

City of Culver City, California
Redevelopment Agency Agenda Item Report

Meeting Date: 10/06/08		Item Number: <u>C-5</u>	
AGENDA ITEM: Approval of a Professional Services Agreement with Modern Parking, Inc., for Parking Management Services at the Virginia Parking Lot.			
Contact Person/Dept.: Glenn Heald/ Redevelopment		Phone Number: (310) 253-5752	
Fiscal Impact: Yes ☒ No ☐		General Fund: Yes ☐ No ☒	
Public Hearing: ☐		Action Item: ☐ Attachments: ☒	
Public Notification: Modern Parking, Inc.; State Organizations, Inc.; United Valet Parking, Inc.; Valet Parking Service; Master E-Mail Notification List (10/01/08).			
Department Approval: Sol Blumenfeld (09/18/08)		Executive Director Approval:	
Chief Financial Officer Approval: Jeff Muir (by N. Kimball) (10/01/08)			

RECOMMENDATION:

Staff recommends the Culver City Redevelopment Agency (the "Agency") approve a twenty month professional services agreement with Modern Parking, Inc., ("Modern Parking") for parking management services at the Virginia Parking Lot, located at 10401-10601 Virginia Avenue.

BACKGROUND:

On September 2, 2006, the Redevelopment Agency approved revised parking policies that implemented parking management services at the Agency-owned Virginia Parking Lot. At the request of the adjacent property owners and tenants, parking management services – including valet service as required - were implemented to ensure maximum utilization of the lot, located in an area where parking demands strain availability. The current contract with State Organizations, Inc., (formerly State Parking Management, Inc.) ends on October 31, 2008.

DISCUSSION:

On July 11, 2008, staff mailed Request for Proposal letters to Modern Parking, Inc., State Organizations, Inc., United Valet Parking, Inc., and Valet Parking Service. All four companies responded with proposals. A brief cost summary of the proposals follows:

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COMPANY	MONTHLY COST	TOTAL COST
STATE ORGANIZATIONS, INC	\$4,291.14	\$85,822.80
MODERN PARKING, INC	\$3,581.47	\$71,629.40
VALET PARKING SERVICE	\$4,208.75	\$84,175.00
UNITED VALET PARKING, INC	\$3,640.00	\$72,800.00

Past parking management practice at the Virginia Parking Lot demonstrates that adequate services may be provided through the utilization of only one attendant. Patrons of the lot self-park until and unless all spaces are filled, at which time the attendant then parks additional cars in tandem. Staff recommends the Agency continue to retain only one attendant for the lot. All respondents to the RFP agree that one attendant is adequate. The proposed agreement will include a provision whereby staff may request an additional attendant at the rate of \$15.50 per hour if it is deemed necessary.

Modern Parking submitted the lowest cost proposal for the requested service. Based upon their price and their past performance at other City- and Agency-owned facilities, staff recommends Modern Parking, Inc., be awarded the contract for parking management services at the Virginia Lot. The term of the agreement will be for twenty (20) months, from November 1, 2008, through June 30, 2010.

FISCAL IMPACT:

The contract amount includes both direct and indirect payroll expenses, plus a 5 percent contingency of \$3,581.47 to cover additional attendants, extended hours or other such occurrences as deemed necessary and appropriate by staff. The total contract amount is not-to-exceed \$75,210.87. Sufficient funds are allocated in the Adopted FY 2008/09 RDA Budget and in the Approved FY 2009/10 RDA Budget in program 95600 "Property Management Services – Virginia Parking Lot."

ATTACHMENTS:

1. Professional Services Agreement with Modern Parking, Inc.

MOTION:

That the Culver City Redevelopment Agency:

1. Approve a Professional Services Agreement with Modern Parking, Inc. not-to-exceed \$75,210.87; and,

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2. Authorize the Agency General Counsel to review/prepare the necessary documents; and,

3. Authorize the Executive Director to execute such documents on behalf of the Agency.