



EXECUTIVE DECISION DOCUMENT

GENERAL MANAGER APPROVAL: <i>7 JUNE 2019</i> <i>Robert M. Power</i>		GENERAL MANAGER ACTION REQ'D:		
DATE: 5/30/2019		BOARD INITIATED ITEM: Yes		
Originator/Prepared by: Robert Franklin Dept: Systems Development <i>Robert Franklin</i> Signature/Date: 6/6/19	General Counsel <i>[Signature]</i> 6/6/19 []	Controller/Treasurer <i>[Signature]</i> 6/7/19 []	District Secretary []	BARC <i>[Signature]</i> 6/6/19 []
Status: Routed		Date Created: 5/30/2019		

Authority to Execute a Second Amendment to the Concession Permit Administering the District's Parking Permit Programs

PURPOSE: To authorize the General Manager or her/his designee to execute an amendment to Concession Permit M342-12 for the administration of the BART's Parking Permit Programs with Imperial Parking Corporation ("Impark"). This amendment would extend the term of the Concession Permit for six months, with three options for subsequent three-month extensions, extending the Permit through September 30, 2020. This amendment would also establish new fees to be paid by BART to Impark for its services. This short-term extension will allow BART staff the necessary time to incorporate permit purchases into the official BART mobile app.

DISCUSSION: BART provides various parking programs for its passengers, with options to purchase parking permits on a Monthly, Single Day or Airport/Long-Term basis. Advanced reservations are required to guarantee a parking space in the Permit section of a parking facility until 10am each weekday, after which time the unused spaces are open to the public. Impark, a professional parking vendor, currently administers the sale of permits for these programs. The Concession Permit was originally issued in 2012 to Pacific Park Management, Inc. through a competitive Request For Proposal process. In the Fall of 2014 Pacific Park Management transferred the Concession Permit to Impark, which has operated the program successfully since that time. The primary work performed by Impark consists of selling internet-based advanced reserved permits for parking at designated BART stations on its webpage, www.Select-a-Spot.com. The vendor also provides supporting customer services and handles all financial transactions and reconciliations, as well as associated credit card transaction fees. Most patrons purchase the permits using credit cards; Impark also

accepts personal checks and commuter-benefit payments. BART compensates Impark for processing the permits. BART has employed a third-party vendor since it began selling parking permits in 2001.

On May 25, 2017, in order to provide BART additional time to incorporate the permit parking reservation system into its mobile app, the BART Board approved an amendment to extend the parking management contract for two years through June 30, 2019. Although it was initially anticipated that the permit parking program would be incorporated into the mobile app by June, 2019, implementation was delayed in order to accommodate reprioritized parking needs (Early Bird Express and Carpool parking programs) on the BART mobile app. Because of this delay in implementation, staff is requesting another short-term amendment to the Concession Permit, which will provide BART time to implement the permit feature in the mobile app by the third quarter of Fiscal Year 2020.

Impark's fee structure will not change through the first six months of the extension; however, Impark has provided adjusted rates for the option periods. These new rates would not impact the customer permit pricing, and staff have found them to be fair and reasonable - given the increased credit card transaction costs of the permits since the original Concession Permit was issued.

The new proposed fee structure would be:

	Current Vendor Fee Structure	July 1, 2019 -Dec 31, 2019 Proposal	Jan 1, 2020 - Sept 30, 2020 options
Contracted Customer Service Phone Center/Month	\$2,500.00	\$2,500.00	\$2,500.00
Monthly Reserved Permit Processing Fee	\$2.90	\$2.90	\$3.00
Unreturned Monthly Mirror Hangtag Customer Fees	\$10.00	\$10.00	\$10.00
Monthly Mirror Hangtag Replacement Customer Fee	\$4.40	\$4.40	\$4.40
Monthly Mirror Hangtag One-time Customer Fee	\$4.85	\$4.85	\$4.85
Single Day Reserved Processing Fee	\$0.75	\$0.75	\$0.80
APLT (Airport / Long Term) Processing Fee	\$1.10	\$1.10	\$1.15
Cancellation Fees for Customer	\$10.00	\$10.00	\$10.00

Currently, BART issues about 6,340 monthly permits each month; and up to 1,200 Single

Day permits and 670 Airport/Long-Term permits each weekday.

FISCAL IMPACT: Under the existing and proposed program, Impark deducts authorized costs from monies collected, and forwards the balance to the District. The parking permit vendor fees come out of the Parking Management Fee line item (Account #681-357) of the annual operating budget for the Customer Access and Accessibility Department (ID#: 1102491). Based upon current permit sales and costs of the previous 12 months of service, the projected cost for FY20 is anticipated to be about \$700,000 for the administration and credit card transaction fees of the permit parking programs. If all three options were exercised, the impacts of the new fee structure over the last nine months of the amendment would add a total of about \$30,000 to the operating costs, based upon current allocations and utilization. This action is not anticipated to have any fiscal impact on unprogrammed District reserves in the current Fiscal Year. Funding for subsequent years will be included in the proposed annual operating budget, which is subject to Board approval.

ALTERNATIVES: Conduct a new request for proposal process to select a vendor to provide the services currently provided by Impark. This alternative would require a shorter-term extension with Impark in order to continue parking management services during the RFP process.

RECOMMENDATION: Adopt the following motion:

MOTION: The General Manager or her/his designee is authorized to execute a second amendment to Concession Permit M342-12 with Imperial Parking Corporation to extend the term of the permit for six-months, with three options for subsequent three-month extensions, through September 30, 2020 and establish new rates for the provision of services during the extension term.