

STATE OF GEORGIA  
COUNTY OF FULTON

**RESOLUTION TO SELECT LANIER PARKING TO PROVIDE PARKING MANAGEMENT SERVICES FOR THE PUBLIC PARKING SYSTEM AT THE CITY SPRINGS DEVELOPMENT AND TO AUTHORIZE THE CITY MANAGER AND THE CITY ATTORNEY TO NEGOTIATE A CONTRACT**

**WHEREAS**, the City of Sandy Springs (“City”) conducted a solicitation to select a firm with the capacity and demonstrated experience to provide day to day parking management and operational supervision of the public parking system at the City Springs development; and

**WHEREAS**, the City issued its Parking Management Services Request for Qualifications Number 17-001 (“RFQ”) on August 10, 2016 with responses due not later than October 7, 2016; and

**WHEREAS**, the City received responses to the RFQ from the following three (3) entities: AAA Parking, Ace Parking and Lanier Parking; and

**WHEREAS**, responses received were evaluated by an evaluation committee selected by the City Manager (“Evaluation Committee”) consistent with criteria established by the terms of the RFQ; and

**WHEREAS**, as a result of its evaluation, the Evaluation Committee has provided its Evaluation Memorandum, in the form attached to this resolution as Exhibit “A”, presenting the results of its evaluation and its recommendations for parking management services for the public parking system at the City Springs development; and

**WHEREAS**, City Council desires to approve the recommendations of the Evaluation Committee consistent with the attached Evaluation Memorandum.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Sandy Springs, Georgia, while in regular session on February 7, 2017, at 6:00 p.m., that the following recommendations of the Evaluation Committee are hereby approved:

1. Lanier Parking be selected as the firm to provide parking management services for the public parking system at the City Springs development.
2. City Council authorize the City Manager and the City Attorney to proceed with negotiations with Lanier Parking for a contract to provide parking management services for the public parking system at the City Springs development.
3. The City Manager shall present to City Council for approval any proposed contract to provide parking management services for the public parking system at the City Springs development.
4. The City Manager and the City Attorney are hereby authorized to take such actions deemed necessary to effectuate the intent of this resolution.

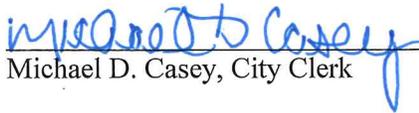
**RESOLVED** this the 7th day of February, 2017.

Approved:



Russell K. Paul, Mayor

Attest:

  
\_\_\_\_\_  
Michael D. Casey, City Clerk

(Seal)



**EVALUATION MEMORANDUM  
RFQ #17-001  
Parking Management Services**

**A. INTRODUCTION**

The City of Sandy Springs ("City") issued a Request for Qualifications ("RFQ") for Parking Management Services - RFQ #17-001 on August 10, 2016. The City solicited qualifications from highly qualified firms to provide all personnel, materials and services necessary to provide Parking Management Services for the public parking system at the City Springs development ("Project"). The City intends to enter into a three (3) year contract with two (2) one-year extensions in accordance with the terms, conditions, and specifications contained in the RFQ. The Respondent selected for contract award will be managed and directed by the City.

Per the Scope of Services outlined in the RFQ, the selected Respondent shall provide overall management of all City parking assets including, but not limited to, parking enforcement, meter maintenance, revenue collection, citation management, complaint resolution, coordination on parking matters with local businesses, event parking and planning, performing arts center and meeting spaces. In addition, the selected Respondent shall provide consulting on construction, parking data, analysis, recommendations on rates, and expansion of parking spaces, while encouraging compliance with the City's parking program. The selected Respondent shall maximize the use of the parking supply and coordinate with the privately managed parking vendor for resident parking, and shall assist the City with developing a Parking Regulations Manual.

The City's objectives in issuing the RFQ for Parking Management Services are to ensure the highest degree of safety for its employees and citizens and to operate an efficient parking system while promoting exceptional customer service.

**B. EVALUATION COMMITTEE**

Responses to the RFQ ("Responses") were evaluated by individuals selected by the City Manager ("Evaluation Committee") using the criteria set forth in the RFQ. Members of the Evaluation Committee were:

- Bryant Poole – Assistant City Manager
- Dave Wells – City Facilities Manager
- Trent Merritt – Performing Arts Center Management, Spectra
- Forrest Hibbard – Parking Consultant

In addition, the following advisors assisted the Evaluation Committee with expertise in areas critical to the success of the Project:

- Karen Ellis – City Finance Director
- Cecil McLendon – Assistant City Attorney
- Nesby Ingram – Purchasing Manager

**C. RFQ**

1. **General:** A mandatory pre-submittal conference was held on August 25, 2016 at 10:00 a.m. Questions were due from Respondents no later than September 2, 2016, 5:00 p.m. To ensure maximum outreach and competition, the City advertised the RFQ on the City's website and on the Georgia Procurement Registry. The City's Purchasing Department issued four (4) addendums in response to questions from interested Respondents. Addendum #4 revised the RFQ due date from September 30, 2016, 3:00 p.m. to October 7, 2016, 3:00 p.m.

The Purchasing Department conducted an initial review of each Response submitted for administrative compliance. No administrative compliance issues were noted.

In order for the City to adequately compare and evaluate submittals, all Respondents were asked to submit qualifications that addressed the City's requirements, provided Respondent's cover letter, company profile, company experience, management team composition, senior management team profiles, personnel assigned to the Project, and references. Respondents were also asked to address service enhancements, provide a description of day-to-day activity, as well as the company's conflict of interest policy, financial statements, software capability and pricing. Pricing, financial model and cost estimates were required to be included in a separate, sealed envelope.

2. **RFQ Evaluation Criteria:** Section 6(E) of the RFQ identified the criteria on which the City would base evaluation of Responses. The criteria were as follows:
  - a. Experience of Assigned Personnel: Credentials and experience of the person(s) assigned to the Project and Respondent's management team
  - b. Experience with a Similar Entity: Experience with other governments and organizations of similar size
  - c. Innovative Products and Services: Respondent's understanding of the City's parking needs and goals, and recommendation regarding the ultimate solution, including parking equipment/meters and integrating new technologies and efficiencies to improve current industry practices and procedures
  - d. Methodology and Proposed Parking Solution/Plan: Explanation of operation management plan/strategy and ability to offer the City exceptional parking management services
  - e. Customer Service: Respondent's ability to provide the City superior customer service
  - f. Financial Strength and Business Stability
3. **Responses to RFQ:** On October 7, 2016, 3:00 p.m., the City received three (3) submittals in response to the RFQ from the following Respondents:

- a. AAA Parking
- b. Ace Parking
- c. Lanier Parking

4. **Evaluation of Qualifications and Formal Interviews:** The Evaluation Committee began its review of Responses the week of October 17, 2016. The Evaluation Committee reviewed all submittals, completed its evaluations and reported its findings to the Purchasing Department. Based on the Evaluation Committee's findings, it was determined that all three (3) of the submitted Responses had a reasonable expectation of receiving a contract award; therefore, all Respondents moved forward for further consideration.

Following the Committee's evaluation, the Purchasing Department invited each Respondent to facilitate an on-site tour and presentation at a metro Atlanta parking facility managed by Respondent. The invitation requested that each Respondent choose a metro Atlanta facility whose operations are similar to the Project. On November 16 and 17, 2016, the Evaluation Committee toured each facility, met with representatives of each Respondent's proposed team, including the proposed assigned City Project Manager from each team, and heard presentations, which included the Respondent's explanation of typical parking operations.

After reviewing the complete scores of all three (3) Respondents, the Evaluation Committee met to discuss the top candidates. On December 12, 2016, the Purchasing Department requested a Best and Final Offer ("BAFO") from the top two (2) candidates, Lanier Parking ("Lanier") and Ace Parking ("Ace").

5. **Selection Summary:** Using the evaluation criteria contained in Section 6 of the RFQ as a guide, the Evaluation Committee reviewed Respondents' presentations and BAFOs provided by Lanier and Ace and its evaluation results are as follows:
- a. **Experience of Assigned Personnel:** Lanier and Ace both proposed strong Parking Manager candidates. Lanier, an Atlanta based corporation, had a more robust support team with a strong emphasis on municipal operations. Lanier's five (5) year staffing costs were significantly lower than Ace.
  - b. **Experience with Similar Entity:** Lanier (Atlantic Station) and Ace (Shops of Buckhead) selected parking sites comparable to the Project site. Lanier manages more than 175 locations around the metro Atlanta area, which means more local support for the City's needs.
  - c. **Innovative Products and Services:** The Evaluation Committee developed a list of possible parking equipment for use at the Project site. The Purchasing Department sent this list to Lanier and Ace to gain an equal comparison. Lanier's equipment pricing was lower than Ace's. Lanier is also PCI Level II compliant for credit card transactions.
  - d. **Methodology and Proposed Parking Solution/Plan:** Both Lanier and Ace understood the Project site and how the parking plan would work during normal and peak hours. Lanier's selected demonstration site included more technologies that the City could use as part of its parking solution. Lanier recommended employing a mobile

wayfinding ambassador to help with traffic flow in and out of the Project site. Lanier also provided a better site parking operation plan than Ace.

- e. **Customer Service:** The Senior Vice President of Human Resources for Lanier attended every interview and explained Lanier's unique and motivational hiring method. Lanier's hiring method is an important process for the development and maintenance of high-level customer/client services and relationships, along with the apparent access to quick personnel resources for both new and existing staffing.

Following this process, the Evaluation Committee recommends Lanier's Response for City Council approval. The following table summarizes the results of the analysis that led to the selection decision:

<b>Respondent</b>	<b>Capabilities and Approaches</b>	<b>Estimated Personnel Cost* (Years 1-5)</b>	<b>Performance Confidence</b>
Ace Parking	Acceptable	\$3,712,757	Satisfactory
Lanier Parking	Acceptable	\$3,123,026	Satisfactory

*\*Parking Equipment costs were not included in the cost analysis but will be determined at a later date. Once selected, the contractor will be able to provide their capital recommendations for the site, estimated to be about \$800,000.*

The Evaluation Committee considered the following additional factors in recommending Lanier:

- a. Lanier presented an extensive client portfolio of projects similar in scope to the RFQ.
- b. Lanier has a local market presence, with numerous venues in the metro Atlanta area.
- c. Lanier's team members will be drawn from similar, successful projects.
- d. Lanier presented a financially sound and realistic BAFO that was significantly lower.

#### **E. FINANCIAL REVIEW**

All Respondents were determined financially stable with positive credit ratings during the evaluation.

#### **F. REFERENCE FINDINGS**

Subsequent to making a decision on a recommendation for selection, Lanier's references were contacted and were exceptionally positive.

#### **G. RECOMMENDATION**

For the reasons described above, the Evaluation Committee unanimously recommends that Lanier Parking be selected for contract award to provide Parking Management Services for the Project.