

# REQUEST FOR COUNCIL ACTION



CITY COUNCIL MEETING DATE:

MAY 7, 2012

TITLE:

**REQUEST FOR PROPOSALS - PARKING  
MANAGEMENT PLAN AT SARTC**

CITY MANAGER

CLERK OF COUNCIL USE ONLY:

APPROVED

- As Recommended
- As Amended
- Ordinance on 1<sup>st</sup> Reading
- Ordinance on 2<sup>nd</sup> Reading
- Implementing Resolution
- Set Public Hearing For \_\_\_\_\_

CONTINUED TO \_\_\_\_\_

FILE NUMBER \_\_\_\_\_

## RECOMMENDED ACTION

Authorize the Public Works Agency to issue a Request for Proposals for a parking management plan at the Santa Ana Regional Transportation Center.

## DISCUSSION

The Santa Ana Regional Transportation Center (SARTC) is the focal point of transportation in Orange County with an overall estimated weekday visitor count of 2,995 a day. The facility covers 6.75 acres and contains a 47,000-square-foot terminal, two surface parking lots with 273 vehicle spaces, and one four-story parking structure with 404 vehicle spaces, totaling 677 vehicle parking spaces. The terminal building is open from 5:00 AM to midnight daily. The parking structure is open to the public from 4:00 AM to midnight daily. Parking is provided free of charge.

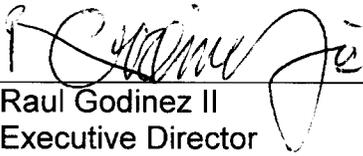
The Public Works Agency (PWA) currently manages the facility and is tasked with minimizing the budgetary impact on the General Fund by moving the SARTC towards a self-sustaining operation. Although significant reductions in operating costs have been achieved, the SARTC no longer receives any General Fund subsidy and staff is evaluating various avenues to raise needed revenues to ensure a professionally managed facility that is attractive, safe, and responsive to the needs of travelers and the community.

A potential strategy to generate revenue to offset the operational cost of providing parking facilities is to implement a paid parking management plan. Staff recommends issuing a Request for Proposals to seek firms experienced in developing such plans for municipal entities. The attached proposed Scope of Work includes developing a parking management plan that serves the SARTC's current and projected needs over a minimum of five years and is aligned with the City's Transit Vision. Elements include analysis and recommendations on pricing and rate structures that are responsive to the parking demand and types of facility users; payment methods and technologies that best meets facility management's need for accurate parking control, ease of use by patrons, and cost-effectiveness to implement and operate; parking control enforcement; user

outreach, information, and signage; mitigation of impacts to the surrounding area; and a site specific implementation plan.

**FISCAL IMPACT**

There is no fiscal impact associated with this action.



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Raul Godinez II  
Executive Director  
Public Works Agency

RG/AF

Exhibit: 1. Scope of Work

**REQUEST FOR PROPOSALS  
SANTA ANA REGIONAL TRANSPORTATION CENTER  
PARKING MANAGEMENT PLAN  
SCOPE OF WORK**

**INTRODUCTION**

The City of Santa Ana (City) is seeking proposals from qualified firms (consultant) to develop a parking management plan for the Santa Ana Regional Transportation Center (SARTC) project site in order to generate revenue to recoup operating costs associated with providing parking facilities. The City desires a parking management plan which will comprehensively address parking for the entire facility and its various types of users and tenants. The parking management plan should serve the SARTC's current and projected needs over a minimum of five years and be aligned with the facility's following program goals:

- Maintain a landmark regional transportation center in Orange County that is aligned with Santa Ana's Transit Vision.
- Ensure a professionally managed facility that is attractive, safe, and responsive to the needs of travelers and the community.
- Maintain positive relationships with tenants and transit partners and assure high quality services in a cost-effective manner.
- Support programs and activities that promote sustainability and encourage alternative commuting options.

**PROJECT SITE OVERVIEW**

The Santa Ana Regional Transportation Center (SARTC) is a focal point of transportation in Orange County. It combines Amtrak, Metrolink, Orange County Transit Authority, intercity and interstate bus transportation, and airport and taxi services all in one location. The SARTC is in close proximity to five freeways and only minutes from the Orange County airport, Disneyland, MainPlace Mall, Bowers Museum, the civic center complex and the Downtown historical district. Future plans include the SARTC as the centerpiece of the Station District Master Plan. The facility covers 6.75 acres and contains a 47,000-square-foot terminal, two surface parking lots with a total of 273 vehicle spaces, and one four-story parking structure with 404 vehicle spaces. The terminal building is open from 5:00 AM to midnight daily. The parking structure is open to the public from 4:00 AM to midnight daily.

The SARTC terminal building contains approximately 35,000 square feet of rental space, plus a five-story theme tower that includes small meeting/conference rooms on the 4<sup>th</sup> and 5<sup>th</sup> floors. Tenants include Amtrak, Greyhound Lines, Crucero, Transportes Intercalifornias, Tres Estrellas

de Oro, County of Orange Social Services, State of California EDD, the City of Santa Ana WORK Center, Café Express, and K. Lee Gifts Shop. The overall weekday foot traffic count for the SARTC is estimated at 2,995 a day.

### Rail Services

The SARTC is served daily by 22 Amtrak trains (24 trains on Friday) and 33 Metrolink trains on weekdays with a mean daily rail passenger count of 1,766. Metrolink service begins at 4:32 AM at the station and the last train departs at 7:21 PM. Peak Metrolink train frequency occurs between the hours of 6:00 AM to 8:30 AM and 4:00 PM to 6:30 PM. The Amtrak service begins at 6:53 AM and the last train leaves at 11:06 PM. Amtrak train frequency is consistent throughout the day providing about one train per hour.

Weekend service at the Santa Ana station is less frequent and includes 24 Amtrak trains and 8 Metrolink trains. Three Metrolink trains are provided during weekend morning hours and five Metrolink trains are provided during weekend evening hours. Amtrak provides weekend service of approximately one train per every half hour between 7:30 AM to 9:00 AM and 10:30 AM to 1:30 PM. At least one Amtrak Pacific Surfliner train is provided every hour from 2:30 PM to 11:30 PM.

### Bus Services

Ten bus bays are located on the west side of the terminal with access and egress off Santiago Street. OCTA bus Local routes 59 and 83 and Station Link routes 462, 463, and 464 serve the station. On average, there are approximately 220 weekday OCTA boardings and less than 10 weekend boardings at SARTC. Greyhound, Transportes Intercalifornias, and Tres Estrellas de Oro offer long distance bus service at the station between 5:00 AM and midnight. These three long distance bus service providers report a total average of 700 boardings and alightings per day. Amtrak bus service provides service at the Santa Ana station, in lieu of Amtrak trains, during select off-peak hours. The Amtrak bus service operates between the hours of 12:00 AM to 5:00 AM for the Pacific Surfliner route.

### Workforce Development Services

The Santa Ana WORK Center is located within the SARTC. The WORK Center combines resources from various agencies to provide integrated job and workforce development services, including job search assistance, employee referrals and placement, unemployment insurance filing, and career counseling for adults and youths. As part of the WORK Center, the State of California EDD leases an administrative office on the first floor which averages 5 client visits per day. The City of Santa Ana and the State EDD lease the two suites on the second floor. The administrative suite averages 14 client visits per day and the referral center suite averages 254

client visits per day. The WORK Center offices on the first and second floors are open from 8:00 AM to 5:00 PM Monday thru Thursday and every other Friday. The County of Orange Social Services Agency leases the suite on the third floor and averages 26 client visits per day. The third floor suite is open from 8:00 AM to 5:00 PM, Monday thru Friday.

### Public Safety

As a regional transportation hub and public services facility, various local, state, and federal authorities have law enforcement jurisdiction within the facility. The lead authority is the Santa Ana Police Department. The Orange and Los Angeles County Sheriffs, the California Highway Patrol, OCTA Police, Amtrak Police, and the Department of Homeland Security are amongst the other law enforcement agencies that hold jurisdiction. In partnership with these law enforcement agencies, the SARTC hosts a Regional Transportation Center Public Safety Office within the facility. In addition, the SARTC is designated as a Homeland Security critical infrastructure locale and has contracted private security guard services 24-hours a day, seven days a week.

### MINIMUM QUALIFICATIONS

Consultant shall have at least five (5) years experience within the past five (5) years in providing comprehensive planning, studies, and analysis which are consistent with the needs and criteria set forth in the Scope of Work for municipal entities under its current business name.

### REQUIRED COMPONENTS AND TASKS

The consultant shall develop a parking management plan which comprehensively addresses the parking needs of the entire facility and its various types of users and tenants. The parking management plan should serve the SARTC's current and projected needs over a minimum of five years while accounting for future plans and projects involving the project site.

The City shall provide the consultant various documents, plans, and studies related to the zoning, roadway modification, and other efforts that are currently underway or planned for the project site and surrounding area. The consultant is responsible for utilizing and incorporating the information provided in the documents for development of the parking management plan.<sup>1</sup>

A number of these documents are related to the City's Transit Vision. The Transit Vision aims to serve residents, workers, local businesses, and the transit-dependent, with the dual goals of improving mobility and strengthening connections to surrounding communities and cities. The Transit Vision focuses on development of the Santa Ana-Garden Grove Fixed Guideway

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<sup>1</sup> Relevant documents are posted on the RFP website.

(Streetcar) Project, the Santa Ana Boulevard Grade Separation, and the SARTC Master Plan. It is further supported by the Transit Zoning Code and the Station District Plan. In addition, the consultant is expected to utilize and incorporate relevant findings of the 2011 Orange County Transportation Authority (OCTA) Metrolink Station Parking Management Study.

Specific components of the proposal and tasks necessary to complete a comprehensive parking management plan will at minimum include, but shall not be limited to:

- Review of existing relevant documents, plans and studies as outlined above.
- Understanding of existing conditions, current parking management, demand, and utilization – a substantial amount of this research shall be provided and included in the existing documents the consultant is responsible for reviewing. Consultant shall clearly indicate if additional research or data collection is proposed or recommended.
- Analysis and recommendation of pricing and rate structure that is responsive to the parking demand and types of facility users (commuters, overnight, short-term, long-term, visitors, employees, etc.)
- Assessment and recommendation of payment method and technology that best meets facility management's need for accurate parking control, ease of use by patrons, and cost-effective to implement and operate.
- Evaluation and recommendation for parking control enforcement – whether existing contracted security officers can effectively fulfill this duty or third party parking management services are recommended.
- Recommendations for improved user information, signage, and outreach to inform users about parking availability, regulations, and price.
- Discussion of how proposed parking management plan mitigates potential impacts on surrounding area, especially neighborhood on-street parking.
- Development and provision of a site specific implementation plan on how to best implement the proposed parking management plan, including costs, projected revenues, key steps, and timeframes.

Consultant shall complete other tasks deemed necessary to complete a comprehensive parking management plan. Consultant shall be expected to expand on the above-noted components where appropriate, and provide suggestions which might lead to efficiencies and enhance the results or usefulness of the plan.

### **EVALUATION CRITERIA**

All submitted proposals shall be evaluated based on the qualifications listed within the RFP, reference checks and technical criteria. The evaluation process will use the following general selection criteria and shall be weighted as indicated:

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|-----------|---|------------|
| <b>A.</b> | <b>Responsiveness to RFP</b>  | <b>40%</b> |
|           | <ol style="list-style-type: none"><li>1. Proposal's compliance with the requirements of the RFP.</li><li>2. Thoroughness and clarity of proposal.</li><li>3. Scope of services offered including project organization, work plan and implementation strategy.</li></ol>   |            |
| <b>B.</b> | <b>Experience of Firm and Personnel</b>   | <b>40%</b> |
|           | <ol style="list-style-type: none"><li>1. The history, experience, resources, and qualifications of the firm and individuals assigned to this account.</li><li>2. Relevant experience and past performance with similar accounts and public agency clients, including such factors as reliability and compliance with contract terms and conditions.</li></ol> |            |
| <b>C.</b> | <b>Compensation</b>   | <b>20%</b> |
|           | <ol style="list-style-type: none"><li>1. Competitiveness of overall cost proposal.</li><li>2. Reasonableness and affordability of the proposed hourly rates and other costs.</li><li>3. Adequacy of data in support of figures quoted and task budgets.</li></ol>   |            |

