



REQUEST FOR PROPOSAL

To: Valet Service Providers
From: Marc Marconi

Date: March 20, 2017
Subject: Hillcrest Valet Service

Request:

The Uptown Community Parking District (UCPD) is soliciting responses to this Request for Proposal to provide valet service in and throughout Hillcrest as defined in the attached scope of services

Please forward any questions and responses to Marc Marconi at (619) 807-3701, or email Marc@ParkUptownSD.org

Background:

The City of San Diego (City) established Community Parking Districts in 1997 which are governed by City Council Policy 100-18. The Uptown Partnership, Inc., dba the Uptown Community Parking District (UCPD) is a 501(c) (3) public benefit non-profit organization that manages the UCPD via an annual agreement with the City. Each year, UCPD develops an Annual Plan & Budget for the Community Parking District that allocates parking meter revenues toward projects that are authorized by the City for the neighborhoods of Bankers Hill, Hillcrest, Mission Hills and Five Points / International Restaurant Row.

Council Policy 100-18: The intent of this Policy is to provide a mechanism whereby communities unable to meet existing parking demands may devise and implement parking management solutions to meet their specific needs and resolve undesirable parking impacts. This Council Policy, subsequent memorandums of law, City Municipal Code & Charter State and Federal Laws guide funding allocations and expenses which are reimbursable by the City for projects within the District.

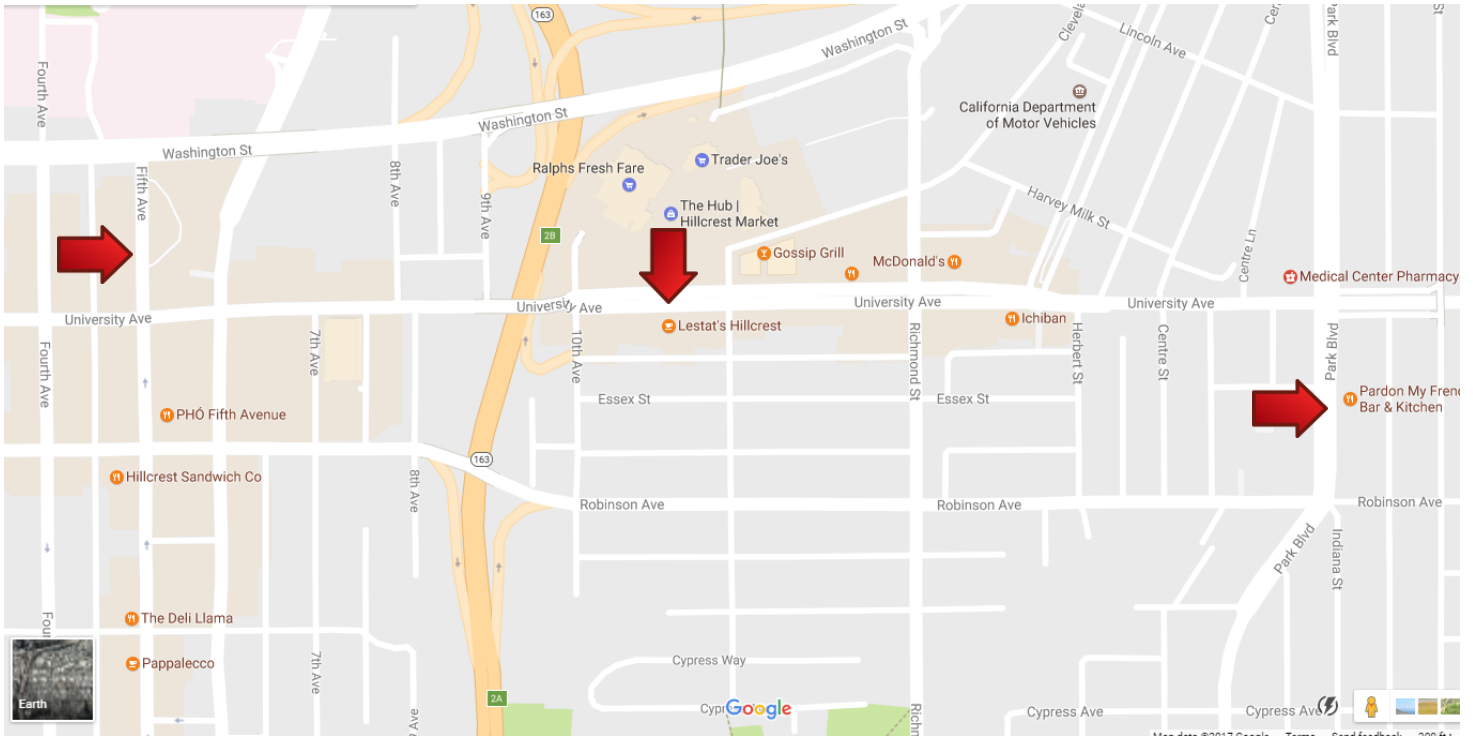
Description of Work / Scope of Service:

The UCPD is seeking a valet service provider to provide a designated valet parking service to at least one and up to three different areas of the Uptown Community of San Diego. Said Valet provider will be responsible to aid in Marketing of the Valet service to ensure proper usage is maintained. This may include, but is not limited to, sign spinners, free valet cards, service handouts, agreements with local establishments, etc.

The valet provider will be responsible for all required insurance costs as well as all liabilities (see attached contractor language). The valet provider will be responsible for locating and paying for a secure lot and/or garage to park cars off-street at each location. It is expected that this cost will be included in your quote. Contractor should be able to navigate and submit for the required permits for operating Valet services in designated areas.

Suggested hours of operation in all locations are Fridays: 5pm – 11pm; Saturdays: 9am – 3pm (AM Shift), 5pm-11pm (PM Shift); Sundays: 9am – 3pm

Location Map:



Approximate Locations (All in 92103):

- 1047 University Ave
- 3940 Fifth Ave
- 3797 Park Blvd

Timelines:

The deadline for responses to this RFP has been extended and is requested by April 17, 2017 at 5:00 PM. Consultants interested in responding should advise the UCPD asap. The Uptown Community Parking District expects to select a vendor by May 12th, 2017 and anticipates that the consultant will begin providing Valet services on June 2, 2017. It is anticipated this Valet provider will run on a Month-to-



Month basis for the first 3 months of service, with a service evaluation to be completed at the end of this 3 month period.

Request for Proposal Requirements

- I. **General:** The Request for Proposals should be concise, well organized and demonstrates the respondent's qualifications and experience applicable to the project.

- II. **Contents:** Statements submitted in response to this Request for Proposal shall be in the following order and shall include:
 - A. Identification of the entity and identity of all principals.
 1. Legal name and address of company
 2. Legal form of entity (partnership, corporation, joint venture, etc.). If joint venture, identify the members of the joint venture and provide all information required within this section for each member.
 3. Name, title, mailing address, telephone number, and e-mail address of the person to contact concerning the Request for Proposal.

 - B. Experience and Technical Qualifications
Describe the contractor's experience in completing similar projects. List at least three (3) successfully completed projects of a similar nature, together with the name of the client and project manager, telephone numbers, description of work performed, and value of the consulting contracts. Projects that are currently being performed may be submitted for consideration.

 - C. Knowledge and Understanding of Local Environment
Describe the contractor's prior experience working with community groups in the San Diego area and its perceived ability to work closely with UCPD and City of San Diego's staff.

 - D. Work Program
The contractor should describe how it proposes to accomplish the work identified in this RFQ. While the overall objectives and products of study described in the initial section of this RFQ (above) must be accomplished, the contractor may depart from the precise Scope of Services described above, subject to the approval of the UCPD. This detailed work program should be written and in a suitable computer disc format that is capable of being incorporated into the project Contract for Services.



E. Project Organization and Key Personnel

1. Describe proposed project organization, including the identification and responsibilities of key personnel. Indicate the role and responsibility of prime contractors and all sub-contractors.
2. Provide a description of the experience and professional licenses, if any, of the contractor's project team, including the team's project manager, and other key staff members. Single page resumes for each proposed team member should be included.

F. Cost Estimates

Provide an estimate of the total direct and indirect costs to complete the tasks identified in the Scope of Required Services (above). A cost breakdown should be provided identifying: 1) the number of staff hours and hourly rates for each team member; 2) an estimate of all other direct costs, such as materials and reproduction costs; and 3) an estimate of sub-contractor services, if needed.

G. Cost Breakdown

Breakdown the costs for all three locations: (a) 1047 University Ave, (b) 3940 Fifth Ave, (c) 3797 Park Blvd (each location approximate) and each possible combination of those three locations. Breakdown should consist of costs for Valet service, parking/storage lot for parked cars, and all other supplemental costs at locations: a, b, c, a+b, a+c, b+c, a+b+c.

Rates should be presented in two ways:

Option 1: hourly per employee per location, to include for each location and include all fee employee wages, payroll tax, Workers Comp. insurance, claim tickets, General Liability Insurance, and off-street parking location costs. Valet Service will be complimentary to patrons.

Option 2: Valet Service will be \$5.00 to \$10.00 per car to patrons, to off-set option 1.

H. Previous and Current Contracts with the City of San Diego.

The contractor shall include a list of all contracts awarded to the contractor by the City of San Diego for the last three (3) calendar years. The list shall include a short description of the project, award date, completion date, and contract value. Previous work with the City of San Diego is not a prerequisite for obtaining approval by the board for any RFP.

Contractor Nominating and Selection Process

I. Based upon the submitted Request for Proposal, UCPD staff and committee members may identify a short-list of qualified contractors for this project. Should it find it to be in its best interest, UCPD reserves



the right to make final contractor selection based solely upon evaluation of the written RFQs, without short-listing contractors or conducting oral interviews.

II. UCPD staff and committee members may also interview the short-listed contractors. Based upon the RFQ and interview, staff will rank the finalists based on qualifications and recommend the selected contractor to the Board of Directors, which has final authority for selection.

III. After this selection has been made, the UCPD will proceed to other negotiations with the entity. The negotiations will cover: scope of work, contract schedule, contract terms and conditions, technical specifications, and price. If the negotiating teams are unable to reach an acceptable agreement with the selected contractor, the negotiating team may recommend that negotiations be terminated, and that negotiations be initiated with the next ranked contractor.

IV. After negotiating a fair and reasonable proposed agreement, the UCPD Chief Operating Officer will recommend its approval to the UCPD Board of Directors.

V. The contract will then be submitted to the City of San Diego. Final authority to approve the agreement rests ultimately with the City of San Diego.

Proposal evaluation criteria: Contractors will be considered and evaluated on the following criteria:

I. Experience and technical qualifications of the contractor and potential subcontractors in completing valet related services;

II. Prior experience of the participating contractors in completing joint projects, if sub-contractors are proposed;

III. Knowledge and understanding of the local environment;

IV. Adequacy of the proposed Detailed Work Program;

V. Project Cost.

Special Conditions

I. Reservations

This Request for Proposal (RFP) is neither intended to expect to obligate UCPD to award a contract, or to defray any costs incurred in the preparation of a proposal pursuant to this RFQ, nor that UCPD nor the City of San Diego assumes any liability or responsibility (express or implied) arising out of this process. No retroactive reimbursement will be made or considered for any costs incurred in preparing a response to this RFQ.



II. Public Records

All responses submitted to this Request for Proposals become the property of UCPD and its public records. As public records, these responses may be subject to public review following the selection of any contractor. The responses, however, will remain confidential during the review process.

III. Right to Cancel

UCPD reserves the unqualified right to cancel or modify, in whole or in part, this Request for Proposals, including the selection schedule, submittal date, and submittal requirements notice in writing.

IV. Compliance with Federal, State and Local Law

All respondents to this Request for Proposal agree to conform to existing State, Federal or local law relating to proposal disclosures and the ethical obligations required for all prospective contractors with public entities.

V. Additional Information

UCPD reserves the right to request additional information and/or clarification from all respondents' submissions to this RFQ.