

W. G. C. I.

AGENDA COVER MEMO

Memorandum Date: June 9, 2010

Order Date: June 23, 2010

TO: Board of County Commissioners

DEPARTMENT: Health and Human Services, Mental Health

PRESENTED BY: Al Levine (Prepared by S. Hahn for Mr. Levine)

AGENDA ITEM TITLE: IN THE MATTER OF AWARDING A 3-YEAR REVENUE CONTRACT FOR PARKING MANAGEMENT SERVICES TO BOY SCOUT TROOP 100 (\$277K) AND OAK STREET CHILD DEVELOPMENT CENTER (\$65K) FOR TOTAL REVENUES OF \$342,000.

I. MOTION

MOVE TO AWARD 3-YEAR CONTRACT FOR PARKING MANAGEMENT SERVICES TO BOY SCOUT TROOP 100 OF EUGENE, OREGON and OAK STREET CHILD DEVELOPMENT CENTER.

II. AGENDA ITEM SUMMARY

Request that the Board approve award of a 3-year contract for parking management services to Boy Scout Troop 100 of Eugene, Oregon and 2nd 3-year contract to Oak Street Child Development Center.

III. BACKGROUND/IMPLICATIONS OF ACTION

A. Board Action and Other History

Lane County solicited and advertised for quotes to manage their game day parking process at the Mental Health facility and the currently vacant MLK Jr. Education & Conference Center ("MLK ECC"), formerly known as the National Guard Armory facility on MLK Boulevard in Eugene.

B. Policy Issues

The Boy Scouts have a national policy that appears to discriminate in a way discouraged by the County's policy, LM 2.390, et. seq. A potential issue was whether Troop 100 would agree to comply with this policy. The Boy Scout Adult Leader application states that it wants its members to recognize the religious element in the training of each member but

"its policy is that the home and organization or group with which the member is connected shall give definite attention to religious life." Troop 100 is chartered and principled by Wesley United Methodist Church, which reports to be a contemporary church in favor of supporting diversity in all its forms, and which encourages tolerance. Troop 100 assured the County that they will not discriminate while performing this service.

C. Board Goals

The RFQ and resulting award supports the Revenue Development segment of the Strategic Plan.

D. Financial and/or Resource Considerations

This service produces total revenues of approximately \$342,000 over a three year period, fifty percent of which is retained by Lane County.

E. Analysis

The parking operation on MLK Blvd. is complex and has the potential for significant risk issues. Games at Autzen Stadium, near the County's property, can draw capacity crowds of over 60,000 people, many of whom have been drinking, since the City of Eugene allows tailgating at the stadium and many of the adjacent lots. If the traffic flow, parking, and tailgating is not managed properly, the situation can become potentially dangerous to any patrons or innocent by-standers walking through the area.

Most games are held on weekends, but games held on a week night have directly impacted the County's normal operations in the past. Game patrons began arriving in the area as early as Wednesday night, making it extremely difficult for both the County's employees and clients to park at the Mental Health facility. Some patrons peered into the facility windows, which was understandably upsetting to clients receiving services of a sensitive nature. This year, the University has scheduled another week day game.

The contractor(s) chosen to manage the parking at the County's property must have significant experience managing crowd control and be able to react effectively and immediately to the potential problems that may arise from this type of situation.

The RFQ asked questions that helped elicit actual experience with similarly sized lots, the respondent's understanding of the logistics involved, potential problems foreseen and what they would do to handle them, what security they could provide, how they'd diffuse potentially violent situations which might or might not involve alcohol/drugs, how they'd handle sanitation and general clean-up, and many other items that helped indicate how well the respondent could protect both people and County property.

F. Alternatives/Options

Troop 100 ("Troop 100") has managed the parking at the Mental Health facility for the last six years and for the past three years, Oak Street Child Development Center ("Oak Street CDC") has helped managed the parking at the former Armory building when it belonged to

the National Guard.

Although a notice regarding the RFQ was sent to other potential interest groups in the Eugene/Springfield area, the incumbents were the only two groups to return a response.

The primary options to consider for this operation include:

1. The County could decide not to allow parking on their property during the games.

Advantages:

- o None foreseen since it seems very likely that the County would receive extreme pressure to open the lots.

Disadvantages:

- o The County would most likely lose approximately \$171,000 of its own revenues over the next three years. The expense to manage the parking is a burden to the contractor, rather than the County, so there would be very little saved by closing the lots during the games.

2. The County could decide to allow parking but forbid tailgating.

Advantages:

- o Less risk of liability issues

Disadvantages:

- o Probably a significant loss of revenues since most patrons will prefer to park in the competing lots that do allow alcohol.
- o The contractor will have to deal with customers who will try to drink regardless.

3. The County could allow Oak Street CDC to manage the former Armory lots and Troop 100 to manage the Mental Health lots while dictating what rules, policies, and pricing will be used to run both operations.

The evaluation team, composed of one member of the Mental Health division, the Facilities Manager, the Purchasing Supervisor, and a Manager from the Public Works department, felt very sure that the Oak Street CDC did not have enough experience and background to manage the much larger Mental Health operation, but were reasonably experienced enough to operate the former Armory property, though not experienced enough to determine policies and procedures without assistance. Troop 100 has the experience to run one or both operations. This option would contract Oak Street CDC to operate the former Armory lots and Troop 100 to operate the Mental Health property.

Advantages:

- a. The County would contribute to Oak Street CDC's mission of helping families to afford quality childcare for their children, as well as Troop 100's mission of helping

boys learn community, responsibility, and developing a strong foundation of character.

- b. Oak Street CDC would gain more experience in operating the smaller MLK ECC lot.
- c. Both organizations could share the expense of running the overall operation.
- d. The entire operation would be run under one cohesive plan.
- e. Troop 100 is willing to approach other non-profits to sub-contract, including the Western River Girl Scouts.
- f. Troop 100 has a larger pool of consistently dedicated recruits. While both respondents stated that it would take approximately 25 people at any given time to run the Mental Health lots, Troop 100 tends to provide 46 people (50% of which are parents), plus 12 additional adult Supervisors on any game day. They would add 10 to 15 more people to run the former Armory lot. They also provide 50 to 60 volunteers to help clean up the County's property to ensure preparation for the new season.
- g. Troop 100 has an impressive training program, taping an actual game to help ensure new recruits have a more realistic idea of what to expect.
- h. Troop 100 has proven repeatedly to be proactive and to deliver over and above what is required. County opinions regarding their past performance are never less than Superior. They have voluntarily improved the County's property at their own expense (including a gravel roadway through a grass field of the Mental Health building, and securing telephone poles to provide a deterrent to curb jumpers along MLK Blvd.) They have provided volunteers to monitor the lots from 5 to 10 pm the night before a game.
- i. During the interview with the evaluation team, Troop 100 demonstrated impressively that they have a thorough understanding of the logistics involved and had a plan that showed they had strategized and studied how they could actually improve the operation if they had influence over both areas. For example, they would recommend directing RV's to park at the smaller lot since mud often prevents RV parking at the Mental Health grass lots. Furthermore, they wish to clear up the brush near the river in the Mental Health area, which would free up 40 additional parking spaces.
- j. Troop 100 offers a dedicated person to supervise security to actually walk the lots, as well as hiring professional security staff to ensure control. It was Troop 100's idea to threaten to pull season passes with no refund in order to help enforce control, especially relative to alcohol consumption.
- k. Troop 100 would ensure County property is cleaned up no later than 10am Sunday or 8am Friday. They have an agreement with Sanipac to have a garbage truck and

driver on site the day following the game.

- I. Troop 100 presented an aggressive marketing strategy to sell season passes, with funds set aside for radio and newspaper advertising.

Disadvantages:

- o While contracted with the National Guard, Oak Street CDC primarily managed the Armory parking lots before the game started. If contracted by Lane County, they would be on a learning curve while trying to manage the parking lots during the game and afterwards.
- o The County will need to be more involved to ensure that the collaboration of two contractors is effective.

4. The County could award the entire contract to Oak Street CDC.

- o Not feasible. Oak Street CDC does not have enough experience to run both lots and it is questionable as to whether they could recruit enough volunteers on a consistent basis.

5. The County could award the entire contract to Troop 100.

Advantages:

- o Please refer to items (d) through (i) of section 3 above.

Disadvantages:

- o A missed opportunity to award funds directly to a second non-profit agency.

IV. RECOMMENDATION

The Manager of Mental Health and the evaluation team that evaluated the responses recommends award of a contract to Troop 100 and a second contract to Oak Street Child Development Center to co-manage the parking at MLK Boulevard.

V. TIMING/IMPLEMENTATION

The contract would ideally be executed with enough time to allow both organizations a chance to pre-sell season tickets for the Fall season, which is an important part of the overall revenue. Ideally, the contract would be executed by July 1, 2010.

VI. FOLLOW-UP

None

VII. ATTACHMENTS

Board Order 10-6-23-X

IN THE BOARD OF COUNTY COMMISSIONERS OF LANE COUNTY, OREGON

ORDER NO. 10-6-23-

IN THE MATTER OF AWARDING TWO 3-YEAR
REVENUE CONTRACT FOR PARKING
MANAGEMENT SERVICES TO BOY SCOUT
TROOP 100 (\$277K) AND OAK STREET CHILD
DEVELOPMENT CENTER (\$65K) FOR TOTAL
REVENUES OF \$342,000

WHEREAS, Lane County has a need for management of its parking during University football games; and

WHEREAS, Lane County Management Services solicited bids for parking management services; and

WHEREAS, the Boy Scouts Troop 100 and Oak Street Child Development Center submitted a response that establishes their knowledge, experience, and skills in providing the type of services needed by the County; and

NOW, THEREFORE, it is hereby ordered that the Board of Commissioners awards two three-year Materials and Services contracts for parking management services to Boy Scouts Troop 100 and Oak Street Child Development Center; and

BE IT FURTHER RESOLVED, that the County Administrator is delegated authority to execute such a contract.

DATED this 23rd day of June, 2010.

Chair
Lane County Board of Commissioners