

AGENDA STAFF REPORT

ASR Control 12-000313

MEETING DATE: 03/27/12

LEGAL ENTITY TAKING ACTION: Board of Supervisors

BOARD OF SUPERVISORS DISTRICT(S): 5

SUBMITTING AGENCY/DEPARTMENT: OC Dana Point Harbor (Approved)

DEPARTMENT CONTACT PERSON(S): Brad Gross (949) 923-3798
Lisa Smith (949) 923-3796

SUBJECT: Management Firm Selection for West Marina- Dana Point Harbor

CEO CONCUR
Concur

COUNTY COUNSEL REVIEW
N/A

CLERK OF THE BOARD
Consent Calendar
3 Votes Board Majority

Budgeted: N/A

Current Year Cost: N/A

Annual Cost: N/A

Staffing Impact: No

of Positions:

Sole Source: N/A

Current Fiscal Year Revenue: N/A

Funding Source: N/A

Prior Board Action: 4/12/2005 #60, 9/28/2010 #23

RECOMMENDED ACTION(S):

1. Find that the proposed action is not a project subject to review under CEQA as provided in Section 15378 of the CEQA Guidelines, and, if it was determined to be a project, it would be Categorically Exempt (Class 1) from the provisions of CEQA pursuant to Section 15301 of the CEQA guidelines.
2. Select Dana Point Marina Company as the primary marina management firm, Almar Management as the first alternate, and TBW Company as the second alternate firm to provide Marina Management Services for West Basin Marina in Dana Point Harbor.
3. Authorize the OC Dana Point Harbor Director or designee to negotiate an Agreement with the primary firm and return to your Board for approval of the Agreement.
4. In the event an Agreement cannot be negotiated with the primary firm, authorize the OC Dana Point Harbor Director or designee to negotiate an Agreement with the first alternate firm and return to your Board for approval of the Agreement.
5. In the event an Agreement cannot be negotiated with the primary and first alternate firms, authorize OC Dana Point Harbor Director or designee to negotiate an agreement with the second alternate firm and return to your Board for approval of the Agreement.

SUMMARY:

Selection of Dana Point Marina Company as the primary management firm, Almar Management as the first alternate firm, and TBW Company as the second alternate firm and authorizing the OC Dana Point Harbor Director or his designee to negotiate an Agreement for Marina Management Services will support the continued management of West Basin Marina operations with a greater level of efficiency.

BACKGROUND INFORMATION:

On April 12, 2005, your Board approved the current Management Agreement with TBW Company for the West Basin Marina in Dana Point Harbor with a five year term that expired on October 31, 2010. The West Basin Marina is composed of approximately 980 boat slips in addition to associated parking lots. Within the management area are six boater service buildings providing boaters with laundry, restroom, shower facilities, and vending machines. The upper levels of the buildings are leased by marine related businesses with the management company serving as the property manager for these businesses.

On September 28, 2010, your Board authorized OC Dana Point Harbor to issue a Request for Proposals (RFP) for Marina Management Services and authorized the OC Dana Point Harbor Director to extend the existing T.B.W. Agreement on a month to month basis while completing the RFP process. The RFP was advertised from September 16, 2011 through November 14, 2011 via the County's online bidding system, Bid Sync. Fifty-one (51) firms viewed the RFP, twelve (12) Marina Management firms downloaded the RFP documents, and Four (4) responses were received and submitted for review by an evaluation panel.

The evaluation panel consisted of representatives from OC Dana Point Harbor, the CEO's Office, OC Sheriff Department Harbor Patrol, and the City of Oceanside Harbor and Beaches. Firms were evaluated based on their technical expertise; cost controls; key personnel; approach and understanding of types of services required; cost controls; past experience on similar projects; and staff and resource availability to perform services. Based on the written proposals and presentations the firms ranked in the following selection order: Dana Point Marina Company; Almar Management; TBW Company; and Vintage Marina Company. Summaries of the evaluation scores are attached as Exhibit A, additional scoring detail is provided in Exhibits B and C.

The current Operating Agreement for the West Harbor Marina for FY 2011-12 includes operating expense of \$1,805,049 with an anticipated five year total operating expense of \$9,025,245 without any CPI adjustments. An anticipated operating savings was identified in three of the four proposals. One proposal included a capital improvement expense which was deducted to isolate operating expenses for a fair comparison. The anticipated first year operating savings/(cost) and the five year operating expense for each proposal received is depicted in the following table:

Proposer	Anticipated First Year Savings/(Cost)	Projected 5-Year Operating Expense
Dana Point Marina Company	\$537,149	\$7,217,000
Almar Management	\$275,872	\$8,318,290
TBW Company	\$261,508	\$8,217,316
Vintage Marina Partners	(\$240,821)	\$10,584,704

The evaluation process considered the proposed cost controls while at the same time reviewing opportunities to improve services to boaters. The selection of Dana Point Marina Company will allow for the consistent application of policies for slip and building tenants; delivery of customer service based upon the staffs' required training and experience; communication of information; integrated marina emergency preparedness, response, and recovery coordination ; and implementation of dock repair methodology for prioritizing annual maintenance plans. . These

operational consistencies will also assist in coordinating revitalization phasing for the marina with boaters in terms of logistics, boat movements, and construction inconveniences.

OC Dana Point Harbor is requesting authorization to negotiate an Agreement with the recommended firms in the ranked order and return to your Board for approval of an Agreement. The initial term of the agreement will be for four years, with the option for one (1) additional five (5) year extension, per Board policy. These terms of the Agreement will be negotiated to coincide with the terms in the existing East Basin Marina Operating Agreement.

Compliance with CEQA: This activity is not a project within the meaning of CEQA because, while it is a discretionary action directly undertaken by a public agency it is not likely to result in any physical change in the environment. CEQA, (Public Resources Code section 21065), CEQA Guidelines section 15378. If it was determined that this activity was a project within the meaning of CEQA, it would be categorically exempt under Guidelines section 15301 since it involves leasing and operation of an existing facility.

FINANCIAL IMPACT:

N/A

STAFFING IMPACT:

N/A

REVIEWING AGENCIES:

County Counsel

EXHIBIT(S):

Exhibit A - RFP Evaluation Summary Report

Exhibit B - Final Written Scores

Exhibit C - Final Presentation Scores