DEVELOPMENT, OPERATIONS AND MANAGEMENT OF CITY PARKING ASSETS, REMOTE PARKING FACILITIES AND SHUTTLE VEHICLE SERVICES - REQUEST FOR PROPOSALS

Pre-Proposal Conference
January 23, 2019 | 2pm – 3pm
City of Inglewood | Community Room A
One Manchester Boulevard, Inglewood, CA 90301
1. Welcome & Introduction
2. Background & Project Description
3. Transportation Management & Operations Plan
4. Scope of Services
5. Minimum Qualifications
6. Submittal Requirements
7. Evaluation & Selection Process
8. Important Dates, Timeline, Questions & Next Steps
9. Adjourn
Los Angeles Stadium & Entertainment District (LASED)
Plans for LASED include:
• 70,000 seat open air NFL Stadium (expandable to 100,000 seats)
• 6,000-seat performing arts venue
• 780,000 square feet of office space
• 890,000 square feet of retail space
• 300 hotel rooms
• 2,500 modern residences
• Approximately 25 acres of public parks, open space, pedestrian walkways, and bike paths
• State-of-the-art event, conference and meeting space

Planned and Potential Sporting Events at LASED include:
• 2020 NFL season begins; LASED becomes home to the LA Rams and the LA Chargers
• 2022 Super Bowl LVI
• 2023 College Football National Championship Game
• 2026 potential host of the FIFA World Cup Games
• 2028 Summer Olympic Ceremonies

NFL STADIUM TO OPEN FALL 2020!
Offsite Parking Shuttles will access Transit Plaza on NFL Game Days and Events

**Transportation Management & Operations Plan (TMOP)**

**Major TMOP Efforts:**

- Interjurisdictional Coordination
- Traffic Modeling
- Development of a Transit Plaza
- Increase regional transit service
- Coordination with TNCs
- Expand and enforce preferential parking neighborhood protection plans
- Update Traffic Signalization
- New ITS & Control Center
- Event Intersection Operations
- New Signage

Map is conceptual and subject to change
Los Angeles Rams Regional Distribution

2019 NFC Champions

Map is conceptual and subject to change.
Existing Parking Resources: Within City of Inglewood

City-Owned Lots Under Contract with L&R Group (Joe’s Auto Park):
- Civic Center Garage
- Locust Street Garage
- Senior Center Garage

City-Owned Lots Not Under Contract:
- Manchester Blvd at 7th Ave
- Manchester Blvd at 12th Ave
- Redondo Blvd at West Blvd
- Civic Center Library
- Kelso St between La Brea/Market
- Nutwood at Market St
- La Brea Ave at Kelso St
- Eucalyptus Ave at Oak St
- Market St at Manchester Blvd
- 119 E Arbor Vitae St (Lot G)
- 180 W Arbor Vitae St (Lot E)
- 155 W Arbor Vitae St (Lot D)
- 300 W Arbor Vitae St (Lot C)
- 327 W Arbor Vitae St (Lot K)
- 439 W Arbor Vitae St (Lot H)
- 500 W Arbor Vitae St (Lot I)
- 569-571 W Arbor Vitae St (Lot J)
Existing Parking Resources: Regional Transit Agencies

Proposers are encouraged to explore all parking and shuttle service options, and to collaborate with area transit agencies, including but not limited to those listed below:

**Culver City** – Diana Chang, Transportation Manager
**City of Gardena** – Ernie Crespo, GM/Transit Director
**City of Lawndale** – Mike Estes, Director of Community Services
**City of Long Beach** – Shirley Hsiao, Service Planner
**Los Angeles County Metro** – Scott Greene, Transportation Planning Manager
**City of Redondo Beach** – Joyce Rooney, Transit Operations and Transit Facilities Manager
Remote/Offsite Parking Needs:

- Secure an additional 15,000 parking spaces at remote area lots for use during NFL game and event days or nights
- Secure remote lots near LASED, with access to major arterials
- Remote lots must be able to accommodate shuttle staging
- Remote lots need to be consistently branded, reflect the standards of the City and the NFL Stadium project, and must be welcoming to patrons attending sports and entertainment events at LASED

Expectations of the Proposer:

- Assist in finalizing agreements with remote parking lot owners
- Work with regional transit agencies to help realize remote parking and shuttle needs
- Manage remote lots to provide LASED patrons with reliable service that is accessible and easy to reserve
- Manage the revenue collection, staffing, security, cleaning, and maintenance of remote lots on NFL game and event days or nights
Scope of Services: City-Owned Parking Lots

Expectations of the Proposer:

• Coordinate with parking lot operator (L&R Group of Companies) to incorporate City-owned lots under contract into the overall remote parking inventory on NFL game and event days or nights

• Manage the revenue collection, staffing, security, cleaning and maintenance of City-owned lots not under contract

• Build customer awareness to direct LASED patrons to City-owned lots

• Work in coordination with the Stadium operator to maintain high standard of operation for all City-owned lots

• Recommend a pricing plan that adds value to the City’s lots
Scope of Services: Shuttle Fleet Operations

Expectations of the Proposer:

• Provide and manage entire shuttle service program on NFL game and event days or nights
• Deploy a fleet of shuttles able to accommodate 45 to 50 passengers per vehicle
• Provide at least one ADA compliant shuttle that will be made available to disabled passengers within a reasonable amount of time of their arrival

• Provide a safe, reliable shuttle route, with clean and well maintained vehicles to/from remote lots and the Stadium
• Provide valid insurance, proof of regular vehicle maintenance, and employ qualified, licensed shuttle drivers at least 21 years of age
• Shuttles must be consistently branded with a clear and recognizable signage system that has been pre-approved by the City
Scope of Services: Centralized Parking Reservation System

Expectations of the Proposer:

- Create or provide, operate and maintain an intuitive, centralized online reservation platform and App for iOS and Android
- Provide a system that is simple, convenient, efficient, and able to protect the user’s data when reserving and paying for parking and shuttle services
- Must be designed to effectively and clearly describe all parking options, cost, locations, and shuttle route
- Provide a system that is robust enough to handle the convergence of multiple events on the same day
- Provide a system able to provide users with updates on parking and shuttle availability, preferably in real-time
- Develop a wide-ranging marketing campaign to maximize awareness and system use
- Work with the Stadium operator in anticipation of integrating the City’s reservation system with that of the Stadium’s system
Scope of Services: Civic Center Transit Plaza

Expectations of the Proposer:

- Assist the City with the planning, programming, operations and maintenance of the City’s 4-acre Civic Center Transit Plaza
- Manage the Transit Plaza as the hub for all NFL game and event day transit coordination activities
- Efficiently manage the drop-off and pick-up of passengers arriving and leaving the site via shuttle and/or transit agency
- Manage a Transit Plaza that conforms to the requirements of the Hollywood Park Specific Plan
- Maintain a Transit Plaza that gives a positive first impression to visitors, as it will be the gateway to LASED and the City of Inglewood
Scope of Services: Civic Center Transit Plaza

Bus Type | No. of Bus Bays
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Transit Bus - 40' | 8
Transit Bus - 60' Articulated | 6
Shutle Bus - 45' | 20
Total Bus Bays | 34

City Owned Development Site
The City of Inglewood is exploring alternative layouts with transit agencies and will work with selected Proposer team to refine the final Civic Center Transit Plaza design.
Scope of Services: Financial Plan

Expectations of the Proposer:

• Develop a Financial Plan that includes any potential shuttle fees and all remote parking lot fees
• Provide for costs associated with the online parking reservation system
• Provide for costs associated with the management of the Transit Plaza
• Provide for costs associated with all branding, signage and marketing efforts
• Provide for costs associated with the ongoing maintenance of all shuttles and remote lots
• Demonstrate an ability to fully fund the entire parking and shuttle program during the term of the Agreement

• Create an innovative Financial Plan that generates revenues to the City in addition to covering costs associated with the parking and shuttle program
Scope of Services: Communications, Ads and Marketing

Expectations of the Proposer:

- Selected Proposer will provide a City-approved branding, advertising and overall marketing and communications plan for the parking and shuttle program
- Coordinate with the Stadium operator to create a marketing and communications plan that is consistent with the Stadium’s brand
- Create strategies that outline digital and print media marketing ideas
- Create relevant social media sites, signage, branding, logos and/or promotional events
Minimum Qualifications

Expectations of the Proposer:

- Provide experience managing transportation programs for major sports and entertainment or special event venues in the U.S. requiring coordination and management of a remote parking supply and shuttle operations within the last 5 years
- Demonstrate continuous engagement in the business of providing shuttle and/or parking services over the past 3 years
- Provide documentation of ongoing compliance with applicable rules, laws and regulations
- Demonstrate compliance with all State of California Department of Transportation and/or U.S. Department of Transportation rules, laws, and regulations
- Provide proof of all professional permits, licenses, and credentials necessary to perform the services specified in the RFP
- Employ subcontractors that are also licensed per state and federal guidelines, where required
Submittal Requirements

Required of each Proposer:

• Submit 1 signed original (marked “original”), 3 copies, and 1 flash drive pre-loaded with a PDF version of the final proposal, attachments and financial statements on or before:
  • 2pm PST | February 28, 2019
  • Must be signed by officer(s) authorized to execute legal documents on behalf of the respondent
  • Responses received after this date will not be considered

• Submit responses in one sealed package marked “Development, Operation and Management of City Parking Assets, Remote Parking Facilities, and Shuttle Services RFP”

• Deliver or mail proposals to:
  Office of Purchasing Division
  City of Inglewood, 8th Floor
  One Manchester Boulevard
  Inglewood, CA 90301
  Attn: Michael Tate, Purchasing and Contract Services Manager
Submittal Requirements

**Required of each Proposal Submitted:**

- Cover Letter and Authority to Propose
- Table of Contents
- Statement of Work
- Financial Plan
- Communications, Advertising and Marketing Plan
- References and Relevant Project History

Note: Please tab each section for easy reference

- Respondents should follow the checklist provided in the appendices section of the RFP to ensure that all requirements are met; no changes to responses may be made after the submittal deadline
- Proposer shall pay for all costs associated with the proposal preparation and presentation
- Please refer to Section 5.0 of the RFP for details and in-depth information
Evaluation and Selection Process

1. Qualifications, Background and Experience of the Proposer Team (35 pts)
2. Statement of Work and Methodology (25 pts) in Three Parts:
   a. System Design
   b. Remote Parking Sites and Shuttle Services
   c. Online Reservation Services
3. Financial Plan (20 pts)
4. Communications, Advertising, and Marketing Plan (20 pts)
Important Dates, Timeline, Questions, and Next Steps

Important Dates and Timeline

• Last date to submit questions by email only: **January 30, 2019**
• Questions and Answers posted to website: **February 1, 2019**
• Deadline for submitting Proposals by mail only: **February 28, 2019 | 2pm PST**

Questions

• Review and discuss questions submitted during comment period
• Submit new questions via email to:
  ParkingAndShuttleServicesRFP-0125@CityofInglewood.org

Next Steps

• Post conference materials on City of Inglewood website (sign-in sheets, Q&A results)
• Contact Persons during proposal period can be reached via email:
  Mario Inga, City of Inglewood Parking Services
  Michael Tate, City of Inglewood Purchasing Services
  Email them both at: ParkingAndShuttleServicesRFP-0125@CityofInglewood.org
THANK YOU FOR ATTENDING!