

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 4/09/07		Item Number: <u>C-5</u>	
AGENDA ITEM: Authorize the Release of a Request for Proposals for Beverage Vending Machine Services at Selected Parks and Recreation Facilities within Culver City.			
Contact Person/Dept.: Patricia Mooney, PRCS Senior Management Analyst		Phone Number: (310) 253-6668	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☒	
Public Notification: Master Notification List (04/04/07); Parks and Recreation Commission (04/03/07).			
Department Approval: William La Pointe (3/26/07)		City Attorney Approval: Carol Schwab (by H. Iker) (04/02/07)	
City Controller Approval: Marlee Chang (04/03/07)		City Manager Approval: Jerry B. Fulwood (04/04/2007)	
<u>RECOMMENDATION:</u> Staff recommends the City Council authorize the release of a Request for Proposals (“RFP”) for beverage vending machine services at selected parks and recreation facilities within Culver City. <u>BACKGROUND/DISCUSSION:</u> During fiscal year 1999-2000, the City Council directed staff to identify an initial “demonstration” project for implementing a sponsorship program. As a result of this process, the City entered into a five-year agreement with Coca-Cola Bottling Company of Los Angeles to provide beverage vending services at Culver City parks and recreation facilities. The termination date of the agreement was July 31, 2006. At the meeting of August 14, 2006, the City Council approved an amendment to the contract with Coca-Cola Bottling Company of Los Angeles for the provision of beverage vending machine services at parks and recreation facilities to: 1) extend its terms for an additional one-year period and; 2) add the stipulation that only “Healthier Beverage Choices” as defined in SB 965 will be offered. Subsequent to the August 14, 2006 Council meeting, beverage vending machines were removed from various parks due to low sales. The change to healthier beverage choices was made over several months as machines were refilled with new product. A Coca-Cola representative informed staff that as of January 1, 2007, the transition was complete. It is difficult to assess the impact of the changes to the existing beverage vending machine program, since the process of both removing low-volume machines and substituting healthier beverage choices extended through			

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the end of 2006. In addition, Coca-Cola has been experiencing a dramatic increase in incidents of vending machine vandalism over the past few months. Such incidents have occurred in at least one Culver City park and may have had a negative impact on beverage sales.

Should the City Council authorize the release of the RFP this evening, the following table provides tentative dates for the next steps in this process:

Item	Date
Publication and Mailing	April 19, 2007
Opening by City Clerk	May 10, 2007
Consideration of Award of Contract by City Council	June 25, 2007
New Contract Effective Date	August 1, 2007

FISCAL ANALYSIS:

There are no costs associated with this item beyond those of advertising the bids, and there are sufficient funds in the current budget for the advertising expense.

ATTACHMENTS:

1. Notice Requesting Proposals – Request for Proposals for Beverage Vending Machine Services in Selected Parks and Recreation Facilities within Culver City.

MOTION:

That the City Council:

1. Authorize staff to release the Request for Proposals for Beverage Vending Machine Services in Selected Parks and Recreation Facilities within Culver City.