

City of St. Louis
Treasurer's Office



Request for Proposals

Integrated Parking Management System

Proposals due no later than 3:00pm, November 22, 2013

1) Opening Statement

The City of St. Louis Treasurer's Office ("STLTO") is soliciting proposals from qualified vendors to provide an integrated parking management system encompassing parking enforcement technology and citation management. The goal of an integrated parking management system is to provide a seamless, efficient, customer-friendly, and cost-effective parking operation for the City of St. Louis.

The STLTO manages and directs parking operations for the City of St. Louis. Currently the STLTO operates approximately 9,700 single space meters, which generated over \$3 million in gross revenues in the last fiscal year. The STLTO and the St. Louis Police Department also issue approximately 370,000 parking tickets annually. The STLTO also owns and operates six parking garages and several surface parking lots.

Under the current system, STLTO has a contract with a vendor for parking meter management and a separate contract with another vendor for citation management. STLTO will select one company to provide both parking enforcement technology and citation management.

The evaluation and ranking of proposals will consist of two phases. For the first phase, a review committee will rank and score the proposals based upon the evaluation criteria. STLTO will initially select a limited number of vendors to proceed to the second phase which requires vendors to perform a six (6) month on-street field test evaluation of their equipment before a final selection is made. The field test will include installing parking equipment on both sides of one or more contiguous city blocks (approximately 40-60 parking spaces). The field test areas will be selected by the STLTO. During the pilot period, vendors are expected to interface with the STLTO's current ticket processing system. Based upon the results of the trial, the STLTO may decide to proceed with an offer to provide the City with an integrated parking system on a long-term basis.

Minority-Owned Business Enterprises ("MBE") and Women-Owned Business Enterprises ("WBE") are encouraged to submit Proposals. Companies are also free to submit joint-proposals to satisfy the entire scope of the Request For Proposal ("RFP"). Joint venture proposals with MBE/WBE vendors are also encouraged.

This RFP does not obligate the STLTO to complete the selection and contract award process. STLTO reserves the right to: 1) accept or reject any and all Proposals; 2) request additional information from any or all Proposers to assist the STLTO in its evaluation process; 3) amend or withdraw this RFP prior to the announcement of the selected firm and 4) award the proposed services in whole or in part, to one or more firms. In case of an amendment to the RFP, all Proposers will be provided with a copy of any such amendment(s) and be afforded the opportunity to revise their Proposals in response to the RFP amendment.

Any questions about this RFP must be submitted in strict compliance with **Sections 8 and 9** of the RFP.

2) Scope of Services

The vendor selected to provide the STLTO with an integrated parking system will be expected to develop and manage the following operations and services listed below.

a) On-Street Meter Enforcement

- i) The vendor will be expected to provide either single-space or multi-space meters for on-street enforcement. The STLTO is open to re-deploying parking meters to maximize effectiveness of operations. The vendor should also provide parking meters capable of dynamic pricing, demand-based pricing, and event parking.
- ii) The ability to pay for parking with cash, mobile phone, credit card, or smart cards.
- iii) Technology and reporting software that allows the STLTO to monitor meter performance on a real-time basis and track other analytics. The technology and software will also incorporate GIS of all on-street meter enforcement.
- iv) Ticket Issuance Devices ("TID") or software that allows officers to conduct enforcement on smart phones or similar devices. The TID should be user-friendly and also contain software that allows officers to take pictures to support issuance of parking violations. Additionally, the TID should have enforcement software which allows officers to detect vehicle permits and past parking infractions. TID may also allow officers to clock-in/out during for enforcement and monitor officer productivity.
- v) License Plate Recognition ("LPR") technology that will assist parking enforcement officers to detect parking violations and vehicles eligible for booting or towing.
- vi) Providing boots for habitual parking enforcement violations.
- vii) Software that allows management of permit parking zones.

b) Off-Street Integration

- i) Vendor must be able to integrate their technology with major vendors of off-street PARCS equipment.

c) Citation Management

- i) The vendor will be responsible for processing tickets generated by the STLTO and the St. Louis Police Department. The ticket processing system should allow customers to pay parking tickets immediately after issuance. Additionally, the vendor should allow customers to pay parking tickets via phone, web, mobile, or in person. Customers should also be able to search ticket information with their license plate number or ticket number.
- ii) The vendor will be responsible for fielding customer complaints related to parking enforcement. The vendor will also be expected to staff a parking violations bureau where customers are able to pay for parking violations in person.
- iii) Software that allows the STLTO to audit and monitor ticket processing, run accounting reports, and perform other analytics. All reports should be able to differentiate between Police and STLTO tickets.
- iv) Managing appeals of parking violations. The STLTO independently contracts with attorneys to review contested parking tickets. The vendor would be responsible to

scheduling the parking ticket appeals and managing any supporting evidence submitted by customers in support of their appeals. Vendors should also provide the ability to conduct adjudications online.

Under the integrated parking system, the STLTO will retain control and continue to employ the parking enforcement officers responsible for issuing parking violations.

3) Specific Tasks and Proposal Requirements (Phase 1)

The RFP shall be limited to 20 pages (10 pages if both sides of the page are utilized). Company financial information or reference materials do not count towards the 20 page limit. The RFP should address how the vendor will address all of the items in the Scope of Service set forth in **Section 2** in addition to the following areas:

A. Cost Benefit Analysis

- Must provide all per unit costs of equipment furnished. Please describe any bulk discounts and the breakdown of when discount would be applied.
- Describe all costs of options not included in the base price (please list all and if bulk discounts apply)
- Please describe all cost associated with day to day usage of the equipment
- Cost of equipment compared to functionality and features provided
- STLTO ownership vs. leasing or other financial options
- Provide ROI schedule
- How the STLTO may incorporate existing meters and infrastructure into the parking system

B. Functionality

- Back end reporting capabilities (please be specific)
- Vendor must state the preferred method of power and communication to the individual units. Also state all alternative methods of power and communications
- Must display how the metering system can be configured to comply with handicapped provisions and hooding procedures when the meters are out of service
- Multi-lingual features
- System must exercise industry standard protocols to ensure data security
- System must provide redundant/failsafe servers which ensure at least 99.9% uptime of all components of the system
- Access for mobile payment users to gated parking facilities
- Event permit system, either via mobile payments or pay by web
- Integration with all major meter equipment, ticket software applications and sensor technologies
- Waiting list and mass email functionality
- Online personal account for customer to create, update and manage their accounts

C. Maintenance and Service

- Must include all training for operation and maintenance of the system, a recommended list of spare parts and fully functional software with reporting capabilities.
- Methods of coin and bill collections
- Remote diagnostic capabilities (ability to alert third party contractor and/or STLTO if malfunctioning)
- Overall performance with minimum downtime related to regular usage, weather and user created problems
- Ability to be maintained by third party contractor and/or STLTO without affecting warranties
- Ability to promptly provide instruction for necessary repairs
- Provide details for service contract and equipment warranty
- Policy regarding future hardware and/or software upgrades

D. Payment Options

- List all payment methods that may include:
 - **The units and software must be PCI Compliant.**
 - Method of credit card processing, communications and all associated fees
 - Describe reporting functionality
 - Must include detailed documentation for collections, smart card functionality, credit card processing and reconciliation.
- Smart Card
 - Types of Smart Card accepted (chip, magnetic strip, multiprocessor, NFC, ...)
 - Coding or mask involved (STLTO would like to retain ownership)
 - Integration capabilities with other systems (e.g. Garages, PARCS, Metro, ...)
- Pay by Phone
 - Vendor must provide an IVR system
 - Users can call a toll free or local number
 - The system recognizes the user (account) based on the incoming number
 - One account can be associated with multiple numbers
- Pay by Mobile
 - Mobile applications need to support existing and new Android, iOS, Blackberry, and Windows Mobile versions, in addition to a browser version
 - Applications can be downloaded or redirected from the vendor's website or STLTO's website or via QR code on signs
- Pay by Web
 - Option to have either a customized website or use the vendor's standard website
 - Support mobile and desktop browsers

- E. Customer Service
 - Must provide live operators available 24/7 to create accounts and resolve issues related to pay by mobile devices
- F. Marketing
 - Provide examples of marketing plans used in other cities and markets
 - Provide initial marketing plan to promote use of the system
 - Message, medium, location and frequency of use
 - Must supply all promotional and operational graphics, street signage, etc.
- G. Rollout Implementation Schedule
 - List installation schedule on a per unit basis (ex; 5 units per week, 100 units per month, ...)
 - Development, testing, roll-out, marketing, and training schedules
- H. Company Financial Information
 - 3 years of consolidated income financial statements (balance sheet, statement of changes in financial position, income statement, ...)
 - At least two financial references
 - Last auditor statement
 - Latest SOC 1 and/or SOC 2 report or a SAS #70 report
 - Any pending lawsuits or litigation as related
 - MBE/WBE utilization
- I. References
 - Must furnish at least (five) 5 references from municipalities with the same equipment, three (3) of which with minimal installations of more than 7,000 parking spaces
 - History of equipment installed in other municipalities with references and contact information
 - Minimum of 3 years experience with installed hardware and 1 year of field installed experience

4) Field Test Requirements (Phase 2)

STLTO will select a limited number of vendors to conduct a 6-month on-street field test period to take place in the City of St. Louis. **All vendors not selected for this test will be eliminated and therefore not be considered to supply on-street meters to the City of St. Louis.**

Vendor will supply equipment at no cost to the STLTO. Vendors must include the following information in their proposal in the event that they are selected for the on-street trial:

- A. The power and communication requirements necessary for their equipment
- B. Describe all on-street signage required for the project
- C. All training for operation and maintenance of the system, a recommended list of spare parts and fully functional software with reporting capabilities
- D. The ability to work with third party contractor and STLTO staff to promptly provide them with instruction for necessary repairs, collections and enforcement
- E. Furnish and install equipment to service 40 – 60 spaces of metered parking
- F. Describe/Demonstrate enforcement protocol

- G. Supply standard keys for collection and maintenance
- H. Credit/Debit card verification system
- I. Integration with Xerox/ACS ETIMS system

5) Schedule

The following is a listing of key proposal and project milestones:

RFP Release	October 4, 2013
Pre-proposal conference	October 22, 2013
Vendors to Submit Questions	October 25, 2013
City Response to Question	October 30, 2013
Proposals due	3:00 PM on November 22, 2013
Estimated selection of test vendors for 6 month trial	December 16, 2013
Pilot Projects Begin	January 13, 2014
Estimated Final selection of vendor/vendors	June 27, 2014
Estimated contract negotiation and approval	July 2014

6) Pre-Proposal Conference

A pre-proposal conference will be held on **Tuesday October 22, 2013 from 10:00am to 12:00pm at the following location:**

**Kennedy Board Room
City Hall, Room 208
St. Louis, MO 63103**

All potential proposers are encouraged to attend this conference. All questions at the pre-proposal conference will be recorded and answers will be posted on the website and sent to all vendors who were originally provided this RFP.

7) Proposal Due Date and Location

RFP submittals are due no later than **3:00 PM on November 22, 2013** at the following location:

**City of St. Louis
Treasurer's Office
1200 Market Street, Room 220
St. Louis, MO 63103**

Late proposals may not be accepted and the envelope must be marked referencing the project: **Proposal for Integrated Parking Management System**. Proposers must supply three (3) hard copies of the proposal and one (1) electronic copy as a PDF file on a USB flash drive.

Public access to Proposals shall be governed by the relevant provisions of the Freedom of Information Act, State of Missouri Sunshine Law (RsMO 610.021), and regulations adopted pursuant thereto.

8) Department Contact / Requests for Clarification

Prospective responders may direct questions **in writing only** to:

Carl Phillips
Parking Administrator
Email: phillipsca@stlouis-mo.gov
Fax: 314-622-4246

All questions are due no later than October 25, 2013. Questions will be answered in writing by October 30, 2013 and will be sent to all proposers and will be posted on our website at <http://www.stlouis-mo.gov/government/departments/treasurer/>. The department contact person is the only individual who can be contacted about the project by proposers before proposals are submitted. The department contact cannot vary the terms of the RFP.

9) Quiet Period

The Quiet Period is the period of time beginning when the RFP is issued and ends when the first round of vendor(s) are selected.

Proposers shall not contact any staff in the STLTO during the Quiet Period and should direct all questions and communications to the department contact indicated in **Section 8** of this RFP.

Incumbent vendors may communicate with STLTO staff during the Quiet period, but may not discuss the RFP. The purpose of the Quiet Period is to ensure that all prospective vendors have equal access to information regarding the search tasks and requirements; to be certain that communications are consistent and accurate; and to make the search and selection process efficient, diligent, and fair.

The Quiet Period will be posted to the STLTO website to prevent inadvertent violations by vendors responding to the RFP.

Members of the Parking Commission and STLTO staff not directly involved in the search shall refrain from communicating with the vendors regarding any product or service related to the search during the Quiet Period unless this communication takes place during the pre-proposal conference or interview conducted as a part of the RFP.

An RFP respondent will be disqualified for violating the Quiet Period.

Offering or providing anything of value to STLTO Staff or the Parking Commission is prohibited.

10) [Optional] Site Visits

Proposers are encouraged to visit the STLTO's On-Street Metering System in reference to the services to be provided, but are prohibited from interviewing STLTO staff or other visitors in any effort to obtain information relating to this RFP. All requests for clarification should be submitted in writing as outlined in this RFP. Failure to follow this prohibition could result in the rejection of the proposal.

11) Proposal Format and Submittals

A 20 page (10 if both side of the page are utilized) per technology limit will be applied to all proposals. This page limit excludes photos/drawings and financial submittals. All submitted documentation becomes a part of the public record and may be selected for publication in documents and/or presentations associated with evaluation of vendor proposals.

Financial information including per unit meter cost should be submitted in separate sealed envelopes and will not become public information over the course of the evaluation process. Once a vendor/vendors are selected this information will become accessible as part of the public record. All other financial submittals will be returned upon request.

To allow for easier comparison of proposals during evaluation, the proposal format and submittals must be as follows:

- a) Scope of Services- As outlined in Section 3 (Specific Tasks and Proposal Requirements)
- b) Experience and Capacity- Describe background and experience demonstrating ability to provide required services.
- c) References- List references from contracts similar in size and scope.
- d) Cost - Indicate proposed per meter base unit and describe all costs of options not included in the base price in a separately sealed envelope.
- e) Insurance - If applicable, indicate proposed insurance coverage for the project.

12) Evaluation Criteria (Phase 1) – Proposal Review

The following are the key criteria that will be used to evaluate the proposals:

Topic	Number of Points
Pricing	30
Ability to perform the required services (Section 3)	25
References	15
Technology and innovation	10
MBE/WBE participation	10
Value added services	10
Total	100

13) Evaluation Criteria (Phase 2) - Field Test

Topic	Number of Points
Customer user evaluations	20
Durability in St. Louis Climate	10
Collections	10
Enforcement	10
Back End Software	20
Maintenance and support	10
Equipment performance related to RFP response	20
Total	100

14) Special Contract Requirements

The following special contract requirements should be considered when submitting a proposal. By proposing, the Proposer agrees to be bound by these requirements unless otherwise noted in the Proposal. The Proposer may suggest alternative language to any section. Some negotiation is possible to accommodate Proposer's suggestions.

- i) RFP process includes a 6 month field test period for selected vendors in which the vendor supplies all equipment at no cost to the STLTO
- ii) City will own all keys/masks involved with the equipment
- iii) City would prefer to own the parking equipment

15) Addendums

If any addendums are needed for this Request for Proposal, they will be posted on the STLTO web site at <http://www.stlouis-mo.gov/government/departments/treasurer/> under the link to RFPs/RFQs.

16) Selection Process

Proposals will be evaluated based upon, but not limited to, related experience of the respondents, knowledge of the STLTO, professional qualifications of individuals to be assigned to the project, creative financing strategies, fees, and overall proposal content.

Proposals will be reviewed by the STLTO. Oral interviews of the most responsive firms will be scheduled shortly after the deadline submission date and may be conducted by phone at the option of the STLTO. All vendors selected for interviews will be notified of the selection as soon as possible.

The STLTO reserves the right to reject any and all proposals and to waive informalities and minor irregularities in any proposal reviewed. Further, the STLTO may reject any proposal which does not conform to the instructions herewith. Additionally, the STLTO reserves the right to negotiate all final terms and conditions of any agreement entered into.

Nothing in the Request for Proposals shall be deemed to commit the STLTO to engage any vendor(s).