newspapers, community center announcement areas, Supermarket bulletin boards, and online sources to post these jobs.

**Total projected benefit:
\$51,242**

Hallandale Beach Vendor Utilization:

Following is a list of local business from whom SP+ Municipal Services will procure products:

✚ Uniforms: Argo Uniforms (located in Hallandale Beach)

Total projected benefit: \$1,200

✚ Office Supplies: Office Max (located in Hallandale Beach)

Total projected benefit: \$2,150

✚ Safe: A.S.A.P Lock and Safe

Total projected benefit: \$500

✚ Small tools: Barnett's of Hallandale

Total projected benefit: \$350

✚ Gasoline: RACE TRAC of Hallandale
Total projected benefit: \$4,160

- ✚ Parking Enforcement Training: Hallandale Police Department or off-duty Officer

Total projected benefit: \$2,700

Community Partnership:

- ✚ SP+ will become a GOLD level Sponsor for PAL of Hallandale

Total projected benefit: \$1,000

Total Projected Benefit: \$63,302

Staff is recommending award of the RFP to SP+ Municipal Services, and requesting authorization to negotiate an agreement for services in an amount not to exceed two hundred thousand dollars (\$200,000) for year one of the agreement. The proposed agreement is to be renewed in the best interest of both parties on an annual basis, up to five years.

Under the proposed agreement, the vendor will provide overall management of all on and off-street parking assets, including parking enforcement, parking meter maintenance, and associated parking revenue collections. In providing services, the vendor will be responsible for, and focus on the following areas and goals:

- a. Conduct needs assessment of parking facilities at North and South Beach Parks and provide recommendations based on the latest available technology;
- b. Enforce parking regulations in compliance with the City Code and existing private public partnerships;
- c. Furnish, install, and maintain meters (if desired) and pay and display parking systems;
- d. Manage a limited resource by creating turnover in public parking space;
- e. Maintain and manage traffic within certain residential areas by discouraging non-residents from parking on residential streets for extended periods of time; and,
- f. Conduct a needs assessment of other surface parking areas within the City as might be directed by City Administration.

Why Action is Necessary:

City Administration released RFP# 2015-2016-016, Parking Management Services. Staff and members of the Ad Hoc Parking Committee have evaluated the responses and is recommending award of contract.

Pursuant to Chapter 23, Procurement, Section 23-3, Competitive Bidding Required, and Section 23-5 Award of Contract, of the City of Hallandale Beach Code of Ordinances, the City Manager shall have the authority to recommend to the City Commission award of contracts.

Fiscal Impact:

Staff is recommending RFP award and authorization to negotiate an agreement in an amount not to exceed \$200,000, for year one of the agreement.

Proposed Action:

Staff recommends the City Commission adopts the attached Resolution awarding Bid# FY2015-2016-016, Parking Management Services, to SP + Municipal Services, an authorizing the City Manager to negotiate an agreement in the amount not to exceed two hundred thousand dollars (\$200,000).

Attachment(s):

Exhibit 1- Resolution
Exhibit 2 – Draft Agreement
Exhibit 3 – Ad Hoc Parking Committee
Exhibit 4 - Summary Rating Sheet for RPF FY2015-2016 016
Exhibit 5 – Proposed Community Benefit Plan