CITY OF STUART, FLORIDA
AGENDA ITEM REQUEST
CITY COMMISSION

Meeting Date: 9/9/2019 **Prepared by:** Pinal Gandhi-Savdas

Title of Item:

RFP FOR VALET SERVICE OPERATOR (RC):

RESOLUTION No. 83-2019; A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF STUART, FLORIDA TO ADVERTISE A REQUEST FOR PROPOSAL (RFP) FOR VALET OPERATOR TO PROVIDE VALET PARKING SERVICES IN THE DOWNTOWN AREA; PROVIDING AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

Summary Explanation/Background Information on Agenda Request:

Staff is requesting to issue Request for Proposal (RFP) for valet parking services on the City Hall parking lot and behind the Annex Building. The valet service will be during the peak season, Thursday thru Saturday in the evenings from 5:00 p.m. - 12:00 a.m. from December 1, 2019 - May 30, 2020. The valet service will not impact the regular City Hall business hours.

In the previous years, the City had an agreement with the valet service operator to set-up valet in front of the City Hall and utilize the public parking lot behind the Stuart Heritage Museum (Feed Store) for storing cars. The Downtown Valet Parking Program allowed the public to valet their vehicle at a cost of $5 per car, Friday and Saturday evenings from 5 PM - 10 PM, from December - June. The valet service paid the City a flat fee of $125 per month for the operation of the valet service and the use of right-of-way.

However, last year when the City implemented extending the 3-hour parking restrictions to 8 PM to promote exterior parking for downtown employees and increase opportunity for visitor parking, the valet service operator noticed that the downtown employees started parking behind the Feed Store where there is no time restrictions leaving little to no space available for valet parking storage. The valet service had to turn away people because there was no parking space available.

Currently, there are about 60 parking spaces available with the two lots combined (City Hall parking lot and behind the Annex Building). An advantage of excusive valet parking is that valets can park cars closer and stack cars, which will help to double the number of cars they can park with the two parking areas (120 cars or more). With the exclusive valet program, we will provide more car storage, convenient service and location, less wait time, less stress, reduce traffic congestion from drivers searching for parking space, and efficient service to give a better experience for our visitors in downtown. The program will exclude the pubic parking area behind the Feed Store.

The proposal will require the valet service operator to provide revenue sharing program and data on the customers served to determine the demand for the service and desire to pay for convenient parking. The service will be provided at the Operator's sole cost and expense. The proposed program would be during season for one (1) year and the City would have the option for continuing the program based on the findings and feedback (see attached Scope of Services) .

The proposed program was recently presented to MainStreet and Downtown Business Association (DBA) and they are in support of exclusive valet program on City parking lots (see attached).

Funding Source:

N/A

Recommended Action:

Motion to approve Resolution No. 83-2019 to issue RFP to provide valet service in downtown Stuart.

ATTACHMENTS:

	Description	Upload Date	Type
🗋	Resolution No. 83-2019	8/29/2019	Resolution add to Y drive
🗋	Valet Scope of Services	8/29/2019	Exhibit
🗋	Letters of Support	8/16/2019	Backup Material

BEFORE THE CITY COMMISSION
CITY OF STUART, FLORIDA

RESOLUTION NUMBER 83-2019

A RESOLUTION OF THE CITY COMMISSION OF THE CITY OF STUART, FLORIDA TO ADVERTISE A REQUEST FOR PROPOSAL (RFP) FOR VALET OPERATOR TO PROVIDE VALET PARKING SERVICES IN THE DOWNTOWN AREA; PROVIDING AN EFFECTIVE DATE; AND FOR OTHER PURPOSES.

* * * * *

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COMMISSION OF THE CITY OF STUART, FLORIDA that:

SECTION 1: The City Commission of the City of Stuart hereby authorizes staff to advertise a Request for Proposal (RFP) for valet operator to provide valet parking services in the Downtown area.

SECTION 2: This resolution shall take effect upon adoption.

Commissioner _____ offered the foregoing resolution and moved its adoption. The motion was seconded by Commissioner _____ and upon being put to a roll call vote, the vote was as follows:

	YES	NO	ABSENT	ABSTAIN
REBECCA S. BRUNER, MAYOR				
EULA R. CLARKE, VICE MAYOR				
KELLI GLASS LEIGHTON, COMMISSIONER				
MERRITT MATHESON, COMMISSIONER				
MIKE MEIER, COMMISSIONER				

Resolution No. 83-2019
RFP for Valet Operator

ADOPTED this 9th day of September 2019.

ATTEST:

_____
MARY R. KINDEL
CITY CLERK

_____
REBECCA S. BRUNER
MAYOR

APPROVED AS TO FORM
AND CORRECTNESS:

_____
MICHAEL MORTELL
CITY ATTORNEY

DOWNTOWN VALET PARKING SERVICES PILOT PROGRAM

SCOPE OF SERVICES

Scope of Work

The City of Stuart requests the services of a qualified Operator to provide valet parking services in the downtown area at the Operator's sole cost and expense. The selected Operator will be required to enter into an agreement with the City and the Community Redevelopment Agency (CRA) to provide these services. The proposed minimum valet parking service requirements are as follows:

General

The selected Operator shall administer, manage and operate a high quality valet parking service for visitors to the downtown area.

1. Valet operation shall be during the peak season from December 1, 2019 – May 30, 2020.
2. Valet parking services shall be provided Thursday thru Saturday, 5:00 p.m. to 12:00 a.m. Increasing or decreasing days and times to accommodate for customer demand may be proposed by the operator or City and will be subject to City Approval.
3. Valet parking service set-up location to be mutually agreed upon by the City and the Operator.
4. Parking Storage: Exclusive valet parking areas will be provided by the City. Parking areas have been identified in Attachment I.
5. This program excludes the City's agreement with a private valet operator and Louronzo's Italian Restaurant to utilize the three "Loading Zone" parking spaces on the east side of SE Colorado Avenue (adjacent to Louronzo's) for valet parking operation and utilizing private parking lots at the east end of the historic district for parking storage.
6. The proposal excludes the parking spaces behind the Annex Building and City Hall parking lot for City marked vehicles (maximum of 6 parking spaces).
7. The proposed valet parking areas shall remain public parking lots until 5 PM. Any vehicles parked in the parking lots shall be allowed to remain after 5 PM (3-hour parking time applies).
8. Proposed Rate: The Operator shall propose standard rate for valet service.
9. Revenue Sharing Proposal: The operator shall provide revenue sharing fee structure based on the proposed operation rate and schedule in Attachment II. The payment to the City shall be on or before the 5th day of each month.
10. Valet Staff: Operator shall provide a staffing plan, an appropriate valet staff training program and uniforms.
11. Marketing Program: The operator will cooperate with the City in marketing efforts for this service.
12. Customer Service: The selected valet services operator must respond immediately to customer complaints and inquiries. Operator is expected to provide excellent customer service to internal and external clients.
13. The City will have the right to establish reasonable rules and regulations and/or operating directives for the valet operations.

14. Operations will be monitored and changes made as appropriate. It is the City's intent to offer a quality valet parking operation, at the same time causing little or no disruption to the downtown's existing traffic patterns.
15. Records and Reports: The operator will provide weekly reports by Tuesday of the following service week, which include the following information:
    - the number of customers served each day of operation;
    - maintain accounting records of all income and expenses related to revenue collection and provide a weekly summary to the City;
    - complaints received and the resolution of the complaint;
    - customer wait times for drop off and retrieving vehicles;
    - staffing levels for each day of service; and
    - documentation describing incidents or accidents.

Business Plan

The Respondent shall submit a Business Plan that provides details of the day-to-day operations of the valet parking service, including but not limited to:

1. **Operations**
   a. Management: Provide details including supervision, staffing, accommodations for handicap- adapted vehicles, reservations, process for drop-off and pick-up and estimated wait times.
   b. Customer Service: Provide procedures for handling customer service and complaints.
   c. Safety: Provide an Accident Prevention and Safety Program to be used by staff.
   d. Security: Provide details regarding the securing of parking areas and vehicle keys.
   e. Reporting: The selected Operator will provide weekly reports by Tuesday of the following service week, which include information such as the number of customers served each day of operation; records of all income and expenses; complaints received and the resolution of the complaint; estimated customer wait times for drop-off and retrieving vehicles; staffing levels for each day of service; and documentation describing incidents or accidents.

2. **Location**

   a. Counter: The kiosk or booth shall be attractive and designed/located so that it does not conflict with ADA regulations or pedestrian safety and usage of the sidewalk.
   b. Signage: Signage shall be placed on or close to the counter, which provides the name of the concessionaire, rates, and times of service. City shall approve the signage and its location before it goes into production or is installed.
   c. Traffic Control: A traffic flow and queuing plan shall be established to ensure consistent stacking and movement of vehicles, both dropping off and picking up.
   d. Maintenance: The selected Operator shall be responsible for the maintenance, repairs and cleaning of the counter and surrounding areas.

3. **Personnel**

   a. Training: The selected Operator will be responsible for training all employees with the duties and responsibilities under the agreement. The selected Operator shall provide ongoing customer service training.
   b. Staffing: The counter shall be staffed with sufficient personnel to greet customers dropping off their vehicles and assist customers picking up their vehicles.
   c. Staff: The selected Operator shall ensure that employees assigned to perform valet parking services are bonded against theft, embezzlement and other losses of customer vehicles and personal property; maintain a valid Florida State Driver's License appropriate for the types of vehicles being driven; have no outstanding warrants; and have never been convicted of DUI. All employees should present a well-groomed and professional appearance; be positive and courteous attitude at all times; never use foul or inappropriate language; be alert, attentive and responsive while on duty; remain calm when encountering an upset customer; listen attentively; obey all traffic laws and rules;

and not commit any act which may bring discredit upon the City of Stuart.

4. **Pricing**

a. Rates: The Operator shall provide standard rate for valet service. Please utilize Attachment II to officially submit pricing information.

b. Vouchers: The City will coordinate with downtown businesses to determine if reduced rates can be incorporated into the valet parking program, or if such complimentary service should be left in the hands of the individual businesses as a benefit to their patrons.

Compensation Schedule/Program

Provide a cost proposal/revenue sharing program in Attachment II. At the sole discretion of the City, revenue share may be amended in favor of the operator, if the operator's expenses exceed net revenue. The Operator shall provide appropriate documentation for review by the City to be considered.

Agreement

The term for the Agreement awarded in response to this RFP is one (1) year. The City shall have the option to renew under the same terms and conditions for up to two (2) additional, one (1) extensions. All renewals shall be in writing.

The selected Operator shall maintain comprehensive general liability insurance covering its operation under this Agreement in an amount not less than $1,000,000 per occurrence and $2,000,000 general aggregate. Such insurance shall name the City of Stuart as an additional insured. The selected operator's policy to cover Liability and Worker's Compensation. The selected operator's Liability policy would cover damage to any vehicle that is under the care, custody and control of the valet company, including collision. This Certificate of Insurance must be in place for the entire contract period(s).

The selected Operator agrees to indemnify and hold harmless the City of Stuart for all property damage, bodily injury or personal injury that arises because of valet parking services. This obligation survives termination or revocation of this Agreement.

EVALUATION AND NEGOTIATION PROCESS

A selection committee appointed and approved in accordance with the City of Stuart Purchasing Policies will review all submittals and make a recommendation to the City Commission based upon the established evaluation criteria. A selected group of Firms may be required to make an oral presentation to the Selection Committee. Such a presentation will provide an opportunity for the Firms to clarify the information provided in their proposal. If oral presentations are given, the final decision of the Selection Committee will be based on the tabulation from the oral presentations. The Selection Committee will present its recommendations to the Stuart City Commission, which has the authority to make the final determination and award contracts. Submittals will be evaluated on a POINTS BASIS. The City reserves the right to make selections based on the submittals only or to request presentations before determining the final ranking. The criteria listed below will be used in the evaluation process to determine the successful respondent. If only one (1) submittal is received, it will be reviewed, and subject to acceptance/negotiation by the using department and the Purchasing Division.

Evaluation Criteria

The City will conduct a comprehensive, fair and impartial evaluation of all Proposals received in response to this RFP. The City may appoint a selection committee to perform the evaluation. Each Proposal will be analyzed to determine overall responsiveness and qualifications. The selection committee may select all, some or none of the Respondents for interviews. If the City elects to conduct interviews, Respondents may be interviewed and re-scored based upon the same criteria. The City may also request additional information from Respondents at any time prior to final approval of a selected Respondent. The City reserves the right to select one, or more, or none of the Respondents to provide valet parking services. Final approval of a selected Respondent is subject to the action of the Stuart City Commission.

Evaluation Criteria shall be as follows:

- Experience, Background and Qualifications 25 points
- Business Plan 30 points
- Pricing and Compensation Schedule 35 points
- References 10 points

NEGOTIATIONS FOR PROJECTS: will be held with the most qualified firm for compensation, which the City determines, is fair, competitive, and reasonable. Should the City be unable to negotiate a satisfactory contract with the firm considered to be the most qualified at a price the City determines to be fair, competitive, and reasonable, negotiations with that firm will be formally terminated. The City will then undertake negotiations with the second most qualified firm. Failing accord with the second most qualified firm, the City will terminate negotiations. The City will then undertake negotiations with the third most qualified firm.

Should the City be unable to negotiate a satisfactory contract with one of the top three firms, the City shall select additional firms in the order of their competence and qualification and continue negotiations until an agreement is reached.

ATTACHMENT I

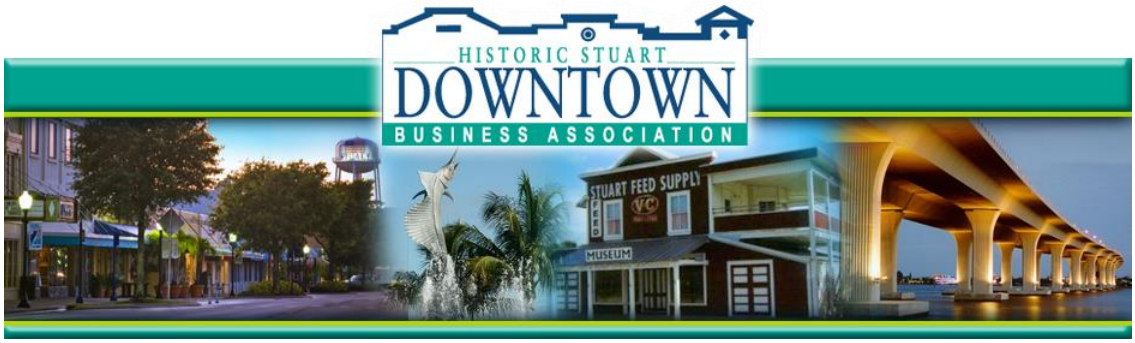
Map of Valet Parking Areas



ATTACHMENT II

Cost Proposal Form

Provide revenue sharing fee structure based on the proposed operation rate and schedule in the space provided below.



August 14, 2019

Pinal Gandhi-Savdas
CRA Administrator City Of Stuart
121 SW Flagler Avenue
Stuart, FL 34994

RE: Support for Exclusive Valet Parking

Dear Pinal,

The Downtown Business Association of Stuart (DBA) would like to lend its support to the proposed valet parking changes the CRA is recommending and was presented to DBA meeting on August 14, 2019. Efficient parking with stacking of vehicles, which valet parking offers, will expand parking availability.

The DBA enjoys the collaborative relationship between the City of Stuart CRA and staff. This partnership is critical to the overall well-being of historic downtown Stuart. Thanks for including our organization in your planning for historic downtown.

Sincerely,

Bill Moore
President, DBA
Owner, Kilwins of Stuart

STUART MAIN STREET

P.O. Box 3035
Stuart, FL 34995

Board of Directors

Mark Brechbill

Kim Capen

David Collier

Anthony DiFruscio

Ginger Eha

Denise Feenan

Jim Hatch

Michael Houston

Patti McAuley

Terry McCarthy

Mike McCarty

Rick Miller

Paul Nunley

Nik Schroth

Bill West

To the City of Stuart Board of Commissioners August 15, 2019
City Hall
Stuart FL 34949

Dear Commissioners:

As the governing board of the Stuart Main Street Association, we are writing to express our enthusiastic support of the Community Redevelopment Agency's proposed update to the CRA plan.

Key elements and details of the plan were presented at our August 13, 2019 Board meeting. The presentation, made by Pinal Gandhi-Savdas and Kevin Freeman, was impressive. Both responded to our questions and comments with professionalism and candor.

It has long been a position of the Main Street Board that bond financing be utilized to complete brick and mortar CRA projects in a more expeditious manner and this plan seems to lay the ground work for this to occur. We look forward to continued dialog and input on specific design elements.

We offer our support of the plan, its proposed work projects and the ongoing optimization of existing programs such as the mural program and valet parking in conjunction with feedback from our partners in the DBA.

Sincerely,



Nikolaus Schroth, President, Stuart Main Street Board of Directors

Office

101 SW Flagler Ave.
Stuart, FL 34994

772-286-2848
Fax 772-600-1257

CC: Pinal Gandhi-Savdas, Kevin Freeman, Community Redevelopment Board, all SMS Board members