

**RESPONSE TO
PROPOSAL TO
PROVIDE
VEHICLE TOWING
AND STORAGE
SERVICES**



February 20, 2023

Alameda Police Department
Attn: Lieutenant Ryan DeRespini
1555 Oak Street
Alameda, CA 94501

Dear Lieutenant DeRespini:

My name is Sean Rawlins, the owner and general manager of Auto Plus Towing (APT), and I am pleased to submit my letter of interest and response to the City of Alameda Police Department Request for Proposal (RFP) for Emergency and Abandoned Vehicles. APT is a highly respected and comprehensive auto service provider located at 733 Kevin Court, Oakland, CA 94621, and I and my staff can be reached at (510) 261-8199. APT is a 24-hour-a-day, seven-days-a-week tow company, and has the availability and time to dedicate the personnel and resources necessary to provide on-call towing services for the City of Alameda Police Department.

APT is registered with the California Secretary of State in good standing and has been in business for 13 years. APT specializes in light to heavy-duty towing, roadside assistance, auto repairs, inspections, and much more. APT has state-of-the-art equipment and is capable of providing many towing-related services that other companies in the Bay Area are unable to handle due to inadequate equipment or lack of storage capacity to accommodate a large volume of tows. APT has both indoor and outdoor secure storage for towed vehicles, and all tow truck drivers are trained in removing hazards and vehicles from the scene of an accident or crime.

APT prides itself on delivering quality, timely, and courteous service for what can be a difficult experience for individuals who must have their vehicles towed for various reasons, including accidents, mechanical issues, or by a law enforcement agency.

After reviewing the City of Alameda Police Department RFP for Emergency and Abandoned Vehicle Towing, I am confident that APT can meet the provisions described in the RFP, and I am excited to submit my proposal for your review. It would be a privilege for APT to provide towing services for the City of Alameda Police Department, and I look forward to the prospect of contracting with your agency.

Respectfully,

A handwritten signature in black ink, appearing to read "Sean Rawlins", written over a light blue horizontal line.

Sean Rawlins
Owner/General Manager

RELEVANT EXPERIENCE OF KEY PERSONNEL

AND THE COMPANY

Key Personnel

APT prides itself on providing excellent customer service. In order to accomplish this, our company has assembled a team of qualified and competent experts to achieve this mission.

Sean Rawlins is the owner and general manager of APT. He has a military background including working for the United States Airforce as an aircraft mechanic for four years. He has worked in the towing industry since 1992 and is responsible for planning, coordinating, and managing the business operations for APT. Sean defines long-term strategic goals for the company and develops clear plans to implement them. He ensures all operations are carried out in an appropriate, cost-effective way and he is responsible for organizing towing processes to remain legally compliant with State regulations.

Sean is also an experienced tow truck operator, adept at working quickly and safely to perform voluntary and involuntary tows. Sean is a certified member of the California Tow Truck Association (CTTA) and has excellent customer service and prioritization skills, which have enabled him to grow APT into a successful towing company.

Clifton Robinson is the Tow Operations Manager for APT. He has worked in the towing industry since 1987 and is a certified member of CTTA and The Monitoring Association Five Diamond Program. He has received training from WreckMasters and Traffic Incident Management Training, which has enhanced his understanding of the requirements for safe, quick clearance of traffic incident scenes.

Clifton is responsible for recruiting, training, and supervising APT tow truck drivers. He has proven work experience as a Tow Operations Manager and is knowledgeable in organizational effectiveness and towing management services. He has excellent communication and organizational skills and the ability to resolve conflict with clear resolutions. Clifton has experience in medium-duty towing and road service assistance and performs quality controls to ensure the highest level of performance and client satisfaction. Clifton is an expert in:

- Towing and Recovery
- Changing Flat Tires
- Lockouts
- Rollovers
- Jump-Starting Vehicles
- Equipment Management
- Truck Inspections

Clifton has recovered vehicles, completed private property tows, and managed involuntary pick-ups on behalf of businesses and law enforcement professionals. Clifton is responsible for updating daily logs with production data such as weights, destinations, and delivery times to keep management current on team activities. Clifton is also responsible for inspecting vehicles before and after trips, and logging and reporting mechanical problems to avoid unsafe hazards.

Maria Morales is the Director of Operations for APT. She has worked in the towing industry since 1995. She was previously the Director of Operations for A&B Towing, the company that held the towing services contract with the City of Oakland for more than 24 years.

Maria has a wealth of knowledge and oversees the “big picture” for APT. She is responsible for managing processes, purchasing, human resources, and inventory. Maria is also the point of contact for:

- Auctions
- Lien Sales
- Customer Relations
- Coordinating Special Operations
- Office Management
- Yard Management

Maria manages the disposal of unclaimed and abandoned vehicles, including conducting DMV searches to locate the owner, contacting auctioneers and potential buyers, scheduling auctions, and directing the placement of vehicles to be sold.

Maria oversees operations by managing, scheduling, and training administrative staff. She develops and implements standard operating procedures and meets with the public to resolve issues. Maria monitors vehicle storage and inventory by keeping track of all vehicles received and released, directing the placement and repositioning of vehicles on the lots, and preparing various reports. Maria also interacts with irate vehicle owners, resolving their needs with the utmost professionalism, and works with insurance companies to resolve customer claims.

Deyu Hu is the Finance Manager for APT and has been in the towing industry and with the company since its inception in January 2013. He maintains the accounting system and is responsible for overseeing the company’s operating expenses. Deyu compiles spending reports for APT and completes all financial documentation for the businesses and agencies with whom APT contracts. Deyu maintains the highest ethical standards serving as the Finance Manager for APT and is committed to high customer satisfaction.

Company Experience

APT has been in business since January 2010, and specializes in light to heavy-duty towing, roadside assistance, auto repairs, inspections, and much more. APT has state-of-the-art equipment and is capable of providing many towing-related services that other companies in the Bay Area are unable to handle due to inadequate equipment or lack of storage capacity to accommodate a large volume of tows. APT has both indoor and outdoor secure storage for towed vehicles, and all tow truck drivers are trained in removing hazards and vehicles from the scene of an accident or crime.

APT has contracted with several municipalities to perform towing-related services, including the City of Oakland, the California Highway Patrol (CHP), and the City of Berkeley. APT has also contracted with private businesses to tow vehicles from their property, including Harbor Bay Isle/Baywood Village, located at 3195 McCartney Road, Alameda, CA, 94502, and Brooklyn Basin, located at 255 9th Avenue, Oakland, CA 94606.

APT entered into a five-year contract with the City of Oakland on July 1, 2016, to perform basic towing services on a 24-hours basis for the Oakland Police Department. The contract was extended on July 1,

2021, for three additional years and will expire on June 30, 2024. APT staff works directly with Deputy Director Kiona Suttle, who oversees the Bureau of Services, and Record Division Manager Vijay Norfleet, who is the Project Manager for the towing services contract.

APT contracts with the City of Berkeley Environmental Health Department to remove nuisance vehicles, including abandoned, wrecked, dismantled, inoperative, unregistered (in excess of six months), and vehicles unremoved for more than 72 hours. APT entered into a contract with the City of Berkeley in December 2021. APT staff works directly with Ronald Torres, the Manager of Environmental Health who oversees the Abatement Services contract. This contract currently does not have to be renewed and has no end date. However, the contract can be ended by either party at any time with a 30-day notice.

APT provides towing-related services for the CHP Golden Gate Division on a rotational basis in the city of Oakland. APT entered into a towing services agreement with CHP in June 2013 and has maintained this agreement for more than nine years. This agreement is renewed on an annual basis every June. APT staff works directly with Police Officer Jennifer Kennedy, the project manager for the towing services agreement.

APT provides towing-related services for Planet Auto Wholesale, a company that buys vehicles at auctions or from dealers that are having trouble selling them. Planet Auto Wholesale also provides towing services for vehicles being donated to various charities. APT has worked with Planet Auto Wholesale since January 2021, and our staff works directly with the owner of the company, Steve Cheeks.

General Company Information

APT has been in business since January 2010 and has 28 employees, including tow truck drivers, administrative personnel, dispatchers, and yard personnel. The company's headquarters is located at 733 Kevin Court, Oakland, CA, 94612, and branch offices are located at the following:

- 5050 Coliseum Way
Oakland, CA 94612
- 4800 E 12th Street
Oakland, CA 94602
- 9857 Medford Avenue, Building 6A (Auction Yard)
Oakland, CA 94603

Company References

Please refer to Attachment A, City of Alameda Police Department Client Reference Forms for four client references for APT.

Fee Schedule Proposal

Please refer to Attachment A-1 for the proposed fee schedule.

Current Business Financial Statement

Please refer to the document included with Attachment A-1 titled Auto Plus Towing Profit and Loss, January -December 2022

Personal Property and Equipment

Please refer to the attachment with vehicles and values.

Attachment A

City of Alameda Client References Form

- Client References Form

**City of Alameda Police Department
Client References Form**

The following is a list of four (4) references (public agencies preferred).

Reference #1

Name of Organization:	City of Oakland Police Department
Address:	455 7th Street, Oakland, CA 94607
Contact Name:	Kiona Suttle
Contact Title:	Deputy Director
Telephone:	510-238-6971
Email:	KSuttle@oaklandca.gov
Summary of Project:	Provide basic towing services for the City of Oakland, including towing and storing vehicles designated as Police Evidence Holds
Contractor's Service Dates:	July 1, 2016 to June 30, 2024
Contract Amount:	\$7,300,000 Annually
Estimated Total Project Cost:	\$172,000
Project Completion Date:	June 30, 2024

Reference #2

Name of Organization:	California Highway Patrol
Address:	1551 Benicia Road, Vallejo, CA 94591
Contact Name:	Jennifer Kennedy
Contact Title:	Police Officer
Telephone:	510-457-2875
Email:	JKennedy@chp.ca.gov
Summary of Project:	Provide basic towing services for the California Highway Patrol
Contractor's Service Dates:	June 1, 2013 to current
Contract Amount:	\$40,000 Annually
Estimated Total Project Cost:	N/A
Project Completion Date:	Project is renewed annually in the month of June

Reference #3

Name of Organization:	City of Berkeley
Address:	2180 Milvia Street, Berkeley, CA 94704
Contact Name:	Ronald Torres
Contact Title:	Manager of Environmental Health
Telephone:	510-981-5261
Email:	RoTorres@cityofberkeley.info
Summary of Project:	Remove nuisance vehicles, including abandoned wrecked, dismantled, inoperative, unregistered (in excess of six months, and unmoved for more than 72 hours
Contractor's Service Dates:	December 1, 2021 to current
Contract Amount:	\$1,000 Anually
Estimated Total Project Cost:	N/A
Project Completion Date:	Project is ongoing with no current end date

Reference #4

Name of Organization:	Planet Auto Wholesale
Address:	1710 Auburn Boulevard, Sacramento, CA 95815
Contact Name:	Steve Cheeks
Contact Title:	Owner
Telephone:	435-799-1220
Email:	Steve@planetauto.com
Summary of Project:	Provide basic towing services for vehicles being donated to various charities
Contractor's Service Dates:	January 1, 2021 to current
Contract Amount:	\$500,000
Estimated Total Project Cost:	N/A
Project Completion Date:	Project is ongoing with no current end date

Attachment A-1

Proposed Fee Schedule

- Proposed Fee Schedule

CITY OF ALAMEDA
POLICE DEPARTMENT
PROPOSED FEE SCHEDULE

2023 Emergency Tow and Storage Charges

In submitting to provide for the towing and storage of vehicles for the City of Alameda at the call of the Alameda Police Department for a five-year period commencing April 1, 2023 through March 31, 2028, strictly in accordance with the instructions, terms, conditions and specifications as described in the 2023 Specifications and Provisions, all conditions described therein can be met and the following are proposed:

Bidder's Name:	Auto Plus Towing
Mailing Address:	733 Kevin Court, Oakland, CA 94621
Telephone:	(510) 261-8199
Email Address:	Srawlins@oaklandautoplustowing.com

1. CHARGES FOR SERVICES: The method for calculating time begins when the driver arrives at the scene and ends when the driver leaves with the towed vehicle.
 - A. Rate for normal towing:
 - 1) The rate for towing of any vehicle requiring one hour or less from the time of arrival of tow truck until tow truck moved vehicle in tow is:
\$ 250.00
 - 2) The rate for towing services requiring more than one hour at the site of the tow prorated in 15 minute intervals after the first hour period is:
\$ 45.00
 - B. Rate for heavy equipment or complicated tows: Equipment charges shall be based on the size of equipment required to perform the work. The successful bidder may substitute heavy equipment to perform a normal tow at the normal equipment rate.
 - 1) The rate for tows requiring use of a heavy tow truck or more than one tow truck towing any vehicle requiring one hour or

less from time of arrival of tow truck(s) until tow truck(s) move with vehicle in tow is:

\$ 450.00

- 2) The rate for the above, but for towing services requiring more than one hour at the site the tow prorated in 15minute intervals after the first one-half hour period is \$ 100.00

C. Aborted Tows: The service charge for an Aborted Tow is:

\$ N/A

D. Storage charges:

- 1) Storage charges for each licensed vehicle shall be, for the first 24 hour period, \$ 125.00 with a minimum one day charge. Additional hours beyond 24 hours will be charged at \$ N/A per hour with a maximum of \$ 125.00 per day.

- 2) A gate fee of \$ 75.00 may be charged for granting access to the storage yard outside normal working hours (8 AM and 6 PM Monday through Friday) or when access is not incidental to claiming or removing a vehicle. Access for Police Department representatives will be at no cost.

2. Storage Facilities:

A. Outdoor storage must be fenced and protected from unauthorized entry. The fencing shall provide security and be of a type to provide adequate screening so as to not present an unsightly appearance. The City will consider bidders that have outdoor storage within a five (5) mile radius from the Alameda Police Department. The address and location of storage facilities is:

733 Kevin Court

Oakland, CA 94621

and has a capacity for the storage of 500 vehicles and, if not within the City of Alameda, is 3.5 miles from the Alameda Police Department.

3. Personnel:

B. Number of employees: Clerical 10
Drivers 12

4. Bidder:

A. A current business financial statement is attached.

YES X

NO _____

B. A notarized statement attesting to the financial ability is attached.

YES _____

NO X

C. The bidder must submit a separate listing of any and all personal property and equipment either personally owned and/or presently leased for the purpose of use to execute this contract award. List model/make, license number, special capabilities and location where stored.

Signature of Bidder(s)

Name: SEAN RAWLINS

Signature: [Handwritten Signature]

Name: _____

Signature: _____

Dated: 2/20 , 2023

**BID SUMMARY
ATTACHMENT A-1
TOWING AND VEHICLE STORAGE CHARGES**

Provide costs for performing the vehicle towing charges described below:

Company Name: Auto Plus Towing	
1. Rate of normal towing:	\$ 250.00
a. Charge for towing (one hour or less)	\$ 250.00
b. Additional charges in excess of 60 minutes in increments of 15 minutes	\$ 45.00
c. Towing services from within Alameda to a point outside the City of Alameda but within a 10 miles radius of central Alameda and not applicable to Police Tows.	\$ 300.00
d. Towing services from within Alameda to a point outside the City of Alameda but outside a 10 miles radius of central Alameda and not applicable to Police Tows.	\$ 350.00
(The time for calculating the above begins when the driver begins work at the scene and stops when the tow truck leaves with the towed vehicle.)	
2. Rate for heavy equipment or complicated tows	\$ 450.00
a. Charge for towing (one hour or less)	\$ 450.00
b. Additional charges in excess of 60 minutes in increments of 15 minutes	\$ 100.00
c. Towing services from within Alameda to a point outside the City of Alameda but within a 10 miles radius of central Alameda and not applicable to Police Tows.	\$ 675.00
d. Towing services from within Alameda to a point outside the City of Alameda but outside a 10 miles radius of central Alameda and not applicable to Police Tows.	\$ 775.00
(The time for calculating the above begins when the driver begins work at the scene and stops when the tow truck leaves with the towed vehicle.)	
3. Aborted Tow Service Charge	\$ N/A
4. Storage Charges:	\$
a. Daily storage charge based on a 24-hour day measured from the time the vehicle is placed into storage and ending when the vehicle is removed. The first day of storage, regardless of actual storage time will be calculated as a full day.	125.00
b. Hourly storage charge based on the hours in excess of a complete 24 hour day	\$ N/A
c. Maximum daily charge	\$ 125.00
5. Gate Fee	\$ 75.00
6. Rate for towing City-owned vehicles as a percent of normal rate	\$ 100.00

Auto Plus Towing Profit and Loss

January - December 2022

	Total
Total Income	\$ 9,631,317.14
Total COGS	\$ 3,461,973.39
Total Cost of Goods Sold	\$ 3,598,543.39
Gross Profit	\$ 6,032,773.75
Expenses	
Advertising and Promotion	5,215.24
Ascentium Capital	88,058.44
Total Automobile Expense	\$ 387,957.64
Total Bank Service Charges	\$ 3,988.42
Total Business License / Tax	\$ 73,121.14
Charity	18,800.00
Covid Testing	1,161.00
Customer Refunds	1,675.69
DMV Account	776.73
Equipment Rental	92,228.51
Gifts	50,543.60
Total Insurance Expense	\$ 369,951.76
Interest	46,527.10
Total Interest	\$ 342,055.17
Janitorial	4,550.00
Lock Smith / Keys	133,420.21
Meals and Entertainment	8,287.78
Memberships and Dues	144.00
Total office Expense	\$ 27,025.94
Office Supplies	22,992.58
Total Office Supplies	\$ 22,992.58
Outside Services	22,250.00
Parking and Tolls	207.00
Total Payroll Expense	\$ 2,008,708.17
Payroll Processing Fee	15,976.54
Postage and Delivery	1,297.38
Professional Fees	20,700.00
Total Professional Fees	\$ 116,601.07
Rent Expense	1,368,439.80
Repairs and Maintenance	13,474.85
Security Service	367,698.32
Small Tools and Equipment	20,984.51
Telephone Expense	108,484.48
Uniforms	15,415.38
Total Utilities	\$ 61,615.71
Total Expenses	\$ 5,753,107.06

Net Operating Income	\$ 279,666.69
Other Income	
Cash Rewards	8,729.14
Total Other Income	\$ 8,729.14
Total Other Expenses	\$ 0.00
Net Other Income	\$ 8,729.14
Net Income	\$ 288,395.83

Monday, Feb 20, 2023 02:59:29 PM GMT-8 - Cash Basis

Vehicles	Value
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311DLRR Hydraulic Excavator	104,608.18
Skid Steer Loader-Caterpillar 246c JAY08976	32,678.59
Ford 2017 F350	56,422.64
Ford F 250 SRW	57,474.00
FORD FUSION	18,600.68
2016 frieghtliner/2015 Chevron	150,807.36
2017 International	250,291.00
2018 frieghtliner	163,584.00
2015 hino	175,752.00
2019 frieghtliner	180,000.00
	60,708.11
2017 Freightliner/ 2016 Chevron	159,896.00
2017 Frieghtliner	159,896.00
2018 freightliner 2017 chevron	157,200.00
2017 Freightliner/ 2016 Chevron	87,095.00
2006 Pete belt /2005 Century	377,005.00
2015 Dodge 5500 / 408T Chevon	99,985.00
2015 Dodge 5500 / 408T Chevon	129,796.68
DP70 Forklift	56,983.16
GP 40k Forklift	57,205.68
\$	2,535,989.08