

**CITY OF AUSTIN
PURCHASING OFFICE
INVITATION FOR BID – BEST VALUE (IFB-BV)
SCOPE OF WORK**

PARKING ATTENDANT / FEE COLLECTION SERVICES

1. PURPOSE

- a. The City of Austin through its Parks and Recreation Department (PARD), hereinafter referred to as (the “City”) seeks bids for an annual contract(s) to collect park entrance and parking fees for selected City of Austin parks. This Invitation for Bid – Best Value (IFB-BV) is intended to award a contract on the basis of “best value” to the City, rather than to the lowest quoted price, to provide parking attendants and fee collection services for park locations. The Contractor shall operate the locations in such a manner that provides exceptional customer service, maximizes revenue to the City, and creates operational efficiencies. The Contractor shall have the exclusive right to collect park entrance and parking fees for the identified park locations, in conformance to the terms of the contract.
- b. The City seeks to enter into a 36-month contract, having up to two 24-month extension options to collect revenue, operate, and manage park fee collections at the following locations:

Emma Long Metropolitan Park 1600 City Park Road Austin, Texas 78724
Walsh Boat Landing 1600 Scenic Drive Austin, Texas 78703
Walter E. Long Metropolitan Park 6614 Blue Bluff Road Austin, Texas 78730
Zilker Metropolitan Park 2100 Barton Springs Road Austin, Texas 78704
- c. The contract will be a management contract, not a concession contract. Under the management contract, the successful Bidder will be paid a fixed management fee.
- d. The City reserves the right to award multiple or all locations to a single Contractor. A Successful Bidder may be awarded either the entire contract, the majority of the contract, one location, or multiple locations.
Notwithstanding anything in the IFB-BV to the contrary, the City reserves the right to reject any or all bids.

2. HOURS OF OPERATION

At the time of Contract award, the following hours of operation shall apply for each location. The City reserves the right to change these hours of operations with prior notice to the Contractor.

- a. **Emma Long Metropolitan Park:** Fee collection services will be provided annually Monday through Sunday and City of Austin holidays from 7:00 a.m. through 10:00 p.m.
- b. **Walsh Boat Landing:** Fee collection services will be provided annually from May 16 through September 14 from 7:00 a.m. through 7:00 p.m.
- c. **Walter E. Long:** Fee collection services will be provided annually Monday through Sunday and City of Austin holidays from 5:00 a.m. through 10:00 p.m.
- d. **Zilker Metropolitan Park:** Fee collection services will be provided annually from March 1 through September 14 from 7:00 a.m. through 10:00 p.m. on Saturdays, Sundays and City of Austin holidays and 3:00 p.m. through 10:00 p.m. for Special Events. Special Events include, but are not limited to, the Blues on the Green (Every other Wednesday from May 30 through August 8) and the Zilker Summer Musical (Thursday through Sundays July through second weekend in August).

*No fee collection services shall be commenced by the Contractor at the Zilker Metropolitan Park location until the Contractor is issued a "notice to proceed" by the City of Austin.

**CITY OF AUSTIN
PURCHASING OFFICE
INVITATION FOR BID – BEST VALUE (IFB-BV)
SCOPE OF WORK**

PARKING ATTENDANT / FEE COLLECTION SERVICES

3. MINIMUM CONTRACTOR REQUIREMENTS

The following minimum requirements have been established as a basis for determining the eligibility of the Bidder. A bid may be considered non-responsive unless sufficient documentation is provided to determine whether the Bidder meets the following requirements:

- a. Bidder must have been in continuous operation for the last five years (from at least January 1, 2007 to present).
- b. Bidder must have experience in operating public parking facilities and fee collection services for the last three consecutive years (from at least January 1, 2009 to present).
- c. Bidder must have experience in providing efficient and user-friendly services to federal, state, and/or local government entities for two of the last three years (from at least January 1, 2009 to present).

4. CONTRACTOR'S OBLIGATIONS

- a. The Contractor will employ, train, and manage personnel to provide parking attendant and fee collection services for the identified parking facilities. **Duties of the Contractor will include, but are not limited to:**
 - (1) Provide attendants and supervision to staff the identified park locations in accordance with the corresponding schedule, Attachment A.
 - (2) Collect the required park entrance and parking fees from customers as directed by the City in Attachment B and remit such fees to the City.
 - (3) Perform and maintain a system of internal controls over all parking revenue, expenses, refunds, etc, to include but not limited to cash handling, segregation of duties, management review and oversight, and written policies and procedures for the identified locations.
 1. Maintain ticket inventory, control and accountability, including proper procedures and controls for transactions.
 2. Monitor all identified park locations entrance and exit gates.
 3. Monitor and manage traffic within the parking facility.
 4. System for managing and resolving customer claims, comments and complaints.
 5. Perform internal audits as specified in the contract.
 6. System to manage and administer contractor employee entrance and parking.
 7. System to manage and administer park entrances for City of Austin (COA) employees. (COA employees are free of charge with presentation of City identification).
 8. Prepare and provide necessary revenue, expense, and management reports.
 9. Retain any and all such records related to the performance of services for a minimum of 3 years and as specified in the management contract.

**CITY OF AUSTIN
PURCHASING OFFICE
INVITATION FOR BID – BEST VALUE (IFB-BV)
SCOPE OF WORK**

PARKING ATTENDANT / FEE COLLECTION SERVICES

10. Supply permit tickets used for parking and entry to the identified park locations.
11. Provide services necessary for the collection and depositing of revenue to the City's banking account.
12. Prepare and submit annual operating fee collection budgets.
13. Comply with all requirements set forth in this Scope of Work and all applicable City of Austin PARD policies, procedures, and requirements. (e.g., Park Rules Attachment C)
14. Participate in and provide feedback on the City's processes for improving the quality of fee collection services provided to the public that may include, but not be limited to:
 - a. Initiate recommendations for process improvements in the day-to-day operations of fee collection services and/or increased revenues.
 - b. Participate in work groups to evaluate and develop City protocols, policies, and procedures for fee collection services.
 - c. Implementation of fee collection services and/or products consistent with the Scope of Work and terms of the Contract.

5. CITY'S OBLIGATIONS

- a. Responsible for all preventative maintenance, regular maintenance, and repair of park facilities including the lots and City-supplied signs, and booths.
- b. Responsible for coordination of electric service to cashier booths at the City's expense.
- c. Provide parking space(s) for Contractor employees to utilize while providing services at each of the identified park locations.
- d. Provide the Contractor with a calendar of events for the identified park locations. The City shall also provide the Contractor with a copy of the City of Austin annual events and official holidays calendar at the beginning of each fiscal year (October 1 through September 30).
- e. The City shall use reasonable business efforts to notify Contractor of any special events and their specific parking requirements at least one week (seven-calendar days) prior to commencement of the event.

6. COMPENSATION

- a. Management Fee. The City shall pay the Contractor a fixed management fee for services under the Contract.

The Management Fee shall include:

- (1) Operating expenses
 - (2) Administrative expenses and overhead
 - (3) Expenses incurred in the management of fee collection services.
- b. The City shall make payment of the Management Fee in equal monthly installments following delivery of services. Specify on each Section 0600, Bid Sheet, for each location the Management Fee Bidder is bidding for each year of the term of the contract.

**CITY OF AUSTIN
PURCHASING OFFICE
INVITATION FOR BID – BEST VALUE (IFB-BV)
SCOPE OF WORK**

PARKING ATTENDANT / FEE COLLECTION SERVICES

The management fee MUST be a fixed amount. A bid that offers a management fee based on a percentage of revenue (either net or gross) will not be considered.

7. SUBMITTAL OF REVENUE TO THE CITY

All revenue shall be deposited into the City’s account daily, on Monday after weekends, and the next business day following holiday collections.

8. REPORTS

The Contractor will be required to provide reports to the City on a timely basis in accordance with the contract and on a weekly or monthly schedule, or as otherwise agreed upon by the City and Contractor. These reports include, but are not limited to, revenue control system reports, cashier reports, daily cash reports, monthly operating statements, incident reports, staffing schedules in the form and format agreed to by the City and Contractor.

9. CONTACT PERSON(S)

The City will appoint a Contract Manager to be the primary contact for the Contractor. The Contractor shall provide the City with a least one contact person who can be contacted during the days and times necessary to carry out services under the contract.

10. EVALUATION FACTORS

The Contractor will be selected by the City based on a best-value model. Evaluation factors outlined below shall be applied to all eligible, responsive, responsible Bidders in comparing and selecting the successful Bid. Award of a Contract may be made without discussion with Bidders after bids are received. Bids should therefore, be submitted on the most favorable terms.

a. Evaluation Factors (100 points)

Management for each location	55 points
Bidder’s Plan and Procedures	25 points
Relevant Experience	10 points
Local Business Presence of Contractor and/or Sub-Contractor	10 points

b. Local Business Presence

The City seeks opportunities for businesses in the Austin Corporate City Limits to participate on City contracts. A firm (Bidder or Subcontractor) is considered to have a Local Business Presence if the firm is headquartered in the Austin Corporate City Limits, or has a branch office located in the Austin Corporate City Limits in operation for the last five (5) years. The City defines headquarters as the administrative center where most of the important functions and full responsibility for managing and coordinating the business activities of the firm are located. The City defines branch office as a smaller, remotely located office that is separate from a firm’s headquarters that offers the services requested and required under this solicitation. Points will be awarded through a combination of the Bidder’s Local Business Presence and/or the Local Business Presence of their subcontractors. Evaluation of the Team’s Percentage of Local Business Presence will be based on the dollar amount of work as reflected in the Bidder’s MBE/WBE Compliance Plan or MBE/WBE Utilization Plan.

**CITY OF AUSTIN
PURCHASING OFFICE
INVITATION FOR BID – BEST VALUE (IFB-BV)
SCOPE OF WORK**

PARKING ATTENDANT / FEE COLLECTION SERVICES

LOCAL BUSINESS PRESENCE

Team's Local Business Presence	Points Awarded
Local business presence of 90% to 100%	10
Local business presence of 75% to 89%	8
Local business presence of 50% to 74%	6
Local business presence of 25% to 49%	4
Local presence of between 1 and 24%	2
No local presence	0

c. Evaluation of Bids

Evaluation of all the Bids received for this solicitation will be made in a comparative manner to determine which Bids offer the best value to the City of Austin.

Bidder must submit the Bid Sheet for each location that the Bidder wishes to be evaluated for award of that location's Contract. Due to the uniqueness of each location's requirements, Bidder must provide the bid sheet along with the Bidder's plan and procedure for each location.

ATTACHMENTS:

- Attachment A: Parking Facilities Fee Collection Schedule
- Attachment B: 2011-2012 City of Austin Parking Fee Schedule
- Attachment C: City of Austin Parks and Recreation Department Park Rules