

**HOUSING COMMISSION
PALM DESERT HOUSING AUTHORITY
STAFF REPORT**

MEETING DATE: June 11, 2025

PREPARED BY: Celina Cabrera, Senior Management Analyst

SUBJECT: CONSIDER AWARD OF CONTRACT TO FRED ROCK POOLS, INC., FOR
POOL AND SPA MAINTENANCE AND ADDITIONAL WORK AT PALM
DESERT HOUSING AUTHORITY PROPERTIES

RECOMMENDATION:

Recommend to the Palm Desert Housing Authority Board to:

1. Award a maintenance services agreement to Fred Rock Pools, Inc. (Fred Rock), for Pool Maintenance at an annual cost of \$191,240.00, subject to CPI increases if budget allows, for a two-year term with three one-year extension options.
2. Authorize additional work for pool and spa repairs and emergency response in an annual amount not to exceed \$60,000.
3. Authorize Special Counsel to make necessary non-monetary changes to the agreement.
4. Authorize the Executive Director to execute agreement, amendments, changes, and all documents necessary to effectuate this action, in accordance with Section 3.30.170 of the Palm Desert Municipal Code (PDMC).

BACKGROUND/ANALYSIS:

The Housing Authority ("Authority") oversees the maintenance of 16 pools and 7 spas across 11 of the 15 Housing Authority properties. These bodies of water are commercial facilities requiring daily service and pH balancing to remain in compliance with Riverside County Health regulations. Failure to perform these services could result in closures and potential health and safety risks to residents and the public.

The Authority completed a 5-year contract with our long-time pool maintenance contractor, Service First, on December 31, 2024. On October 16, 2024, staff solicited proposals for pool maintenance and repair contractor. Only one bid was submitted, which was by Service First, in the amount of \$380,818.44 annually. The annual contract amount of the term ending December 31, 2024, was \$138,573.11. This bid was rejected at the December 12, 2024, Authority Board meeting.

To ensure the continuity of services and best interest of the Authority, public health, safety, and welfare, local qualified contractors were contacted for an interim six-month agreement from January 1, 2025, to June 30, 2025. V.M. Pools was awarded an interim contract in the amount of \$95,400.00 and \$15,000 in additional services. On May 15, 2025, the Authority Board approved an increase totaling \$35,000 for additional services.

Housing Commission
Palm Desert Housing Authority
Award Contract for Pool Maintenance and Repair at PDHA Properties

On March 21, 2025, a Request for Proposal (“RFP”) was published in the Desert Sun newspaper as well as advertised for proposals through the City’s bid management portal OpenGov (2025-RFP-170). Four proposals were received on April 24, 2025. Staff from Housing, Purchasing, and Capital Improvement Projects divisions evaluated the proposals based on clarity, work plan, experience, and cost proposal. One of the four proposals was disqualified because the cost proposal was confirmed with the contractor to be based off three days of service a week when the RFP requires seven-day service. The remaining three proposals are as follows:

Proposer	Aggregate Evaluation Score	Proposal Amount	Additional Work	Total Amount
Fred Rock Pools, Inc.	59.25	\$191,240	\$60,000	\$251,240
V.M. Pool Services & Repair	49.75	\$187,200	\$60,000	\$247,200
Desert Blue Pool Service	49.5	\$296,400	\$60,000	\$356,400

Fred Rock scored highest in the categories of clarity and conformance of the proposal and demonstrated experience. Fred Rock’s proposal is evaluated to be in the best interest of the Authority. The proposal demonstrated a plan to assess the conditions and the equipment of each of the properties, clearly outlines how logs will be kept and delivered, as well as outlining a preventative maintenance program. The current pool contractor, V.M. Pools, has demonstrated repeated deficiencies in meeting the expected standards of service. Specifically, staff and property management have had to regularly monitor and follow up on the contractor’s performance to ensure that daily maintenance and cleanliness requirements are met. This level of oversight has proven unsustainable and inconsistent with the quality of service expected.

Staff is additionally requesting a not-to-exceed amount of \$60,000.00 for additional services. Additional services are provided on an as needed basis and consist of all repairs and actions outside of the regular maintenance contract. Such services would include emergency call outs, equipment repairs and replacements (pumps, heating elements, skimmer, filters, etc.), treatment of fecal matter, removal of rodents and pests, leaks, groundwater runoff, etc. This amount is intended to provide flexibility for addressing unforeseen but necessary repairs to the Authority’s pools and spas, while ensuring the overall contract limit is not exceeded.

The requested amount exceeds the standard 20% due to a noticeable increase in both the frequency of equipment failures at the facilities and the rising cost of replacement parts. For example, replacing a heating element is approximately \$5,500, excluding prevailing wage labor, and a circulation pump costs around \$3,000, also excluding labor. As these are commercial facilities, the equipment endures significantly higher usage than residential systems, resulting in more frequent wear and replacement. Each body of water includes one of each of these critical components, further justifying the need for a higher allocation.

FINANCIAL IMPACT:

Funds have been included in the Housing Authority Fiscal Year 2025/26 proposed budget in the appropriate Authority accounts for each of the properties. There is no financial impact on the general fund from this action.

ATTACHMENTS:

1. Draft Maintenance Services Agreement
2. Draft Payment and Performance Bonds
3. Fred Rock Pools, Inc. Proposal