

TECHNICAL SPECIFICATIONS
FOR
CITY OF LOWELL MUNICIPAL PARKING
FACILITIES MANAGEMENT

The City of Lowell is seeking proposals from experienced firms interested in providing parking management services for the off-street parking locations in the City of Lowell. The parking area map is included as “Attachment A” of this RFP document. The term of the contract offered for the required services will be three (3) years and will be structured as a **fixed fee for service contract**. The City is interested in contracting with a qualified firm that will apply modern parking management techniques and best practices to result in a positive experience for downtown residents, customers, visitors, and employees and that will also result in a positive cash flow for the City of Lowell.

It is the intent of the City to receive proposal submittals that are concise and to the point, with a minimal amount of marketing material or “boilerplate” language. Respondents must provide three examples of similar downtown enforcement and management experience, with an emphasis on experience with other municipal operations of similar size and scope to downtown Lowell. Submitted materials should emphasize project approaches, successful results and positive outcomes of current and previous related experience. Submittals must include basic information such as personnel information on corporate staff who will be assigned to manage this project on behalf of the contractor; contact information on the local or regional office that will manage the City contract; information on the company’s ability to be bonded and properly insured; and a list of at least three client references. A description of the company’s overall philosophy and approach to the downtown Lowell parking system should also be included.

A detailed annual cost proposal for the services identified in the Scope of Services listed below must be included with each submittal in response to this RFP. Costs and sufficient detail of the assumptions (in narrative or line item detail) used to develop each cost proposal should also be included. Specific cost and accompanying detail must be identified for each of the sub-titled categories of responsibility identified within the scope of services. The costs for sub-titled categories in the scope of services may be combined as long as sufficient detail is provided to explain the management fees, activities, materials, equipment, labor, operating expenses, etc. assigned to each sub-titled category and the where the costs for the same can be found.

All facilities are set up to accommodate transient, monthly and validated parking demands. Current locations of off-street parking facilities include the following:

1. Leo A. Roy Municipal Parking Facility

A **1,012 space** facility located in the heart of the Lowell Central Business District. Built in 1978, the garage is used to meet the diverse needs of the Lowell community.

2. Lower Locks Municipal Parking Facility and Davidson Street Parking Lot

A **963 space** facility located on the eastern fringe of the Lowell Central Business District. The garage, which was built in 1985, and services the needs of a University of Massachusetts-Lowell dormitory and conference center, Middlesex Community College, Memorial Auditorium, Lowell District Court and the surrounding community. The Davidson Street Parking Lot (215 parking spaces) located proximate to Middlesex Community College and Lowell Memorial Auditorium and Merrimack Repertory Theatre serves parking needs of those facilities.

3. George A. Ayotte Municipal Parking Facility

A **1,250 space** facility located on the northern fringe of the Lowell Central Business District, and was completed in 1988. This garage meets the demands of Lowell High School, University's Tsongas Center and the refurbished Wannalancit office project, as well as providing parking for the surrounding community.

4. Joseph M. Downes, Sr. Municipal Parking Facility

A **1,141 space** facility located in the heart of the Lowell Central Business District, completed in 1991. This garage meets the demands of Middlesex Community College, the refurbished Boott Mills complex as well as providing parking for the surrounding downtown businesses.

5. Tsongas Center "Lot A"

A **250 space** parking lot located adjacent to the Tsongas Center. This lot meets the needs of arena special events and surrounding businesses.

6. Edward J. Early Jr Parking Facility

A **950 space** facility located at 135 Middlesex Street – meets the needs of condominium residents and surrounding businesses, as well as businesses located on street level in the facility.

SCOPE OF WORK: OVERVIEW

- Provide local parking leadership and expertise in managing off-street parking garage and parking lot assets as a unified parking management program to promote greater utilization of public parking facilities, greater satisfaction with the parking experience, and greater compliance with posted regulations.
- Assist in documenting and benchmarking existing conditions within the current parking system.
- Provide for the hiring, training, management, direction and oversight of parking personnel within the system.
- Assist the City in researching, planning and installation of effective parking and revenue control technologies.
- Provide monthly and annual reporting of parking management and operations in a format approved by the City.
- Attend regular and/or special meetings of downtown stakeholder groups when requested.
- Provide maintenance and repair services in all off-street parking facilities within the City. This includes the parking facility infrastructure as well as the equipment located in each garage and lot as needed and as prescribed by the recommended maintenance schedule provided by the manufacturer of the electronic paystations, perform routine maintenance, preventative maintenance, and minor repairs to all parking facility payment equipment used to receive payment for parking.
- Assist and coordinate with security personnel (security under separate contract) within and around the parking facilities.

- Provide proactive and ongoing assistance to the City in an effort to manage the public parking system in a highly professional and customer friendly manner that will result in greater compliance by the general public and a greater utilization of public parking facilities.

OFFICE SPACE

The City will provide office space to the successful parking management contractor at no charge. The office space will be provided within the Parking Department offices currently located at 75 John Street, Lowell, MA (the Joseph M. Downes garage) or at any other location that the City offices might relocate. The current space provided is approximately 3000 sq/ft. The contractor will be responsible for furnishing the office and for any other equipment and supplies.

STAFFING

- The City will require an on-site operation system manager, who possesses commensurate experience to meet the responsibilities of the outlined parking facilities.
- Adequate staffing levels must be maintained at all times of operation, including competent support staff that shall be able to service all parking facilities during established working hours, Monday through Saturday and during special events as determined by the City. For purposes of this RFP, minimum hours of operation will consist of Monday through Friday each week (except for holidays) from 7:00 a.m. to 5:00 p.m.
- Staffing hours must be approved by the Parking Director in order to ensure coverage at busy times as determined by garage trends
- The City sometimes holds special events in the evening, with staffing requirements that vary.
- Staffing must be arranged in a way that ensures that any equipment problems during the hours of 5:00 p.m. to 7:00 a.m. can be acknowledged within ten minutes of notification.
- A thorough background and CORI check must be conducted on all personnel who will be hired to provide any services resulting from this RFP.
- All Contractor personnel who collect or come in contact with parking revenues shall be bonded.
- All Contractor employees are required to have valid driver's licenses and be insurable.
- Training, supervision and remuneration must be provided to all staff that operate, manage and perform the activities covered in this document.
- Contractor personnel shall be easily identifiable as parking system employees (i.e. work uniforms; name tags; badges; etc.). The City reserves the right to specify and require certain types and colors of uniforms.

MAINTENANCE

- The Contractor will assume responsibility for the operation and maintenance of the City's public parking facilities, including but not necessarily limited to:
 1. Parking stalls, isles and surrounding sidewalks and surface areas
 2. Vehicular entrances and exits
 3. Pedestrian entrances, exits and stairwells

4. Fencing, walls and guardrails
 5. Parking booths, parking equipment and equipment storage areas
 6. Lighting
 7. Landscape maintenance
 - including spring cleanup, (mulching and weed removal)
 8. Elevators
- The Contractor will be responsible for keeping all entrance and exit ramps and roofs free of ice, snow, and debris by means of sanding, salting and plowing.
 - The City owns the golf carts that the Management firm will operate, maintain and fuel. Vendors are required to use the City owned carts.”
 - Prior to each fiscal year, the Contractor will work with the City to develop maintenance and repair plan for the coming fiscal year. Detail of the plan will include actual operating expenses (no mark ups allowed). Maintenance and repair services (excluding emergency services) over and above the budgeted amount will be borne by the Contractor.
 - The Contractor will make available to the City the benefit of any quantity discounts the Contractor may receive in the purchase of supplies and equipment used by it in the operation of the Garage, or required by the City and purchased by the Contractor for the account of the City in connection with the equipping and maintaining of the Garage.
 - Emergency services and expenses will be reimbursed by the City on a monthly basis. Such expenses may include, but are not necessarily limited to the following:
 1. Labor
 2. Maintenance equipment
 3. Telecommunication equipment and service
 4. Any subcontractors (must be approved by the City in advance)

INSURANCE

The Contractor will contract on behalf of the City for Garagekeeper's Liability Coverage under Blanket Policy or Agent, including fire and theft, and personal injury, in the amount of at least Two Million Five Hundred Thousand Dollars (\$2,500,000.00) flat limit for any one accident, for other services and commodities necessary in the operation and maintenance of the garage and Worker's Compensation Insurance. This cost shall be borne by the Contractor and should be factored in to any proposal.

The Contractor will contract on behalf of the City, expense during the term of this Agreement a Blanket Position Bond covering all personnel employed by the agent in the garage, such Bond to be in such amount for each employee as the City from time to time requires. No person who cannot be bonded will be employed by the Contractor in the garage. This cost shall be borne by the Contractor and should be factored in to any proposal.

All such insurance shall be effective under valid and enforceable policies and shall be issued by insurers of recognized responsibility authorized to do business in the Commonwealth of Massachusetts and shall name OWNER as an additional insured and contain a provision whereby the insured agrees not to cancel such insurance without ten (10) days written notice to the OWNER. On or before the commencement date of this Agreement, OPERATOR shall furnish OWNER with a Certificate evidencing the aforesaid insurance coverage and renewal shall be furnished to OWNER within ten (10) days of the expiration date of such policy.

FORM OF MANAGEMENT SERVICES AGREEMENT; TERM OF PROPOSED AGREEMENT

1. The City expects that the term of the Management Agreement will be for three (3) years, commencing January 1, 2016 and ending December 31, 2018. The contract may be canceled if funds are not appropriated.
2. The Sealed Price Proposal will be based on total cost associated with providing the services contained under the scope of work (outside of emergency services), for the term of the Agreement, in accordance with the City of Lowell Reserve Ordinance. The City will consider proposals only for comprehensive flat fees. Fees based on revenues operating, increases in revenues and/or similar arrangements will not be considered responsive for management.

The Proposal shall contain the following information which will be identified by the numerical numbers listed below.

1. The legal name of the Contractor (and parent company, if applicable); type of organization, ownership information.
2. General background and experience of the Contractor, including history of the company; growth in sales, employees, clients and facilities managed; continuity of ownership and management organization of the company.
3. Specific parking management experience, including a client listing of facilities managed during the past seven years. References required.
4. Proposed organization of the Contractor for the Lowell system, including the education and experience of home office personnel who have direct responsibility for the Lowell system, and the education and experience of the Contractor's proposed system manager.
5. Description of any litigation, pending judgments, etc., which could affect the Contractor's ability to enter into an Agreement with the City; description of the circumstances involved in any defaults by the Contractor or termination of the Contractor's services by a client during the past seven years.
6. The proposed responsibilities of the system manager, and the Contractor's plan to staff the City's facilities and to supervise the Lowell operations from its home and/or regional office in accordance with the City's needs and requirements.
7. The Contractor's personnel policies, including proposed schedules of salaries and fringe benefits extended to employees and their cost to the City. Job descriptions for all classifications of employees expected to be assigned to Lowell; affirmative action and equal employment opportunity policies; manuals for supervisors and entry level employees; recruitment; hiring and promotion practices.
8. The Contractor's revenue control and internal auditing practices; illustrative examples of cashiers' reports, daily revenue and deposit reports; monthly profit and loss statement; detailed monthly variance statement; monthly volume and use statistical analysis, and any other reports customarily supplied to a client by the Contractor. Credit card reconciliation daily & weekly transient revenue reports – ability to manage pay on foot facility using pay station, express park with credit card capability.
9. The organization of the Contractor's home and/or regional office into departments to handle property damage and personal injury claims; personnel administration; business management; security; internal auditing; purchasing and parking operations.

10. Illustrative example of management operations manuals produced and/or used by the Contractor and proposed to be used in the Lowell contract.
11. The Contractor's data processing capacity, including a description of the hardware and software currently in use.
12. A detailed description of how costs of required insurance coverage would be calculated; an estimate of the annual cost to the City of the Contractor's comprehensive general liability insurance, garage keepers legal liability insurance, property damage insurance, employee fidelity insurance, crime in/out insurance and worker's compensation insurance; a statement on the Contractor's insurance claim experience.

The proposer's insurance policy must name the City of Lowell as an additional insured party

13. A description of the Contractor's and proposed system manager's experience in the specialized areas of:
 - management of large groupings of monthly parkers
 - Management experience in usage of Amano /McGann Professional Parking Management Software and Hardware
 - management of self-park, transient parking
 - maintenance of parking facilities, including sweeping, cleaning, routine painting, replacement of light bulbs, care of landscaped areas, preventive maintenance, repair of parking equipment, and reporting maintenance problems to the City
 - management and control of accumulation of snow and ice in and around the parking facilities, including salting, sanding and plowing
 - energy conservation
 - development, enforcement and control of rules and regulations including issuance of parking violation notices
 - working with a security company hired under separate contract with the City
 - communications; including the extent of use of two-way radios, telephones, written work orders and memorandums; oral work orders
 - marketing, promotions, development and operation of a city-wide validation program
 - interaction with the news media

COMPARATIVE CRITERIA

	Highly Advantageous	Advantageous	Not Advantageous
I. General Qualifications A proven track record with similar-sized New England City and Towns	Has outstanding experience, with a proven track record, providing same scope of services to NE Municipalities of similar size	Has adequate experience, with a proven track record, providing same scope of services to NE Municipalities of similar size	Has limited experience, with a proven track record, providing same scope of services to NE Municipalities of similar size
II. Presentation, Communication & Vision A superior vision for providing garage maintenance and management	Has communicated, through the submittal process, a superior vision for providing garage maintenance and management	Has communicated, through the submittal process, an adequate vision for providing garage maintenance and management	Has communicated, through the submittal process, a limited vision for providing garage maintenance and management
III. Project Team An experienced and capable project team and project manager	Has a superior project team and an experienced project manager, both with significant expertise relevant to the project	Has a project team and an experienced project manager, one of which has limited expertise relevant to the project	Has a project team and an experienced project manager, both with limited expertise relevant to the project
IV. Market Familiarity Firm has demonstrated the ability to provide the services	Has experience/resources that indicate a strong likelihood of success	Has experience/resources that indicate a moderate chance of success	Has experience/resources that indicate the potential of success
V. Plan for financial and revenue controls and traffic flow approach to event parking	Has communicated a comprehensive plan, with both details and examples	Has communicated a adequate plan, with both details and examples	Has communicated a limited plan, with both details and examples
VI. References Strength and credibility of client references	The proposal indicates three or more strong and credible client references with contact information providing similar scope of services	The proposal indicates two strong and credible client references with contact information providing similar scope of services	The proposal indicates only one strong and credible client references with contact information providing similar scope of services

FREQUENTLY ASKED QUESTIONS

Question - Can you confirm that the City is seeking a bid all-inclusive of normal operating expenses etc.

Answer - Yes, all normal operating expenses should be included in the bid.

Question – Since this is an all-inclusive contract why are sufficient details of the assumptions required?

Answer – The City needs to ensure that the same level of service is provided as our current contract

Question – Are the current employees in a Union?

Answer - No

Question - Who is responsible for the required insurance costs?

Answer - Operator is responsible for maintaining the minimum required insurance.

Question - Regarding the city-owned vehicles which are used by the operator, who is responsible to insurance and maintenance?

Answer - The City will be responsible for insurance and corrective maintenance. Operator is responsible for preventive maintenance.

Question - Please confirm who is responsible for snow removal?

Answer – The City will reimburse the costs for Davidson Street Lot, if Parking Director requests plowing. The contractor is responsible for snow removal at all other locations. This includes keeping all entrance and exit ramps, sidewalks and roofs free of ice, snow and debris by means of sanding, salting, shoveling and plowing.

Question – What security/traffic control vendors provide services at each of the locations?

Answer – Currently, the City contracts with US Security Associates. A new bid will be issued for the period of January 1, 2016 to December 31, 2018. During weekends in the late evening, the Lowell Police Department may also assist with making sure all vehicles leave the parking garages safely and efficiently.

Question – What is the current schedule for security at each of the locations

Answer – The Roy, Downes, Early and Lower Locks garages each have 24/7 security. The Ayotte garage is staffed from 2:00pm to 12:00am

Question – Are the security guards armed?

Answer – No

Question – Who is responsible for the required insurance costs?

Answer – The Contractor is responsible for the cost and maintaining all required insurance

Question – Are elevator maintenance and repairs the responsibility of the contractor?

Answer – Elevator expenses are paid by the City using a City contract, contractor is authorized utilize this contract.

Question – Are the costs of telephones (office land lines), internet and elevator phones lines the responsibility of the contractor?

Answer – No, expenses are paid by the city. Contractor issued cell phones are not paid by the City

Question – Are the costs of electricity, heat, sewer and water the responsibility of the contractor?

Answer – No, expenses are paid by the city

Question – The RFP states the Operator is responsible for “minor equipment repairs”, What is minor? What dollar amount?

Answer – Minor equipment repairs are repairs that are not related to the infrastructure of the garage, except if it is acute damage caused by the contractor, up to but not exceeding \$5,000. Repairs exceeding \$5,000 will require the City to procure.

Question – All preventive maintenance is the responsibility of the contractor and all corrective maintenance up to but not exceeding \$5,000 is also the responsibility of the contractor, correct?

Answer – Correct

Question – Are there cameras located within each garage? At the entrance/exit ramps? If so, who is responsible for monitoring?

Answer – There are cameras at the entrance/exit lanes of each garage, the City is responsible to monitor the cameras, but it is expected that the parking management company will assist when requested.

Question – Does the City own/provide any maintenance equipment used by the vendor to perform maintenance, landscaping and repair work?

Answer – Yes, list attached

Question – Please confirm the minimum hours of staffing are Monday through Friday 7am to 5pm and during event times?

Answer – All the garages are staffed, and the “administrative office” staff are present Monday through Friday 7am to 5pm. There is usually one supervisor present for 8 hours during the day Saturday and Sunday, with those hours tailored to meet special events. The supervisors have access to and service each of the garages Saturday and Sunday.

FURTHER INFORMATION

The Leo A. Roy and Lowell Locks facilities will be undergoing a repair project. The estimated construction schedule is 18 months beginning in the fall of 2015. In terms of garage management, we will be blocking “x” number of spaces at each garage. The impact will only affect transient customers and the City have already identified some contingencies.

