



DATE: June 6, 2012
TO: Honorable Mayor and City Councilmembers
FROM: Property Management
SUBJECT: **MARSHALL STREET SWIM CENTER**

SYNOPSIS

Staff recommends that the City Council reject all proposals submitted in response to the City's Request for Proposals (RFP) for the operation and maintenance of the Marshall Street Swim Center due to lack of responsiveness to the RFP; and authorize the City Manager to continue to search for privatization opportunities.

BACKGROUND

During the Fiscal Year 2011-2012 budget adoption process the City Council determined to close the Marshall Street Swim Center as a cost-saving measure. Due to neighborhood desire to keep the pool open, staff was directed to seek a private party to lease the facility and provide public aquatic programs at the Swim Center.

In December 2011, a RFP was issued to solicit proposals from companies or individuals to lease, operate and manage the facility and programs at the Swim Center. The RFP was posted on the City's website and notice of the solicitation was published in *The North County Times*.

Additionally, to get as much exposure as possible the RFP a notice was sent to a network of California parks and recreation managers and directors; and contacts were made with aquatic and pool management companies located on the internet.

A pre-proposal walkthrough of the swim Center was conducted in January 2012, and a proposal submittal date set for March 8, 2012, in anticipation of having the facility back in operation for the summer season.

ANALYSIS

Three (3) proposals were received and a rating panel was convened to review and evaluate them. The companies responding to the RFP were:

- Aquatic Management Inc., of Atlanta, Georgia
- Pool Management Inc., of Alpharetta, Georgia
- USA Pools, of Roswell, Georgia

All the proponents failed to respond to the solicitation as outlined in the RFP, which sought a lessee, lessor relationship that would require the lessee to cover all costs for the operation and maintenance of the Swim Center.

Instead, each submitted alternate proposals to operate both the Marshall Street and Brooks Street Swim Centers under a management agreement with the City paying them to manage the facility and still cover the costs for utilities, chemicals and repairs and replacement of equipment, etc.

The proposals failed to meet the primary objective of the RFP, *i.e.*, eliminating the operating costs of the Swim Center and still providing aquatic activities for the community. Therefore, the evaluation panel unanimously agreed all the proposals were nonresponsive to the RFP.

Contact was made with the firms to see if they would reconsider a lease arrangement and all responded "no".

FISCAL IMPACT

The attempt to outsource the Swim Center didn't reach the goal of cutting expenses and still provide the same or better services to the community. Therefore, staff recommends that the City Council reject all the proposals as not being responsive to the RFP.

CITY ATTORNEY'S ANALYSIS

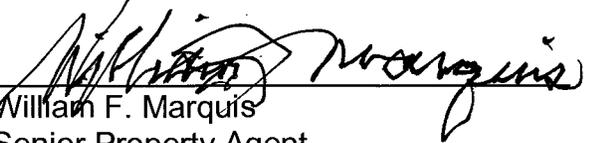
The City Council has discretion to reject all proposals.

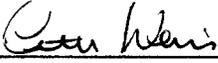
RECOMMENDATION

Staff recommends that the City Council reject all proposals submitted in response to the City's Request for Proposals (RFP) for the operation and maintenance of the Marshall Street Swim Center due to lack of responsiveness to the RFP; and authorize the City Manager to continue to search for privatization opportunities.

PREPARED BY:

SUBMITTED BY:


William F. Marquis
Senior Property Agent


Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

Margery M. Pierce, Neighborhood Services Director

Douglas E. Eddow, Real Property Manager