

**CITY COUNCIL
COMMUNICATION:**

ITEM _____

**OFFICE OF THE CITY MANAGER
CITY OF DES MOINES, IOWA**

00-152

SYNOPSIS -

AGENDA:

APRIL 17, 2000

SUBJECT:

MUNICIPAL
PARKING
FACILITIES
REQUEST FOR
MANAGEMENT
SERVICES

The current contract for management of the Municipal Parking Facilities expires on June 30, 2000. Although the contract allows for one additional one-year extension, it has been determined that increased management services, with greater emphasis on customer service, are needed, and new proposals for management services should be solicited.

A Request for Proposals (RFP) for increased management services for the Municipal Parking Facilities is needed at this time. Council is asked to authorize the City Manager to solicit and review the proposals received with the Downtown Parking Committee, and to recommend the best-qualified management proposal to Council for approval.

TYPE:

RESOLUTION
ORDINANCE
RECEIVE/FILE

FISCAL IMPACT -

Gross revenues during FY 1999-2000 from the Municipal Parking are estimated to total \$4.73 million. The management fee in the current contract is \$176,340 for FY 1999-2000.

SUBMITTED BY:

FLOYD BENTZ, P.E.
CITY ENGINEER

RECOMMENDATION -

Approval.

BACKGROUND -

The current management agreement with Central Parking Inc. was approved by Council Roll Call No. 96-2328 on June 24, 1996, for a period of two years, with an option to extend the term for three additional one-year periods.

Central Parking has provided effective and efficient

management of the Municipal Parking Facilities under the existing management agreement. Although the contract allows for one additional one-year extension, the Downtown Parking Committee has determined that increased management services, with greater emphasis on customer service, are needed.

The Downtown Parking Committee has developed minimum qualifications and selection criteria to be used in selecting a management firm to provide operations and management services for the parking system.

Each proponent would be required to provide the following information:

- The experience and qualifications of key personnel, including the local General Manager, who will be involved in managing the parking system.
- Cost-effective ways to increase revenue while providing a strong customer service level.
- The firm's experience in management and operation of on-street parking meters, including electronic meters.
- Parking policies the firm would recommend to better serve downtown businesses.
- The firm's experience in managing and operating parking for special events, and any policies recommended to encourage greater use of downtown Des Moines as a special event location.
- The firm's experience in managing and operating fringe or remote parking facilities that include shuttle buses to deliver customers to downtown locations.
- Recommendations to minimize the potential for fraud and/or abuse in on-street and off-street parking operations.
- A recommended validation program to attract larger participation by downtown businesses.
- Recommended parking policies to balance the short-term or long-term parking needs of visitors, daily and monthly customers.

- Types and amounts of training currently provided for employees, especially customer service training.
- Any employee incentive programs recommended to encourage a high level of customer service, and any additional costs for such incentive programs.
- The type of parking garage and/or surface lot facility maintenance and repair the firm is prepared to provide, and any additional costs for these services.
- The types and amounts of security the firm would provide to assure a high comfort level for parking system customers.
- Any marketing and/or communications programs the firm would provide to encourage full utilization of the parking facilities and enhance customer knowledge of parking options.

A selection subcommittee of the Downtown Parking Committee will evaluate the proposals received and make a recommendation to Council on the selection of a preferred management firm. The rating scheme to be used by the selection subcommittee in choosing the best qualified management firm will include the following:

POINTS

- a. Fee Proposal 0 - 25 points
- b. Experience 0 - 25 points
- c. Customer Service Enhancement Plan 0 - 10 points
- d. Revenue Enhancement Plan 0 - 10 points
- e. Financial Responsibility 0 - 10 points
- f. Formal Proposal 0 - 10 points
- g. Additional Factors 0 - 10 points

TOTAL POSSIBLE = 100 points

Proposals must be submitted to the City Traffic Engineer by 10:30 a.m. on Friday, May 12, 2000. The selection subcommittee will interview selected management firms during the week of May 22, 2000. A recommendation on the best-qualified firm, along with a finalized management agreement, will be presented to Council at the June 5, 2000, meeting.



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