

Town of Cape Elizabeth, Maine
Request for Proposals

Pay and Display Parking Management Services



Request for Proposals to:

Town of Cape Elizabeth
Attn: Matthew Sturgis, Town Manager
P.O. Box 6260
320 Ocean House Rd.
Cape Elizabeth, Maine 04107

Opening Location and Date:

Cape Elizabeth Town Hall
January 3rd, 2019
2PM

The Town of Cape Elizabeth, Maine (“TOWN”) invites qualified vendors to submit proposals for two different options for the following:

Alternative 1: Proposal for providing Pay and Display Parking Meters, including installation, to be purchased by the Town, with a proposal for providing maintenance, enforcement, and management of the Pay and Display parking program.

Alternative 2: Proposal for complete parking management including equipment, installation, and maintenance for Pay and Display parking equipment, and enforcement.

PAY & DISPLAY PARKING MANAGEMENT SERVICES

The TOWN is *considering awarding* a contract to a firm to provide services necessary for the (“PROJECT”) described herein:

Sealed proposals plainly marked “Pay and Display Parking Meters RFP” on the outside of the mailing envelope, addressed to Town of Cape Elizabeth, Town Manager, PO Box 6260, Cape Elizabeth, Maine 04107 will be accepted until 2:00 p.m. on January 3rd, 2019, at Town Hall, which is located at:

320 Ocean House Road
Cape Elizabeth, Maine 04017

The TOWN’s contact information for the Request for Proposal (RFP) is:

Matthew Sturgis, Town Manager
matthew.sturgis@capeelizabeth.org
207-799-7141

RFP documents may be obtained at the TOWNS’s website at www.capeelizabeth.com or by contacting Matthew Sturgis.

The Town of Cape Elizabeth reserves the right to reject any and all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the Town and to negotiate the terms and conditions of any proposal leading to execution of a contract.

1) General

The Town of Cape Elizabeth (TOWN) is a seaside community of about 9,000 residents and includes the TOWN's owned and operated Fort Williams Park. As home to the Portland Head Light as well as 90 acres of natural, scenic and historical areas, Fort Williams Park has recently been subject to an intense increase in tourist traffic. This has created traffic, parking and safety concerns which are currently being addressed by the TOWN. One aspect of this effort is a proposed Parking Management System within the park.

The TOWN is requesting proposals from qualified firms ("MANAGEMENT FIRM") to provide overall management of the parking facilities at Fort Williams Park ("FWP"). This will include but is not limited to acquisition, deployment, signage, maintenance (hardware and software), storage, insurance, citation management, complaint resolution, accounting, analytics, reporting and revenue management activities. This RFP is for a 4-year contract, subject to cancellation for any reason within 60 days notice.

The Town is considering implementing a seasonal (May 1st – Oct 31st) "Pay and Display" Parking Management System ("P&D PMS") with about 10 solar-powered, untethered, cashless kiosks spread throughout 5 premium parking lots including approximately 270 parking spots. In addition, to these lots, there are an additional 165+ spots which are further away from the primary attractions in the park. Of these, 144 will remain free for the use of FWP guests who are unwilling or unable to pay for parking. The other 21 spots will be reserved for season pass holders or patrons of the businesses located in the Officer's Row area within FWP. The TOWN's residents will be able to obtain free season passes which will be numbered and stickered. In addition, non-residents will be able to purchase the same for a nominal fee of \$15 each.

The TOWN is considering the following fee structure:

Rate = \$2/hr. with discounted options for longer stays. 2 Hour minimum.			
2 Hours	4 Hours	6 hours	Full Day (10hrs)
\$4	\$6	\$8	\$10
<i>Savings></i>	\$2	\$4	\$10

The TOWN reserves the right to eliminate parking fees on special occasions for up to 6 days during any season. These could include Family Fun Day, Graduation, Beach to Beacon Road Race, Symphony By The Sea, etc. In addition, there may be additional closures due to natural disasters or other unforeseen issues.

The TOWN reserves the right to eliminate parking fees for certain lots during certain times to accommodate parents and guests of teams that may be practicing or competing on the athletic facilities within FWP. Automated resolution of this capability will be evaluated as part of this RFP response.

Deployment, signage and most importantly citation management will need to be conducted with a focus on aesthetics, tone and attitude as appropriate for the peaceful surroundings of Fort Williams Park and the Town of Cape Elizabeth.

The TOWN is seeking up to two versions of this RFP response. For the first response, the TOWN would own and insure the technology (Section 3, part a & b) with the management firm providing the remaining services (Section 3, part c-z). The second response is a proposal to have a MANAGEMENT FIRM that would own and operate all aspects of the P&D PMS as described in Section 3 (a – z) of this RFP. A vendor is welcome to respond to both of these RFP versions.

The purpose of this RFP is to solicit proposals from various vendors, conduct a fair and extensive evaluation based on the criteria listed herein, determine the best candidate to meet the needs of the TOWN, and then decide if the total approach (system, technology, revenues, partnership, and concept) will be beneficial to the TOWN. If so, the TOWN would anticipate moving forward with the P&D PMS in Spring 2019.

2) Proposed Pay and Display Meters

Important to the Town's review is the durability, reliability, ease of use, quality and appearance of the meter and associated back office website, in addition to the vendor's reputation for customer service, technical support, and credit card security. The Town will also be evaluating purchase price and projected maintenance and replacement costs. The proposals shall include complete specifications and details for the meters proposed.

3) Scope of Work

All duties listed as performed by MANAGEMENT FIRM must be paid out of the parking revenue as an expenditure prior to any revenue share.

- a. Acquire all technology (kiosks, communications equipment and lines, etc.) necessary for the successful implementation and operation of the PROJECT.
- b. Provide insurance for all P&D PMS assets provided for the PROJECT.
- c. Determine and implement all wireless communications and solar power requirements needed to successfully implement P&D PMS at FWP.
- d. Seasonally transport, deploy, maintain, secure, retrieve and store (at Management Firm's location) each payment KIOSK and associated signage.
- e. Use experienced local installation, operations and maintenance representatives for deployment and maintenance activities per this RFP.
- f. Maintain all assets and technology (hardware and software) to a professional standard in accordance with the appearance and theme of FWP.
- g. Manage all 5 Premium Parking Lots with a P&D PMS within FWP from April 1st through October 31st of each year during the contract. The 5 Premium Lots including 270 parking spaces are described in Attachment A.

- h. Provide direction and oversight as needed relative to the free parking as described in Attachment A and listed as Children's Garden/Free Parking.
- i. Provide direction and oversight as needed relative to the reserved parking as described in Attachment A and listed as Officer's Row/Patrons of Fort Williams Park parking.
- j. Provide and maintain both signage and clear directions on use of the kiosks, associated fees and the ability to purchase a Patrons of Fort Williams Park season pass.
- k. Deploy a high definition LCD display with user-friendly step-by-step instructions.
- l. Accept all major credit cards, as well as Pay-by-Phone capabilities.
- m. Enable the parking fee structure (and change as needed) with 2 hour minimums, and a sliding savings scale for additional hours above the 2 hour minimum as described in Section 1.
- n. Demonstrate high ethical standards in all aspects of the PROJECT and politely assist all FWP guests with use of the system before issuing parking citations.
- o. Maintain a log of all complaints regarding kiosks including documentation of person, plate, time, issue and resolution.
- p. Issue and manage citations (\$20 per citation or as per TOWN's Parking Ordinance) for all vehicles knowingly parked without either proof of payment or a Patrons of Fort Williams decal (resident and non-resident season pass).
- q. Ensure that all employees of the MANAGEMENT FIRM are fully trained and competent to deliver on the terms of this PROJECT.
- r. Ensure that all employees of the MANAGEMENT FIRM wear TOWN approved uniforms and be properly groomed while fulfilling the duties of this PROJECT.
- s. Resolve questions and conflicts through courteous onsite parking ambassadors and a regularly staffed (8-5 weekdays) toll free customer service line.
- t. Provide fee-waiver messaging at kiosks during special events when P&D PMS will be suspended. Other than natural disasters or other unforeseen events, this will not exceed six days per season.
- u. Describe and enable an automated approach to permit free parking for family and guests of visiting athletes to the TOWN's fields located in FWP.
- v. Provide weekly and monthly analytics on usage and revenues by lot within FWP.
- w. Provide monthly detailed accounting reports on total revenues, Management Firm costs associated with the PROJECT, revenue shares, and bank deposit records reconciled to a profit and loss report in accordance with the TOWN's financial system.
- x. Provide a plan for stakeholder and public education on the implementation of the P&D PMS within FWP.
- y. Provide feedback as appropriate on any aspects of this RFP
- z. Provide feedback as appropriate on any aspects of the PROJECT.

4) Qualifications of Vendor

The vendor must have a reputation for reliability and quality with Pay and Display meters and if providing a proposal for management and enforcement, an established reputation for high quality customer service, technical support, and credit card security.

In addition to the above, vendors and management firms shall:

- a. Require all employees involved with issuance of citations, collection or handling of money, or appeals of parking citations to undergo criminal background checks and drug testing to be conducted by the parking contractor. All background checks and drug test results shall be submitted to the Director of Public Safety.
- b. Ensure that all employees engaged in above activities undergo a training program
- c. Maintain liability insurance with the Town of Cape Elizabeth as a named insured in the amount of two million dollars
- d. Carry workers compensation insurance
- e. Maintain state and local licenses necessary to operate a business in the Town of Cape Elizabeth. These costs are not to be paid in whole or in part by the Town of Cape Elizabeth
- f. Indemnify and hold the Town of Cape Elizabeth harmless for any and all claims arising out of its operation of the parking lots and performance of its duties under this contract
- g. Comply with all applicable federal, state and local laws, ordinances and regulations
- h. Contract may be canceled by either party for any reason with 60 days notice.

5) Proposal Requirements and Format

- a. Bid packets can be picked up at Matt Sturgis' office on the Town Hall.
- b. There will be a mandatory pre-submittal meeting at 2:00 p.m. on Thursday December 20th 2018. All bidders interested in submitting a proposal must attend this meeting. At the pre-submittal meeting, the TOWN will answer questions regarding the scope of work and project details. Questions may be submitted in writing prior to the meeting. All questions should be directed to Matt Sturgis at matthew.sturgis@capeelizabeth.org. A copy of all questions submitted, and answers provided prior to the pre-submittal meeting will be provided to all attendees in writing.

c. Proposals must be received by 2:00 p.m. EST Thursday January 3rd, 2019. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal. Proposals must be clearly labeled Pay & Display PMS, Cape Elizabeth. Proposals shall be submitted to the Town of Cape Elizabeth, Matthew Sturgis, Town Manager, PO Box 6260, 320 Ocean House Road, Cape Elizabeth, Maine 04107, no later than 2:00 p.m. on January 3rd, 2019. Sealed proposals may be hand-delivered to Matt Sturgis at the Town Hall.

e. The proposals will be opened at 2:00 p.m. on Thursday January 3rd, 2019. All submitters are invited to be present or send a representative. Under the provisions of the Freedom of Information Act, all proposals, excluding pending legal actions and financial statements, will become public information.

f. Evaluation of proposals will be conducted from Thursday January 3rd until the Cape Elizabeth Town Council takes formal action on the recommendation. The selection decision for the winning bidder will be conveyed to each bidder once the final decision is announced.

g. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP. All contractual terms and conditions will be subject to review by the Town of Cape Elizabeth. This will include scope, budget, schedule, and other necessary items pertaining to the project. This request does not commit the Town to the award of a contract, or to pay any costs incurred in the preparation for a response to this request.

Proposals shall follow the following format:

Part 1

Introductory letter of vendor (no more than 2 pages).

Part 2

Provide detailed Pay and Display meter and back office specifications, including a description of back-up systems.

Provide validation of (or any deviation from) each component of the Scope as outlined in Section 3 a-z.

Part 3

Describe the installation process (including proposed delivery schedule), training program, identify all manuals to be provided. Identify any other support that may be offered as part of the proposal such as technical support personnel, level of expertise, assignments and chain of command for implementation and problem resolution.

Part 4

Provide copies of all warranties being offered for the meters. Describe offer, benefits and conditions, indicating length of warranty and return / exchange procedure and cost.

Part 5

Describe the vendor's security and privacy procedures attaching relevant policies and indicating the extent to which the vendor is PCI Data Security Standard compliant.

Part 6

- A. Identify and provide contact information for at least 5 communities using meters similar to that proposed. For each community identified, please indicate the length of time the meter has been in use with that community.
- B. Identify all New England communities using the vendor's pay and display meters at the time of submission of the proposal.

Part 7

- A. Identify and provide contact information for at least 3 communities (at least one in New England) where pay and display parking management services are provided similar to that proposed. For each community identified, please indicate the length of time the services have been provided to the community.
- B. Identify all New England communities and businesses using the vendor's services for pay and display parking management and enforcement at the time of submission of the proposal.
- C. Contact information for three professional references.
- D. Provide validation of (or any deviation from) each component of the Qualifications as outlined in Section 4 a-h.

Part 8

Citation and enforcement plan, including a statement as to booting or towing of non-compliant vehicles.

Part 9

Letter from Surety Company indicating bonding capacity

Part 10

Outsourcing Statement: if your organization must outsource or contract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Costs should be all-inclusive to include any outsourced or contracted work. Any proposals that call for outsourcing or contracting work must include a name and description of the organization being contracted.

Part 11

Provide sample documentation of:

1. Weekly / monthly analytics reports as identified in Section 3 v.
2. Monthly detailed accounting reports including revenue shares and bank deposit records as identified in Section 3 w.
3. Weekly complaint logs as identified in Section 3 o.

6) Proposal Evaluation Criteria

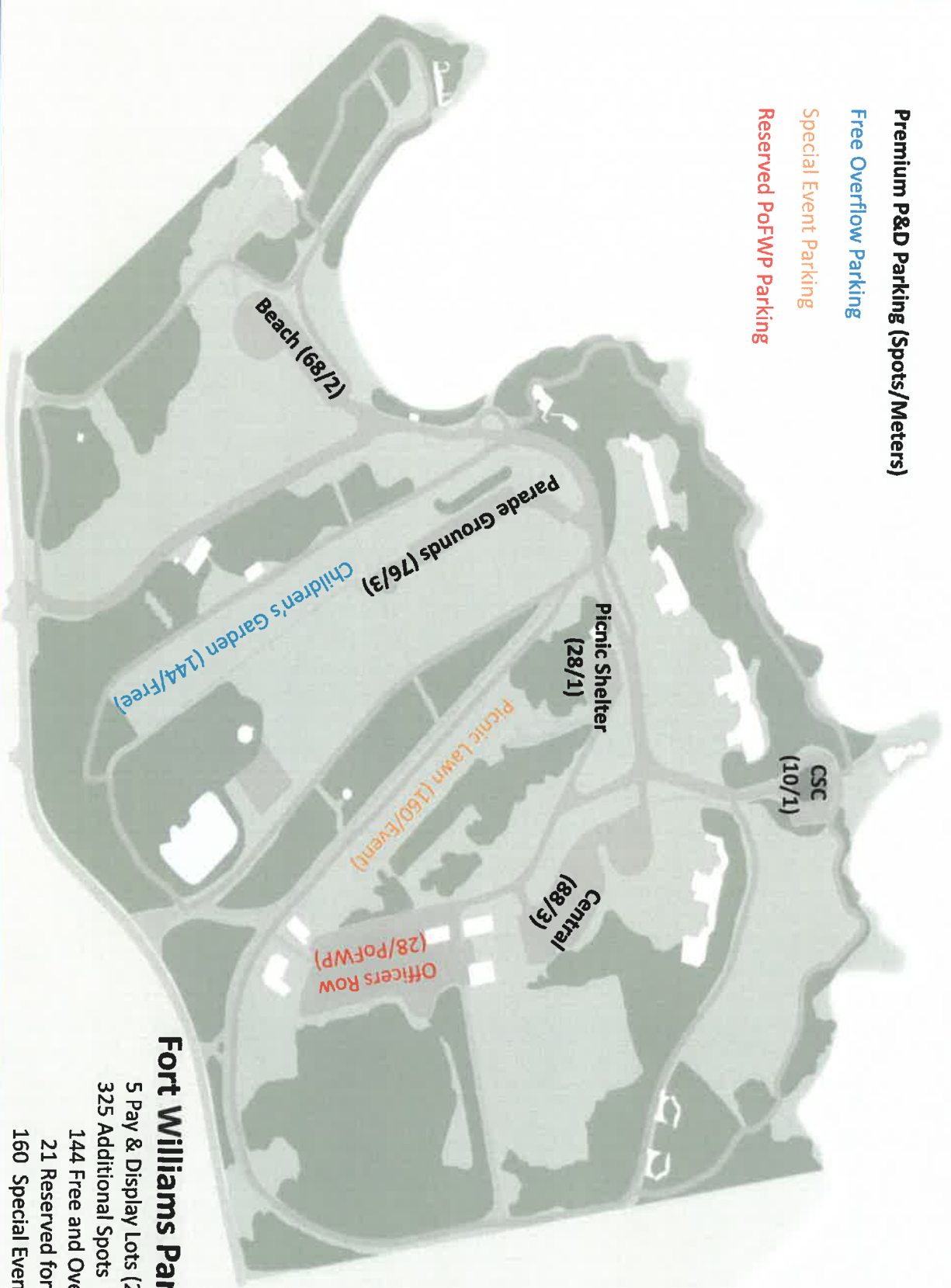
Proposals will be evaluated using, but not limited to, the following criteria. The Town reserves the right to undertake such investigation as it deems necessary to evaluate the qualifications of the vendor and to evaluate the proposal submitted. Vendors may be requested to execute releases for information. Failure to provide a release upon request will result in disqualification.

The Town reserves the right to reject, in whole or in part, any proposal submitted which the Town believes would not be in its best interest. The Town also reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the Town and to negotiate the terms and conditions of any proposal leading to execution of a contract. To ensure consideration for this Request for Proposals, your proposal should be complete and include all of the following criteria:

- Overall proposal suitability: proposed solution(s) must meet the scope and needs included herein and be presented in a clear and organized manner
- Projected cost and revenue and division thereof between the contractor and the Town
- Previous work: bidders will be evaluated on examples of their experience, qualifications, and local references. The Town will give preference to firms normally engaged in performing the type of work specified
- Work management plan, including personnel, equipment, and resources available

Attachment A) Fort Williams Park Parking Map

- Premium P&D Parking (Spots/Meters)**
- Free Overflow Parking
- Special Event Parking
- Reserved PoFWP Parking



Fort Williams Park Parking Map

- 5 Pay & Display Lots (270 spots & 10 Meters)
- 325 Additional Spots
- 144 Free and Overflow
- 21 Reserved for Patrons of FWP
- 160 Special Events Only