



## Agenda Report

21-1293

Agenda Date: 10/19/2021

### REPORT TO COUNCIL

#### **SUBJECT**

Action on an Agreement with Impark for Event Parking Services at the Santa Clara Convention Center

#### **COUNCIL PILLAR**

Deliver and Enhance High-Quality Efficient Services and Infrastructure

#### **BACKGROUND**

The Department of Public Works Facility Division oversees maintenance and repair services at City Facilities in addition to managing the Santa Clara Convention Center Maintenance District #183 (Convention Center).

The Convention Center serves as a venue for a variety of events such as conventions, tradeshow, meetings, weddings, etc. Staff anticipates events will resume soon so parking services will be required for incoming event participants. The Convention Center Complex includes several surface parking lots in addition to a 3-story parking garage. This agreement provides parking services at the Convention Center which includes tasks such as setting up delineators, directing parking, and managing the ingress/egress from the parking areas.

#### **DISCUSSION**

Pursuant to City Code Section 2.105.330, a formal Request for Proposal (RFP) was conducted as the solicitation method for this procurement, with the award recommendation based on "best value". The factors considered in the award were experience, technical capability, and cost.

In June 2021, the City released an RFP for Event Parking Services at the Convention Center. The RFP was published on Periscope Source (formerly BidSync), the City's e-procurement system. A total of 50 companies viewed the RFP, and four proposals were received from the following firms:

1. Ace Parking, Inc
2. Impark
3. Pro Park America
4. SP Plus Parking

**Evaluation Process:** The proposals were independently evaluated by a four-member evaluation team with City representation from the Department of Public Works, and outside representation from the Convention Center Manager, Techmart Office Center, and Convention Center Property Management. The proposals were evaluated and ranked against the criteria published in the RFP, experience, technical capability, and cost. Ace Parking, Inc. and Impark ranked the highest and were invited to participate in oral presentations to introduce their key personnel and demonstrate how they

would meet the City's requirements.

Impark is recommended for the award of contract as having submitted the best value proposal. They demonstrated experience providing event parking services and demonstrated their ability to efficiently manage parking operations. References for Impark were checked with the 49ers Stadium Management Company and the City of Riverside Convention Center. Both references were positive.

**Summary of Agreement:** Under the agreement, Impark will provide event parking services for the Convention Center. Compensation under the agreement will be paid on a time and materials basis and are fixed for the initial three-year term. Invoices shall be submitted monthly for all services performed and will be paid in arrears. After the initial term, price adjustments may be considered if the contractor demonstrates that a price increase is warranted. There are two option years to extend the term of the agreement by one year.

### **ENVIRONMENTAL REVIEW**

The action being considered does not constitute a "project" within the meaning of the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines section 15378(a) as it has no potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment.

### **FISCAL IMPACT**

The amount paid to Impark to perform event parking management services for the Santa Clara Convention Center Complex (Maintenance District #183) shall not exceed \$344,500 in FY 2021/22; \$354,800 in FY 2022/23; \$365,400 in FY 2023/24. Two optional, one-year extensions are also included for \$376,300 in FY 2024/25, and \$387,500 in FY 2025/26. The total not-to-exceed amount for the initial 3 years is \$1,064,700 and the not-to-exceed amount for the optional two years, if approved, is \$763,800 for a total amount of \$1,828,500, subject to annual budget appropriations. Funds are available in the Convention Center Maintenance District account (026-2961-87870).

### **COORDINATION**

This report was coordinated with the Finance Department and the City Attorney's Office.

### **PUBLIC CONTACT**

Public contact was made by posting the Council agenda on the City's official-notice bulletin board outside City Hall Council Chambers. A complete agenda packet is available on the City's website and in the City Clerk's Office at least 72 hours prior to a Regular Meeting and 24 hours prior to a Special Meeting. A hard copy of any agenda report may be requested by contacting the City Clerk's Office at (408) 615-2220, email [clerk@santaclaraca.gov](mailto:clerk@santaclaraca.gov) <<mailto:clerk@santaclaraca.gov>> or at the public information desk at any City of Santa Clara public library.

### **RECOMMENDATION**

1. Authorize the City Manager to negotiate and execute an Agreement with Impark for event parking services at the Santa Clara Convention Center for an initial three-year term not-to-exceed \$1,064,700;
2. Authorize the City Manager to increase maximum compensation during the initial three-year term if demand for event parking services exceeds the current forecast and based on actual services rendered, subject to the appropriation of funds; and

3. Authorize the City Manager to execute up to two one-year options to extend the term of the Agreement after the initial three-year term and subject to the appropriation of funds.

Reviewed by: Craig Mobeck, Director of Public Works

Approved by: Deanna J. Santana, City Manager

**ATTACHMENTS**

1. Draft Agreement with Impark