

City of St. Louis
Treasurer's Office



Request for Proposals

Parking Management -
Software, Meter Maintenance,
Collections, and
Parking Violations Bureau

Proposals due no later than:

3:00 p.m. on May 17, 2019

1) Opening Statement

The City of St. Louis Treasurer's Office ("STLTO") is seeking qualified bidders to submit proposals for a comprehensive, in-office parking management system, wireless/real-time enforcement capabilities, and a web e-commerce front-end for parker self-service. The goal of parking management software 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 1,726 IPS single-space meters and 735 Flowbird (Parkeon) multi-space pay stations, which generated over \$6 million in gross revenues in the last fiscal year. The STLTO and the St. Louis Police Department issue approximately 280,000 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 maintenance, software and the Parking Violation Bureau ("PVB"). Going forward:

- STLTO will select one company to provide parking management software and enforcement technology; the parking management software and enforcement technology will now be owned by STLTO.
- Parking meter maintenance, collections and the parking violations bureau will be awarded under a separate contract.

Note: Vendors can bid for either one or both lines of service; however, the contracts will be awarded separately.

The system must be able to set up multiple payment methods and facilitate PCI-compliant transactions. The system must have a secured web-based customer portal module that, via secure log-in, allows customers to complete such business online as viewing their record, including citations, boot/tow information, filing appeals, and paying all outstanding charges. The web-based module must interact in real-time with the Parking Management System and support custom business rules for citation payments and appeals.

Parking Enforcement devices must interact in real-time with the parking management system so that as citations are issued, they are immediately transmitted to the parking system via WiFi and/or cellular network; and as vehicles and permits are searched, data is pulled in real-time from the parking management system. Parking Enforcement devices must run on Android operating systems with a built-in cellular/WiFi radio. Transmission of data from the parking enforcement device to the parking system must not require "cradles" or docking stations.

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 7 and 8** of the RFP.

2) Scope of Services

A detailed list of scope of services for parking management software is attached in **Appendix A**. The scope of services for meter maintenance, collections and the PVB is attached in **Appendix B**. For ease of completion, bidders can download **Appendix A** from the STLTO web sites at <http://www.stlouis-mo.gov/government/departments/treasurer/> , <http://www.stltreasurer.org>, and <http://www.parklouie.com> under the link to RFPs/RFQs. The following information is a summary.

a) On-Street Meter Enforcement

- i) STLTO already owns 735 Flowbird multi-space pay stations and 1,726 IPS single-space meters. The STLTO is open to re-deploying parking meters to maximize effectiveness of operations. The vendor's software must be able to integrate with STLTO's equipment and all major equipment manufacturers.
- ii) STLTO uses ParkMobile for mobile based payments. The vendor's software should have full integration with ParkMobile and other mobile based applications.
- 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 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) Software that allows management of permit parking zones.

b) Citation Management/PVB

- 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) The vendor will be responsible for the monthly reconciliation of ticket revenue collected for each bank account. This report must be submitted to the STLTO by the 10th business day of each month per bond indenture requirements.
 - iv) 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.
 - v) Managing appeals of parking violations. The STLTO independently contracts with attorneys to review contested parking tickets. The vendor would be responsible to schedule parking ticket appeals and manage any supporting evidence submitted by customers in support of their appeals. Vendors should also provide the ability to conduct adjudications online.
- c) Carry out the STLTO's booting program**
- i) Provide boots for habitual parking enforcement violations. Procure and maintain an adequate spare boot inventory to minimize service disruptions.
 - ii) Make the scofflaw list ("hot list") available to the booting crews electronically in real time following receipt of the original hot list in electronic format from Parking Supervisor or its designee.
 - iii) Provide vehicles and technology to support the Parking Supervisor's vehicle immobilization program. Provide three (3) vehicles and three (3) License Plate Reader (LPR) systems for booting and other parking enforcement personnel.
 - iv) The booting support technology shall be integrated with the parking violation management system to ensure that any relevant transactions, payments, case dispositions, and update booting lists accurately and immediately.
 - v) Provide all hardware, software, and communication components necessary to implement and maintain the software application that supports LPR functionality.
 - vi) Assume responsibility for the maintenance of software, hardware, and communications equipment.
- d) Meter maintenance and collections**
- i) Provide meter services for the STLTO's entire inventory of parking meters.
 - ii) Be responsible for the day-to-day management and operation of all such parking meters and will have control of the meter inventory.
 - iii) Provide rates for meter collection and maintenance. Rate shall be all inclusive and charged per metered space, based on the type of meter deployed.
 - iv) Re-deploy parking meters to maximize effectiveness of operations.
 - v) Deliver a full array of meter management services, including but not limited to parking meter installation, maintenance, repair and removal.
 - vi) Collect all money from the meters and audit, safeguard, record, transport, deposit (with the STLTO's provider), account for and report all meter revenues per the STLTO's specifications (e.g., method, frequency, routes and account).
 - vii) During collections, audit all meters, empty every canister and immediately report all broken, missing, defaced meters and all other meter faults and outages to the central

- dispatch unit.
- viii) Repair meters, and maintain an accurate inventory of existing meters, meter vaults, collection routes, key controls, lock and key sets and other meter peripherals and other assets.
 - ix) As needed, re-key meter vaults, revamp collection routes and upgrade lock and key sets.
 - x) Maintain adequate spare meter equipment and meter replacement parts on site to minimize service disruptions and ensure fast repair.

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

3) Specific Tasks and Proposal Requirements

The RFP shall be limited to 20 pages (10 pages if both sides of the page are utilized). Please indicate if the company is bidding for one or both sections of the RFP. Company financial information, reference materials, and Appendix A do not count toward the 20-page limit. The RFP should include how the vendor will address all 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 costs of operating software and 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)
- Describe all cost associated with day-to-day usage of software
- Cost of software compared to functionality and features provided
- STLTO hosting via server vs cloud 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)
- 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
- Integration with mobile payment users
- 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, fully functional software with reporting capabilities
- 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
- Provide details for service contract and equipment warranty
- Policy regarding future software upgrades
- D. Customer Service
 - Must provide live operators available 24/7 to create accounts and resolve issues related to pay by mobile devices
- E. 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.
- F. Rollout Implementation Schedule
 - List installation schedule; development, testing, roll-out, marketing, and training schedules
- G. 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
- H. References
 - Must furnish at least five (5) references from municipalities with the same software, 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 three (3) years experience with installed hardware and one (1) year of field installed experience

4) Schedule

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

RFP Release	April 12, 2019
Pre-proposal Conference	April 24, 2019
Vendors to Submit Questions	May 1, 2019
City Responses to Questions	May 6, 2019
Proposals Due	3:00 PM on May 17, 2019
Estimated Final Selection of Vendor/Vendors	May 31, 2019
Estimated Contract Negotiation and Approval	June 2019

5) Pre-Proposal Conference

A pre-proposal conference will be held on **Wednesday, April 24, 2019 from 10:00 a.m. to 12:00 p.m. at the following location:**

**Treasurer's Office
City Hall, Room 220
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.

6) Proposal Due Date and Location

RFP submittals are due no later than **3:00 p.m. on May 17, 2019** 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 Parking Management**. 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.

7) Department Contact / Requests for Clarification

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

Carl Phillips
Parking Administrator
Email: phillipsca@stltreasurer.org
Fax: 314-622-4246

All questions are due no later than May 1, 2019. Questions will be answered in writing by May 6, 2019 and will be sent to all proposers and posted on our websites at <http://www.stlouis-mo.gov/government/departments/treasurer/> <http://www.stltreasurer.org> and <http://www.parklouie.com> under the link to RFPs/RFQs. 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.

8) Quiet Period

The Quiet Period is the period of time beginning when the RFP is issued and ends when the vendor is 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 7** of this RFP.

Incumbent vendors may communicate with STLTO staff during the Quiet period, but may not discuss the RFP. The purpose the 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.

9) [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.

10) Proposal Format and Submittals

A 20 page (10 if both side of the page are utilized) limit will be applied to all proposals. This page limit excludes the spreadsheet in Appendix A/photos/drawings/screenshots 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 about software and hardware costs should be submitted in separate sealed envelopes and will not become public information over the course of the evaluation process. This information will become accessible as part of the public record once a vendor/vendors are selected. 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.

11) Evaluation Criteria – 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	25
References	15
Technology and innovation	10
MBE/WBE participation	10
Value added services	10
Total	100

12) Addendums

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

13) 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).

Appendix A

Scope of Services Parking Management Software

Appendix B

Scope of Services Meter Maintenance, Collections, and Parking Violations Bureau

Citation Management:

- Process all parking tickets from issuance through disposition using parking management software.
 - Customers may pay parking tickets immediately after issuance.
 - Customers may pay parking tickets via phone, web, mobile, or in person.
 - Customers may search ticket information via web with their license plate number or ticket number.
- Field customer complaints related to parking enforcement (walk-in and by phone).
- Staff a parking violations bureau where customers can pay for parking violations in person.
- STLTO will audit and monitor ticket processing, run accounting reports, and perform other analytics through parking management software.
- Reconcile ticket revenue collected on a monthly basis against each bank account.
- Manage appeals of parking violations. Refer violators who are contesting their parking tickets to the Parking Violations Bureau (PVB). Refer administrative hearing appeals to the City 22nd Judicial Court. Assist the administrative adjudication support process by providing access to parking management software, scheduling the parking ticket appeals, and managing any supporting evidence submitted by customers in support of their appeals.
- STLTO will provide the ability to conduct adjudication on-line.
- Acquire vehicle owner information from State DMV agencies and other third party sources on behalf of the City. Authorizations may be required from the St. Louis Police Department to facilitate certain name and address acquisitions.
- Scan and index correspondence, documents and handwritten tickets for convenient online retrieval.

Program Management:

- Develop and carry out an effective and efficient operations plan (“**Operations Plan**”) to deliver the Parking Citation processing and collection services (“**Core Primary Collection Services**”). The Operations Plan shall include the following elements:
 - Organization chart, position descriptions and staff roster for all personnel
 - Continual training program for all employees and subcontractor personnel
 - Plan for walk-in service center for payment and adjudication of violation citations
 - Detailed equipment inventory
 - Resource maintenance and support plan
- Designate an Operations manager who will be available on-site at a location approved by the Parking Supervisor during normal business hours to manage all services, supervise all employees and subcontractors, resolve disputes and serve as liaison to the Parking Supervisor.
- Provide an adequate number of qualified staff and non-personnel resources to operate the Core Primary Collection Services and the System, satisfy actual service demands, and fulfill the requirements of the Core Primary Collection Services and the System.
- Submit an annual performance report to STLTO.

Ticket Processing & Collections Compensation:

Vendor will charge STLTO a unit-based processing fee per ticket issued. There will be no ticket minimum and no ticket minimum penalty. A contingency fee shall be payable to the vendor on all delinquent accounts paid. A “**delinquent account**” is defined as a parking violation ticket which is not paid before the expiration of 90 days after its issue date.

The following products & services are included in the per ticket issued fee:

- Postage at bulk rate charges for Notice 1, Notice 2 and Notice 3. All other correspondence is included at no additional cost. The Parking Supervisor may require the Vendor to mail up to three (3) notices prior to the date of delinquency. The Vendor will investigate methods for using postcards, email notifications, and other methods of communication that will reduce mailing costs.
- Credit card discount fees for all parking ticket and meter payments, at Vendor’s cost.

The Vendor will bear all other operating costs incurred.

Meter Enforcement & Operations:

Vendor shall:

- Provide meter services for the Parking Supervisor's entire inventory of parking meters.
- Be responsible for the day-to-day management and operation of all such parking meters and will have control of the meter inventory.
- Provide rates for meter collection and maintenance. Rate shall be all inclusive and charged per metered space, based on the type of meter deployed.
- Re-deploy parking meters to maximize effectiveness of operations.
- Deliver a full array of meter management services, including but not limited to parking meter installation, maintenance, repair and removal.
- Collect all money from the meters and audit, safeguard, record, transport, deposit (with the City Treasurer's security provider), account for and report all meter revenues per the Parking Supervisor's specifications (e.g., method, frequency, routes and account).
- During collections, audit all meters, empty every canister and immediately report all broken, missing, defaced meters and all other meter faults and outages to the central dispatch unit
- Repair the meters, and maintain an accurate inventory of existing meters, meter vaults, collection routes, key controls, lock and key sets and other meter peripherals and other assets.
- As needed, re-key meter vaults, revamp collection routes and upgrade lock and key sets.
- Maintain adequate spare meter equipment and meter replacement parts on site to minimize service disruptions and ensure fast repair.

Booting Program:

- Carry out the Parking Supervisor's booting program.
- Make the scofflaw list ("hot list") available to the booting crews electronically in real time following receipt of the original hot list in electronic format from Parking Supervisor or its designee.
- Provide vehicles and technology to support the Parking Supervisor's vehicle immobilization program. Provide three (3) vehicles and three (3) License Plate Reader (LPR) systems for booting and other parking enforcement personnel.
- The booting support technology shall be integrated with the parking violation management system to ensure that any relevant transactions, payments and other case dispositions update booting lists accurately and immediately.
- Provide all hardware, software, and communication components necessary to implement and maintain the software application that supports LPR functionality.
- Assume responsibility for the maintenance of software, hardware, and communications equipment.
- Provide boots for habitual parking enforcement violations. Procure and maintain an adequate spare boot inventory to minimize service disruptions.