Valet Parking Services 101
So You Want to Be a Valet Parking Services Provider at PHX
SKY HARBOR TEAM

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Presentation will be available at
https://www.phoenix.gov/solicitations/351 - NEW LOCATION

Sign in sheet will be available at
https://www.phoenix.gov/solicitations/351 - NEW LOCATION

PHX Information meetings and workshops are open to any small business firm interested in pursuing valet parking services opportunities. ***You do not have to be a certified firm to attend***

DISCLAIMER: Attendance of a PHX information session or workshop does not guarantee work with the City of Phoenix Aviation Department.
JULY 1, 2015 – Request to issue Valet Parking Services authorized by PHX City Council

SEPT 2015 – AVN meetings with Valet Operators

FEB 1, 2016 – Public meeting with Valet Operators to discuss status of Valet RCS and obtain feedback from industry

FEB 4, 2016 – Business Development Subcommittee (BDSC) received recommendation for modified business terms

MAR 2, 2016 – Received DAR approval for modified business terms

MAR 23, 2016 – Modified Business terms for Valet Revenue Contract Solicitation (RCS) to be presented to City Council for Approval
REMEMBER
All information provided is
SUBJECT TO CHANGE
SO YOU WANT TO BE A VALET PARKING SERVICES PROVIDER at PHX?
WAYS TO PARTICIPATE

- Contract Holder
- Joint Venture partner
- Licensee

- Goods and Services Provider
  - Car washing
  - Oil Change
  - Technology
  - Uniforms
  - Signage for Kiosk
  - Office Supplies/Printing
  - Tents/Awning/Canopy (for cars & worker)
  - Consultants/Customer Service Training
  - Etc.
OWNER ATTRIBUTES

- Your reputation!
  - Strong operation (off-airport or at an airport)
  - Provider of quality customer service
  - Positive community connections
  - Experienced team
- Innovative and creative in developing, planning, designing, and delivering a special/unique valet parking experience
- Outstanding communication skills
• Days of operation
• Operating hours
• Pricing
• Employee costs
  - Badging
  - Parking
  - Regulations (Federal Aviation Administration/Transportation Security Operations)
• Airline schedules
  - Impact passenger arrivals
Valet Parking Services will be offered through a Revenue Contract Solicitation (RCS) Process.

RCS will provide specific details including:
• Contract terms
• Minimum qualifications
  - Company
  - General Manager
• Outreach Requirements

In addition,
- Additional amenities will be allowed
SMALL BUSINESS OUTREACH
To achieve **small business participation** in **every airport contract**
**ACDBE** = Airport Concession Disadvantaged Business Enterprise (ACDBE) means a firm that has been granted ACDBE certification status by the City of Phoenix (City) as a member of the Arizona Unified Certification Program pursuant to the criteria contained in 49 Code of Federal Regulations (CFR) parts 23 and 26.

**DBE** = Disadvantaged Business Enterprise (DBE) Means disadvantaged business enterprise. In this context, DBE means a Small Business that has successfully completed the DBE certification process and has been granted DBE status by an AZUCP member pursuant to the criteria contained in 49 CFR part 26.
**SBOR TERMINOLOGY**

**Goods and Services Providers** = firms that provide goods and services representing a Commercially Useful Function directly to airport concessionaires as an ACDBE, DBE or small business.

**Joint Venture (JV)** = an association between two or more persons, partnerships, corporations, or any combination thereof, formed to carry on a single business activity. For purposes of this Contract, one participant in the JV arrangement must be a certified ACDBE or DBE by an AZUCP member. The JV is limited in scope and duration to this Contract. The resources, asset and labor of the participants must be combined in an effort to accrue profit.

**Licensor** = a firm that grants a license for the use of its business name and/or intellectual property to a Respondent

**SubContract** = an agreement between the Respondent and another entity or entities [sub lessee(s)].
**Small Business** = with respect to firms seeking to participate as ACDBEs or DBEs in contracts funded by the U.S. Department of Transportation (US DOT), a Small Business Concern (SBC) as defined in section 3 of the Small Business Act and Small Business Administration regulations implementing the Act (13 CFR part 121), which Small Business Concern does not exceed the cap on average annual gross receipts specified in 49 CFR § 26.65(b). “Small Business” and “Small Business Concern” are used interchangeably.

**Small Business Enterprise (SBE)** = Program implemented by the City of Phoenix to promote small business development. Only applicants who meet the certification requirements set forth in Chapter 18, Article VIII of the Phoenix City Code Eligibility requirements for SBE certification will be certified.
The City of Phoenix defines small business firms as:

- **Independent** and for profit business concerns
- Owned and controlled by one or more persons
  - Personal Net Worth (PNW) of each owner(s) cannot exceed **$1.32 million**
  - Gross sales (averaged over the business' previous 3 fiscal years) cannot exceed the Small Business Administration (SBA) guidelines
SMALL BUSINESS TYPES

- Airport Concession Disadvantaged Business Enterprise (ACDBE)*
- Disadvantaged Business Enterprise (DBE)*
- Small Business Enterprise (SBE)*
- Small Business Concern (SBC)
- Self-declared small business

*Certifications available through the City of Phoenix
3 TYPES OF BUSINESS AGREEMENTS

- SUBLEASE
- Joint Venture
- Supplier of Goods and/or Services
REMEMBER

All information provided is SUBJECT TO CHANGE
WHAT ARE SMALL BUSINESS OUTREACH REQUIREMENTS?
A RESPONDENT **MUST:**

1. **Identify** opportunities for small business participation
2. **Conduct** outreach for small business participation
3. **Evaluate** small business proposals, and
4. **Notify** each small business that responded to the respondent’s outreach efforts of the selection decision, whether or not the small business was selected

REMEMBER: **Small Business Outreach is a process!**
**All** respondents must fulfill outreach requirements.

If a **respondent** is a **small business**, the small business **must conduct** outreach to other small businesses!

If a **respondent** is an existing **joint venture (JV)**, the JV **must conduct** outreach to small businesses **that are not already** a partner of the JV!
## Small Business Outreach Efforts

### Attachment (copy as needed)

**VALET PARKING SERVICES WORKSHOP SERIES | VPS 101m2**

### "Small Business Utilization Commitment"

**Attachment**
A respondent must identify opportunities in which small businesses can participate in its proposal!
A respondent must document the **business opportunities** identified for small businesses in Column C of Attachment.

<table>
<thead>
<tr>
<th>Joint Venture OR or Sublease Partner</th>
<th>Supplier of Goods and/or Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>Technology</td>
</tr>
<tr>
<td>- Car Wash</td>
<td>- Car Wash</td>
</tr>
<tr>
<td>- Uniforms</td>
<td>- Uniforms</td>
</tr>
<tr>
<td>- Signage for Kiosk</td>
<td>- Signage for Kiosk</td>
</tr>
<tr>
<td>- Office Supplies</td>
<td>- Office Supplies</td>
</tr>
<tr>
<td>- Printing</td>
<td>- Printing</td>
</tr>
<tr>
<td>- Tents/Awning/Canopy (for cars &amp; worker)</td>
<td>- Tents/Awning/Canopy (for cars &amp; worker)</td>
</tr>
<tr>
<td>- Consultants/Customer Training Service</td>
<td>- Consultants/Customer Training Service</td>
</tr>
<tr>
<td>- Etc.</td>
<td>- Etc.</td>
</tr>
</tbody>
</table>
As a respondent there are several different ways to conduct outreach for small business participation:

- **Advertise** in Newspapers and/or Websites
- Seek assistance from **Small Business Advocacy Groups**
- Host a **Business Outreach Event**
- Announce via **Email**
- Other

**A RESPONDENT must conduct outreach** for small business participation opportunities!
# STEP #2

**Advertise in Newspapers and/or Websites**

## EXAMPLES

<table>
<thead>
<tr>
<th>Aviation Department Advertising Venue</th>
<th>Publication Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airport Minority Advisory Council (AMAC)</td>
<td>On-line</td>
</tr>
<tr>
<td>Airport Revenue News</td>
<td>On-line News Flashes</td>
</tr>
<tr>
<td>Airports Council International – North America (ACI-NA)</td>
<td>On-line</td>
</tr>
<tr>
<td>American Association of Airport Executives (AAAE)</td>
<td>On-line</td>
</tr>
<tr>
<td>Arizona Informant</td>
<td>Newspaper</td>
</tr>
<tr>
<td>Arizona Republic - City Page</td>
<td>Newspaper</td>
</tr>
<tr>
<td>AZ Business Gazette</td>
<td>On-line</td>
</tr>
<tr>
<td>BidSource</td>
<td>On-line</td>
</tr>
<tr>
<td>FAA dbE-Connect</td>
<td>On-line</td>
</tr>
<tr>
<td>Prensa Hispana (in Spanish)</td>
<td>Newspaper</td>
</tr>
</tbody>
</table>
STEP #2: Seek assistance from Small Business Advocacy Groups

A respondent can seek assistance from small business advocacy groups, chambers, and associations to advertise its opportunities to their memberships.
A respondent can advertise its opportunities by hosting a Business Outreach Event.
A respondent can advertise its opportunities by sending an email to:

- Individual contacts
- Sky Harbor “Interest List”
- City of Phoenix Certified SBE Directory
  phoenix.diversitycompliance.com (select "City of Phoenix SBE Directory“)
- Arizona Unified Certification Program (AZUCP) DBE/SBC Directory includes ACDBEs
  adot.dbesystem.com (select "Search for DBEs and SBCs" second box from right)
A respondent must document the Solicitation Method used to outreach to small businesses in Column D of Attachment.

(D)
Solicitation Method

- Advertisement
- Small Business Advocacy Group
- Business Outreach Events
- E-mail
- Other
REMEMBER

A respondent **must submit proof** of **ALL** small business **solicitations**.

- Advertisements
- Small Business Advocacy Groups
- Business Outreach Events
- Email
- Other
A respondent must identify the small businesses that have responded to the respondent’s outreach efforts in Column A of Small Business Outreach Efforts Form. Also include the “Small Business Type” in Column B.

<table>
<thead>
<tr>
<th>A: Small Business Name and Information</th>
<th>B: Small Business Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business Name:</td>
<td>ACDBE</td>
</tr>
<tr>
<td>Address:</td>
<td>DBE</td>
</tr>
<tr>
<td>City, State, Zip:</td>
<td>SBE</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>Self-declared</td>
</tr>
<tr>
<td>Estimated Annual Gross Receipts:</td>
<td>small business</td>
</tr>
<tr>
<td># of Employees:</td>
<td># of Years in Business</td>
</tr>
<tr>
<td>E-Mail or Fax:</td>
<td>Unknown</td>
</tr>
</tbody>
</table>
A respondent **must evaluate** all proposals it receives from small businesses.
A respondent must document each Small Business Selection Decision Column E of Small Business Outreach Efforts Form.

If the firm is not selected, a respondent must list reason why.
A respondent must notify each small business that responded to the respondent’s outreach efforts of the selection decision, whether or not the small business was selected.
A respondent must document the **Communication of Selection Outcome** used to notify each small business of its selection decision in Column F of Small Business Outreach Efforts Form.

Record the:

- **Date** of the communication
- **Method of Communication** (i.e., email, letter, fax, etc.)
REMEMBER

A respondent **must submit proof** of **ALL communications of selection outcomes** with small businesses.

- Emails
- Letters
- Faxes
- Phone logs
1. **Identify** opportunities for small business participation

2. **Conduct** outreach for small business participation

3. **Evaluate** small **business** proposals, and

4. **Notify** each small business that responded to the respondent’s outreach efforts of the selection decision, whether or not the small business was selected.
REMEMBER

DOCUMENT, DOCUMENT
DOCUMENT!!!
As a matter of responsiveness, EOD Compliance Team reviews Small Business Outreach package for:

- Execution of the four (4) steps
- Complete forms
- Thorough documentation of efforts

Met/Not Met
Identify staff responsible for small business outreach early in the process

- Forward Revenue Contract Solicitation (RCS) as soon as issued
- Attend pre-proposal meeting
- Practice completing forms
- Ask questions before the “deadline for questions” identified in the RCS
REMINDER

No ACDBE or DBE Participation goals on Valet Parking Services @ PHX

BUT

Small Business Outreach Efforts are Required!
WHAT’s NEXT…

ALL VPS PRESENTATIONS AND ATTENDEES SHEETS WILL BE POSTED ON https://www.phoenix.gov/solicitations/351

Valet Parking Services at PHX

<table>
<thead>
<tr>
<th>Solicitation Number</th>
<th>Department</th>
<th>Buyer</th>
<th>Buyer Email</th>
<th>Pre-Proposal Conference</th>
<th>Date Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>RCS AVN16-103</td>
<td>Aviation</td>
<td>Sharon Zard</td>
<td><a href="mailto:sharon.zard@phoenix.gov">sharon.zard@phoenix.gov</a></td>
<td>Thu, Sep 10, 2015 11:00 AM</td>
<td></td>
</tr>
</tbody>
</table>

The City of Phoenix Aviation Department anticipates issuing a Revenue Contract Solicitation (RCS) for Valet Parking Services at Phoenix Sky Harbor International Airport (PHX) in Fall 2015. All information related to this RCS will be posted to this website.

Aviation will be conducting a business information meeting and 2 workshops related to this business opportunity. Registration instructions are available on the link below.

To be added to Aviation’s interest list for this RCS, please email your name, company name, telephone, and the name of this RCS to busops. aviation@phoenix.gov. Although the Aviation Department sends courtesy email notifications, interested parties are responsible for monitoring this website.

ALL DATES ARE SUBJECT TO CHANGE

- Registration Instructions for Meeting & Workshops
- Description of Workshops
Thank you