



# Memorandum

**TO:** HONORABLE MAYOR  
AND CITY COUNCIL

**FROM:** Angel Rios, Jr.

**SUBJECT:** SEE BELOW

**DATE:** March 2, 2015

Approved

Date

3/2/15

## INFORMATION

**SUBJECT: REPORT ON REQUEST FOR QUALIFICATION (RFQ) FOR CITYWIDE AQUATICS SERVICES**

### ANALYSIS

On October 24, 2014, the Parks, Recreation and Neighborhood Services Department (PRNS) released a Request for Qualifications (RFQ) to establish a well-qualified group of service providers capable of operating and programming five of the City's six aquatic facilities. The sites included in this RFQ were: Camden Pool (Council District 9), Alviso Pool (Council District 4), Biebrach Pool (Council District 3), Fair Swim Center (Council District 7) and Rotary Ryland Pool (Council District 3). Mayfair Community Pool (Council District 5) will continue to be operated by the City and was not available to proposers in the RFQ.

The RFQ was posted on BidSync, the City's e-procurement system, for six weeks, and closed on December 5, 2014. Extensive outreach was conducted to 16 local and regional companies via telephone and e-mail to provide information regarding the RFQ and to encourage proposals. Twenty-two companies downloaded the RFQ. The City received a total of eight proposals by the deadline, including:

- AnT Swim School, LLC. (Santa Clara CA)
- Knorr Systems, Inc. (Santa Ana, CA)
- Los Gatos Saratoga Community Education and Recreation Department (LGS) (Los Gatos, CA)
- Omega Sports Rehabilitation, Inc. (Los Gatos, CA)
- Santa Clara Swim Club (Santa Clara, CA)
- Team Sheeper Swim and Sport, Inc. (Menlo Park, CA)
- Waterworks Aquatics (Irvine, CA)
- West Coast Aquatics (San José, CA)

### RFQ Development Process

**Community Engagement:** City staff attended seven meetings in the respective communities served by the pools to solicit feedback about current operations and future desires. The feedback received from these efforts was incorporated into the RFQ's scope of services.

**Pre-proposal Conference and Site Visits:** A non-mandatory pre-proposal conference was conducted on November 3, 2014. It provided an overview of the Citywide Aquatics Program and RFQ requirements, and provided an opportunity for potential proposers to ask clarifying questions. Additionally, PRNS conducted site visits to the five pool facilities providing opportunities for potential proposers to view site-specific features and amenities, and to ask questions pertaining to each site.

### Evaluation Process

Based on program requirements and feedback collected through stakeholder meetings, PRNS developed an RFQ with the following requirements:

**Minimum Qualifications:** The initial review consisted of a pass/fail assessment to ensure that the following minimum qualifications were met and that all proposals were complete. Seven of the eight proposals were deemed responsive and passed to the evaluation phase. The minimum requirements were as follows:

- Demonstration of three years of experience in the aquatics field, including evidence of knowledge of current industry standards in relation to operational best practices;
- Possession of all required certifications compliant with the California Health & Safety Code; and
- Ability to provide a balanced swim program consisting of recreational swim and swim lessons.

**Evaluation Team:** A diverse seven-member evaluation team was assembled consisting of representatives from the Parks and Recreation Commission, end-users from the community and PRNS staff. Four of the members had extensive knowledge of the City's operational, programming and maintenance requirements of the Aquatics Program. All proposals were independently scored by the evaluation team in the following areas:

- Program Design and Approach (45%)
- Experience and Qualifications (20%)
- Community Impact (20%)
- Environmental Stewardship (5%)
- Local and Small Business Preference (10%)

**Oral Interview/Presentations:** At the conclusion of the submittal evaluation process described above, the evaluation team had unresolved questions relating to each proposer's submittal and invited each agency to an oral interview to further clarify its submittal and demonstrate its capability to support City's requirements. At the conclusion of the oral presentations, proposal scores were adjusted and finalized.

**RFQ Results:** The purpose of this process was to establish a group of qualified service providers from which the City may enter into a contractual agreement in order to provide programming at the five aquatic facilities. As a result of the evaluation process the following six agencies were included in the qualified group:

- AnT Swim School, LLC. (Santa Clara CA)
- Omega Sports Rehabilitation, Inc. (Los Gatos, CA)
- Santa Clara Swim Club (Santa Clara, CA)
- Team Sheeper Swim and Sport, Inc. (Menlo Park, CA)
- Waterworks Aquatics (Irvine, CA)
- West Coast Aquatics (San José, CA)

The evaluation team is confident that the qualifying proposers meet the City's requirements, and are capable of fulfilling the needs of the community. Pursuant to City policy, the RFQ process included a ten-day protest period. No protests were received.

In the weeks ahead, PRNS staff will work with the six qualified providers to begin negotiations, in an effort to match agencies that best align with the community needs for each aquatic site. With respect to Camden Community Pool, PRNS intends to continue operating the same as summer 2013. This operational model calls for the City to provide recreation swim and lessons between June and August and for an outside agency to provide additional services, including lap swim, during the shouldering months. Staff anticipates entering into contracts with selected providers for all pool sites in early spring 2015 to support the 2015 summer season.

/s/  
ANGEL RIOS, JR.  
Interim Director of Parks, Recreation and  
Neighborhood Services

For questions please contact Matt Cano, Interim Assistant Director at (408) 535-3580.

