

PARKING MANAGEMENT SERVICES

REQUEST FOR PROPOSALS (RFP)

AVN RFP 21-001

PRE-PROPOSAL MEETING

Procurement Officer: Michael D. Hughes

NOVEMBER 09, 2020



**PHOENIX SKY HARBOR
INTERNATIONAL AIRPORT**

AGENDA

- RFP Process and Proposal Success – Michael Hughes
- Parking Management Services – Craig Doyle
- Outreach Requirements – Karen Zinn
- Q & A
- Virtual Parking Facilities Tour

VIRTUAL PARKING FACILITIES TOUR

- Registration allows attendees to virtually attend this tour at the end of this meeting.
- The tour will provide an overview of the Parking Facilities.

QUESTIONS & ANSWERS

- Q & A Nov. 23 – Dec. 14
 - Submit questions in writing
 - All written answers published on website
- Written answers supersede verbal answers
- Email alerts when Q&A available online



Q&A DEADLINE

- Submit questions by November 23, 2020
 - 11:00 a.m. local Phoenix time
 - Email: busopps.aviation@phoenix.gov
- Answers available by December 14, 2020

<https://solicitations.phoenix.gov/Solicitations/Details/762>

DEADLINE

RFP BASICS

- Timely Submittal
- Minimum Qualifications
- Multiple Proposal Prohibition
- Outreach Requirements



SUBMITTAL DEADLINE

DEADLINE

- When: **Monday, January 11, 2021**
- What Time: **11:00 a.m. Local Phoenix time**
- Where: City of Phoenix Aviation Department Offices
2485 E. Buckeye Road
Phoenix, AZ 85034-4301
602-273-2116 (Réception Desk)
- Aviation normal business hours – 8 a.m. – 5 p.m.
- **Late Responses Will Be Rejected**

PROPOSAL EVALUATION & INTERVIEWS

- Evaluation of Proposals: Jan. 25 – Feb. 25, 2021
- Short-Listing (if necessary): February 2021
- Proposer Interviews: March 2021
- Best and Final Offers (BAFO)

MINIMUM QUALIFICATIONS

- Meet Minimum Qualifications or Proposal will be rejected as non-responsive.
- Minimum Qualifications for both Proposer and Onsite General Manager (Section I, Introduction):
 - Airport parking facility number of parking spaces.
 - Parking Access and Revenue Control System (PARCS).
 - Online Booking System.
- Good standing

PROPOSAL LIMITATION

- Limit: One Proposal
 - If Proposer submits more than one Proposal, all Proposals from the Proposer will be rejected.

FORM OF PROPOSALS

- Narrative of Proposal must be on 8.5” x 11” paper in 12 pt. Arial font.
- The Proposal and each hard copy must be submitted in a 3-ring 8.5”x11” binder and the pages must be numbered.
- Pages must be numbered by section (example: Tab 2’s page numbers are 2-1, 2-2, 2-3, etc.

PACKAGE PROPOSAL REQUIREMENTS

- Tab 1: Qualifications and Experience (Company)
- Tab 2: Qualifications and Experience (GM)
- Tab 3: Operating Plan
- Tab 4: Customer Service Plan
- Tab 5: Staffing Plan

PACKAGE PROPOSAL REQUIREMENTS

- Tab 6: Maintenance Plan
- Tab 7: Marketing Plan
- Tab 8: Revenue Management Plan
- Tab 9: Online Booking System
- Tab 10: Customer Experience

PACKAGE PROPOSAL REQUIREMENTS

- Tab 11: Financial: Ability to perform
- Tab 12: Proposed Annual Fees
- Tab 13: Impact Including Parking Revenue & Earnings
- Annual Management Fee and Reimbursable Expenses (Section III, C, pgs. 35 - 37)

EVALUATION CRITERIA CONSENSUS SCORE: POINTS 0 - 1,000

CRITERIA	POINTS
1. Qualifications and Experience	0 – 150
2. Operating, Customer Service and Staffing Plans	0 – 150
3. Marketing Plan	0 – 150
4. Revenue Management	0 – 150
5. Customer Experience	0 – 150
6. Financial: Impact Including Parking Revenue & Earnings	0 – 250
TOTAL	0 – 1,000

EVALUATION PANEL

- Evaluate Proposals and Make Award Recommendation
- Panel may interview all Proposals or create a short-list
 - Short-list Proposers have substantial chance of contract award
- Consensus scoring based on evaluation criteria
- Director of Aviation Services may accept or reject recommendation
- City does NOT retain individual panelist's scores.

SOLICITATION TRANSPARENCY POLICY

- From date and time RFP issued until contract award by Council, the Policy is in effect.
 - Effective October 26, 2020
- All Proposers and their representatives may only contact Procurement Officer regarding this procurement under penalty of disqualification.
- Applies to Proposer, Mayor, Council, etc. **except** designated Procurement Officer(s)

OVERVIEW

- Operate five public parking facilities and three employee parking facilities encompassing approximately 26,000 parking spaces.
- Provide complete parking management services that includes:
 - Operation and staffing of the PHX parking facilities,
 - Fully integrated valet parking operation,
 - Operate Parking Access and Revenue Control System (PARCS)
 - Cleaning and custodial services,
 - Marketing planning and implementation,
 - Revenue management and online reservation booking system,
 - Management, operational and financial reporting.

GOALS OF THE PARKING MANAGEMENT SERVICES RFP

The Request for Proposal emphasizes commercial parking management , including:

- Customer Experience- Provide the highest quality customer service and a parking experience;
- Marketing - Increase market penetration, grow annual transactions, and increasing parking revenue;
- Revenue Management – Implement Revenue Management and Reservation programs;
- Revenue & Earnings - Meet or exceed the revenue Performance Incentive Guidelines.

A Proposer will be selected based on the entire Proposal, not solely based on contract costs.

TERM

- Seven (7) years with one (1) three-year option to renew.
- The contract will commence on or about July 1, 2021.



COMPENSATION STRUCTURE

- Management Fee
- Reimbursable Expenses
- Revenue Performance Incentives
 - Revenue Growth
 - Earnings Growth
 - Revenue per Available Spaces
 - Transactions as Percent of Originating Enplanements

MARKETING PLAN

- Contractor shall develop, execute, and manage the PHX Parking Marketing program by:
- Developing a Marketing Plan,
- Implementing innovative branding and promotional strategies,
- Managing marketing operations and execution,
- The contractor can hire a Marketing Director and/or utilize a subcontractor.

CUSTOMER EXPERIENCE

- Proposers will provide innovative Revenue Generating Programs that enhance the Customer Experience such as:
 - Loyalty Program
 - Valet Parking Program
 - Electric Vehicle Parking and Charging Program
 - Corporate Parking program
 - Premium Parking Program
 - Ancillary Services Program
 - Advertising Program
 - Wayfinding System

REVENUE MANAGEMENT

- Disciplined data-driven analytics to forecast demand
- Understand customers' perception of value
- Predict customer behavior at customer segment levels
- Develop strategies that optimize product availability and pricing
- Generate the optimal amount of revenue possible
- Time-limited parking space inventory

ONLINE RESERVATION SYSTEM

- Online Booking System's (OBS) functionality shall:
 - Have the ability to integrate with Scheidt & Bachmann - PARCS
 - Be PCI compliant;
 - Flexible and automated product set up and presentation;
 - Provide a superior customer experience;
 - Support ADA customers;
 - Reporting and data export integration with internal and external systems.

SERVICE VEHICLES

- City may provide service vehicles to Contractor for use in carrying out Contractor's responsibilities under Contract.
 - All employees utilizing and driving city owned services vehicles must comply with A.R. 2.95 and 2.96.
- Contractor shall maintain vehicles in accordance with the Vehicle Maintenance Plan proposed by Contractor and approved by the City.

EMPLOYEE RETENTION POLICY

- Successful Proposers and their Partners:
 - Must hire from the pool of current existing Parking Contractor's employees
 - Retain them for 120 days
 - Hire from the similar job classification
 - May hire others only when no current parking employees are available to hire

BACKGROUND SCREENING/ BADGING/SECURITY

- Please read requirements listed in Exhibit 9 carefully.
- This exhibit provides an overview of the following:
 - Screening Requirements and Criteria.
 - Details related to employee background screening, badging process.
 - Details about airport security process.

SMALL BUSINESS OUTREACH REQUIREMENTS

As recipients of U.S. Department of Transportation (DOT) funding, airports are required to establish ACDBE and DBE Programs in accordance with regulations of the DOT, 49 Code of Federal Regulations (CFR), Parts 23 and 26.

The purpose is to provide ACDBEs and DBEs and Small Businesses maximum opportunity to participate in the performance of the following types of contracts:

- Construction
- Concession
- Management services
- Professional services
- Car rental contracts

SMALL BUSINESS OUTREACH REQUIREMENTS

- No Race- or Gender-Conscious ACDBE Goals
- Race- and Gender-Neutral Measures to achieve ACDBE, DBE, Small Business Participation
- Proposers **must** conduct outreach to small businesses and foster small business participation

SMALL BUSINESS OUTREACH REQUIREMENTS

Time of RCS Submittal – ALL Respondents

- Matter of Responsiveness
- Complete and Submit Form EO1
 - Statement of Small Business Outreach

Post Award Submittal – Successful Respondent

- Matter of Compliance (due within 60 days of Contract Execution)
- Form EO2 and EO3 with supporting documentation
- Small Business Participation Plan
 - Annual Submittal of Small Business Participation Plan updates

ELEMENTS OF SMALL BUSINESS OUTREACH

Identify opportunities for small business participation,

Conduct outreach to notify small businesses of opportunities,

Evaluate small business proposals, and

Tell each small business that *responded* to the Respondent's outreach efforts of the selection decision, whether or not the small business was selected.

RESOURCES

To locate Small Business Concerns visit:

AZ UTRACS at <https://utracs.azdot.gov>

Search (DBE) Firm Directory & Select:ACDBE

OR

- **SBE (City of Phoenix) Certified Firms:**

<https://phoenix.diversitycompliance.com>

Respondents' outreach efforts are not restricted to companies registered with the City

SMALL BUSINESS PARTICIPATION

ACDBE PROGRAM REQUIREMENTS

- Comply with Airport ACDBE Program Plan and 49 CFR Parts 23 and 26
- Track and report **all ACDBE, DBE, and/or small business participation** that occurs as a result of:
 - * *Contracts*
 - * *Procurements*
 - * *Purchase orders*
 - * *Goods/services*
 - * *Or other arrangements involving sub-tier participation*
- Data and supporting documentation must be entered **monthly** into the Business2Government (B2G) System at: www.phoenix.diversitycompliance.com

REMINDER

SMALL BUSINESS OUTREACH REQUIREMENT DUE
AT TIME OF SUBMITTAL

EO1 Form

Small Business Outreach Commitment Form



VIRTUAL TOUR

To Access the Virtual Tour Use the Following Link.
Please Note the Virtual Tour is Not Narrated:

[Virtual Tour Video Link](#)