

REPORT OF GENERAL MANAGER

NO. 04-155

DATE May 19, 2004

CD Various

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: MODIFICATIONS TO REQUEST FOR PROPOSAL FOR OPERATION OF ELECTRIC GOLF CART CONCESSION

*G. Stigi		H. Fujita	_____
J. Kolb	_____	F. Mok	_____
K. Chan	_____	J. Combs	_____



 General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION:

That the Board approve the material modification to the current solicitation for Proposals for Operation of Electric Golf Carts at five golf course locations which changes the term from ten years plus a five year optional extension at the City's sole discretion, to eight years with a four year optional extension at the City's sole discretion, along with other clarifications to equipment and service level requirements, as described in the body of this report.

SUMMARY:

The twelve-year concession agreement for rental of golf carts at the five Department facilities with 18-hole course contracts expired February 1, 2003. A Request for Proposal (RFP) for a new ten-year agreement, with a five-year option to extend at the City's discretion, was approved by the Board on October 1, 2003 (Report 03-274) and released to the public on December 21, 2003. A proposers conference held on January 16, 2004, was well-attended by prospective proposers. The original deadline to submit proposals was February 17, 2004, but was administratively extended to March 2, 2004. Due to ongoing discussions with the General Manager of Service Employees International Union on the impact to City workers of contracting this service by concession, the Board at their meeting of February 18, 2004, extended the deadline to receive proposals to June 22, 2004, to allow sufficient time to conclude discussions.

While the employee relations process has been continuing, concurrently staff has reviewed the RFP at the request of the Commission Task Force on Concessions to ensure that sufficient quality standards and equipment requirements are embodied in the solicitation. This review has

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concluded with a recommendation that the term be realigned from a ten-year plus five-year option to eight-years plus a four-year option, still to be extended at the sole discretion of the City, because the most viable method for achieving refreshment of the golf cart inventory about every four years would be to lease carts, and generally in the industry the lease terms are four years; the eight-years plus four-years would roughly equate to three golf cart lease terms.

Several specific parameters will be added that give proposers a clearer understanding of the expectations of the City, without dictating how proposers would necessarily achieve the expectations, and append a Guidelines for Responding so that proposers have more information about what the Department will want to see in order to evaluate the proposals. The added standards are listed below, and the Guidelines for Responding are shown on Attachment A.

- Golf Carts and charging units must be new at the onset of the contract term.
- Golf Carts must be of a color or other proposed method to be easily distinguished by Golfers as a new fleet of golf carts. The Department has discussed green golf carts and yellow golf carts for marshals to make them readily identifiable. Other methods to accomplish this can be proposed. Final approved colors and methods are subject to Department approval.
- Golf Carts must be replaced at least on a four (4) year rotation, which may be most readily accomplished by leasing the golf carts.
- Golf Carts must include:
 - Sand bottles and holders
 - Four drink cup holders
 - Score card holders
 - Placard holder.....in front window area
 - Sweater/purse basket
- Proposers are encouraged to consider the weather/climate conditions at each location and equip golf carts at those locations with features that promote play and golf cart use, such as misters, removable windscreens, ice chests, club wash and the like.
- Golf Carts must be equipped to permit the display of a handicapped person flag. The requirement for proposers to provide disabled-accessible carts will be deleted as the Department has already purchased disabled-accessible golf carts to meet that requirement at courses in the City and provides them upon request.

Staff feels that these changes will enhance proposers' understanding of the vision of the City for a golf cart operation, and give them better guidance for submitting proposals. At this time, staff

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believes that the changes are not sufficient to warrant another extension of the deadline to receive proposals and would recommend staying with the June 22 deadline. The City Attorney has advised that no award may be made for this concession until the meet and discuss process with the Union is concluded, which may include awaiting the results of an arbiter's report.

Report prepared by Linda Barth

**Electric Golf Cart Concession
GUIDELINES FOR PROPOSAL RESPONSE**

To assist in the evaluation process, proposals should include or clearly address the following.

- A proposed delivery schedule for the new Golf Cars that accommodates a transition from old to new contract.
- Include a list and brief description of previous Golf Car services, or similar programs, that your company has provided, if any.
- Identify and/or recommend any additional services, special skills or knowledge provided by your firm that may be related to or helpful to a comprehensive Golf Car program and identify any additional costs for such services, products, knowledge, or skills
- List measures such as alternative fuel vehicles, recycling measures and energy reduction measures used by your firm to insure minimal adverse impact on the environment, both in daily maintenance and operation and for the carts themselves in the event some non-electric carts are included for marshaling or extra fleet.
- Include a complete description of the proposed cart maintenance schedule and maintenance tracking system. The maintenance schedule should be consistent with the Cart supplier or manufacturer's recommendations for optimum performance. Indicate staffing plans and qualifications for mechanics.
- Detail the number of carts proposed for each location, including plans to address cart storage limitations at each facility. Include in your plan how you will address situations in which the demand exceeds the supply.
- Describe the appearance or method you would use to differentiate your new carts from old carts, how you would change appearance for marshaling carts, and detail the accessories to be installed on the carts.