

Parking Management System

Request for Proposal (RFP)

Table of Contents

Purpose.....	3
General Information.....	3
Definitions	3
Schedule	3
RFP Coordination.....	3
Notice of Intent.....	4
Questions Regarding the RFP.....	4
Proposal Submission.....	4
Proposal Organization	4
Evaluation	5
Public Records and Proprietary Material	5
Background.....	6
Organization Overview	6
Current Parking Environment.....	7
Solution Functionality.....	7
Solution Environment.....	10
General	10
Content/Data.....	10
Company and References.....	10
Relevant Firm Experience.....	10
Client References.....	10
Implementation Methodology	10
Project and Timeline.....	10
Project Staff.....	10
Training and Support.....	11
Costs	11
Licensing	11
Implementation	11

Purpose

The purpose of this request for proposal (RFP) is for the City of Olympia (City) to solicit proposals from qualified vendors for a solution for the replacement of our existing parking management system.

Response to this RFP does not commit the City to pay any costs incurred in the preparation of the response, demonstrations, or any other activities related to this response. All responses and accompanying documentation become the property of the City and will not be returned. This RFP does not obligate the City to contract for services or products specified herein. The City reserves the right to revise the RFP and/or to issue addenda to the RFP.

General Information

Definitions

Relative to this document, and any addenda incorporated therein, the following definitions apply.

- **City:** The City of Olympia
- **RFP:** Request for Proposal
- **LPR:** License Plate Recognition
- **DOL:** Washington State Department of Licensing
- **GIS:** Geographic Information System
- **GPS:** Global Positioning System
- **CPD:** Community Planning and Development Department

Schedule

The following schedule is to inform vendors of the estimated timetable of the RFP response preparation and evaluation. Please note the following dates when preparing your response to the RFP. The City reserves the right to modify this schedule at its discretion; timelines will never shorten.

SCHEDULE DATES	DATE
Issuance of Request for Proposal (RFP)	6/29/20
Deadline for letter of intent and vendor clarification questions	7/17/20
Answers to questions provided to vendors	8/14/20
Proposal responses due from vendors	9/4/20
Finalist(s) selected and notified	10/19/20
Finalist Interviews/Demo	Week of 10/26/20
Selection Notification	Anticipated 11/20/20

RFP Coordination

The RFP Coordinator is the sole point of contact at the City for this RFP. All communications between the vendor and City upon release of this RFP shall be with the RFP Coordinator via email, as follows:

- Jessica Locke
- Business Applications Analyst

- jlocke@ci.olympia.wa.us

Notice of Intent

Vendors wishing to submit proposals are encouraged to provide a written notice of intent to propose by 7/17/20. An email sent to the RFP Coordinator is acceptable. The email must identify the following for the person who will serve as the key contact for all correspondence with your company regarding this RFP:

- Name
- Address
- Phone
- Email address

A notice of intent is required for the City to provide interested vendors with a list of any questions received and the City's answers to those questions. Those providing a notice of intent will also be notified of any addenda that are issued. If a notice of intent is not submitted, it will be the vendor's responsibility to request a copy from the RFP Coordinator.

Questions Regarding the RFP

Vendors who request a clarification of the RFP requirements must submit written questions to the RFP Coordinator no later than 7/17/20 at 4 p.m. (PST). Written copies of all questions and answers will be provided to all vendors who have submitted notices of intent. Questions need to be submitted via email to jlocke@ci.olympia.wa.us. Questions about the estimated budget for this project will not be answered with specific dollar amounts.

Proposal Submission

Proposals shall be submitted to the City by email to the RFP Coordinator at jlocke@ci.olympia.wa.us no later than 9/4/20 at 4pm (PST). The proposal must be in Word or PDF format.

Proposal Organization

The proposal shall include the qualifications requested below. Information should be complete and demonstrate that the vendor can perform professional work. You are welcome to provide any other information deemed appropriate for this scope of work. The proposal shall include the following:

1. Proposal Summary
2. Scope of Services
3. Response to [Solution Functionality](#) criteria
4. Response to [Solution Environment](#) criteria
5. Response to [Company and References](#) criteria
6. Response to [Implementation Methodology](#) criteria
7. Response to [Cost](#) criteria

Evaluation

Provide a general description of the proposed solution (e.g. whitepapers, technical specifications, and/or manuals); including a functional overview of each module required to fully develop a parking management solution. Also provide descriptions of other modules that you offer, which may be of interest to the City of Olympia that are not contained in this document, such as parking meter integration.

Each selected vendor will need to give a product demonstration. Required demonstrations will cover product features such as:

- Contents of the ***Solution Functionality*** section of this RFP
- Installation procedures and security setup
- General application navigation and user interface
- Administrative configuration features and tools
- Customization environment, workflow automation, report writers
- Fee and payment setup and processing
- Customer account setup and features
- Court operations and online appeal processing
- Enforcement operations and mobile solutions
- LPR functionality
- Document management and archival features to support public records requests
- Built in GIS interface capability
- ArcGIS Server integration capability
- Standard reports
- Third-party applications (if applicable)
- Other modules as used to meet the needs of this RFP

Our Selection Committee will use the following General Evaluation Criteria to select a qualified system vendor:

- Product Demonstration
- Service Support and Proposed Cost

Compliance with System Requirements:

- Technology and Integration Requirements
- Business and Workflow Requirements

Professional Services:

- Implementation Services and Training

Our Selection Committee will evaluate the product demonstrations based on how well the demonstrated function meets business needs. Scoring will be based on the following measures:

- *Function availability, ease of access and/or use*
- *Product characteristics including ease of system navigation, standards conformity, and interface look and feel*
- *Preparedness of the Vendor*
- *Completeness of the software demonstration*

Finalist(s) should also be prepared to answer any technical questions necessary to allow the City to fully understand how the proposed solution meets the requirements.

Public Records and Proprietary Material

Proposers should be aware that any records they submit to the City or that are used by the City even if the proposers possess the records may be public records under the Washington Public Records Act (RCW 42.56). The City must promptly

disclose public records upon request unless a statute exempts them from disclosure. Proposers should also be aware that if even a portion of a record is exempt from disclosure, generally, the rest of the record must be disclosed. Exemptions, including those for trade secrets and "valuable formula," are narrow and specific. Proposers should clearly mark any record they believe is exempt from disclosure.

Upon receipt of a request for public disclosure, the City will notify the RFP proposer of any public disclosure request for the proposer's proposal. If the proposer believes its records are exempt from disclosure, it is the proposer's sole responsibility to pursue a lawsuit under RCW 42.56.540 to enjoin disclosure. It is the proposer's discretionary decision whether to file such a lawsuit. However, if the proposer does not timely obtain and serve an injunction, the City will disclose the records, in accordance with applicable law.

Background

The City of Olympia is issuing a request for proposal (RFP) to provide software and professional services in the configuration and deployment of a Citywide parking enforcement, ticketing management, and court docketing system.

Organization Overview

Olympia is the Capitol City of Washington State. It is situated at the southern end of Puget Sound and a current city limit area covering 19 square miles and an Urban Growth Area covering a combined area of 26 square miles. The City's population was estimated at over 53,000 in 2019. The City is a non-Charter Code City that operates under a Council-Manager form of government.

Olympia has a seven-member City Council who sets policy by adopting codes (laws), plans, resolutions, and standards. The City Council, in turn, hires the City Manager to administer the City's day-to-day business and provide policy advice to the Council. The City Council also appoints community members to volunteer advisory committees and commissions. Except for the independently elected Municipal Court Judge who is accountable to the voters, City employees are hired by and report to the City Manager, not the Council.

The City is comprised of numerous departments, which provide a full range of municipal services.

Olympia's Parking Services division of Community Planning and Development (CPD) department includes the management of leased parking in seven parking lots, neighborhood permits, enforcement, and meter operations programs. The following tables outline our service measures and profiles related to operations supported by the proposed solution:

Service Profiles – Parking Services	2018	2019
Parking Citations Issued	17,735	14,782
Metered Parking Stalls	2,388	2,388
Timed Parking Stalls	1,075	1,050
Leased Parking Stalls	285	285

Olympia’s Municipal Court manages all parking infraction hearings and appeals. The following tables outline our service measures and profiles related to operations supported by the proposed solution:

Service Profiles – Court Services	2018	2019
Parking Infraction Citations Filed	16,930	13,988
Parking Hearings Held	6,328	6,089

Current Parking Environment

- Eight Residential Parking Zones
- Seven Leased Parking Lots
- MacKay and IPS Single and Duplex Meters
 - 15-minute, 2 Hour, 3 Hour, and 9 Hour time limits
- PayByPhone mobile payment solution
- Barnacle vehicle immobilization system (booting)

Solution Functionality

The City requires functionality to support the business requirements of our Parking Services department and Court Services while improving current processing timeframes. We will require the following functionality:

A. Global Search

- Ability to perform a search based on ticket, person, permit, address, vehicle or user defined information. Typical search fields include ticket number, issue date, license plate, last name, first name, permit number, and/or docket number. In addition, multiple fields can be searched simultaneously.

B. Reports

- Statistical reports, including ad-hoc, relating to citations, routes or zones, permits, customers, finance, and appeals must be available.
- Ability to populate information into affidavits such as pictures, ordinances verbiage, and ticket information.
- Ability to populate data into letter templates and automate batch processing of notice letters.

C. Customer Tracking

- Holds information about a customer such as name, address, driver license number, and the person’s account ID. Allows the linking of multiple vehicles, citations, permits, booting/towing, etc. to a single customer.
- Ability to store documents related to customer accounts, such as vehicle registration or driver’s license.

D. Parking Enforcement

- Handheld devices or mobile application that allows officers to conduct enforcement on smart phones or similar devices. Ability to track field officer location via GPS and populate enforcement zones based on location. Allows officers to take pictures with GPS and timestamp to support issuance of parking violations. Ability for field officers to electronically mark tires and access a list of vehicles eligible for immobilization or towing.
- Includes license plate recognition technology (LPR) to allow officers to detect vehicle permits and past parking infractions, including auditable tone notification from the handheld device when a license plate scan results in a violation.

- Includes complete integration of LPR and mobile application that enables enforcement officers to view LPR chalks and mobile handheld chalked plates in both applications. Both the mobile and LPR operator should see all chalked vehicles regardless of how the vehicle was chalked.
- Handheld devices or mobile application that includes LPR technology to allow enforcement officers to quickly scan plates by pointing device at vehicle tags/plates.
- Real-time information is available to both the officer and the back office, allowing customers to pay parking tickets immediately after issuance via phone, web, mobile, or in person.
- Support boot and tow program including boot tracking, tow service notification, vehicle impounding, and payment processing.
- Ability to customize citation template based on City of Olympia's specifications.

E. Citation Tracking

- Manages the enforcement process from start to finish. Allows staff to monitor ticket processing, run searches, perform information updates, reprint citations, run reports and queries, and has auditing capabilities.
- Allows users to display all citation data entered and to edit or modify any field without disruption of the citation entry process. Users can also void citations with the use of a valid void code and user ID.

F. Collections Processing

- Automate batch processing of delinquent cases based on citation issue date.
- Automate batch for transfer to collections based on citation issue date with ability to export a CSV file to collection agency.

G. Permit Tracking

- Ability to set up, issue, track, and manage parking permits. Allows management of permit parking zones and includes waiting list and mass email functionality.
- Ability to pro-rate permits based on date of purchase.
- Parking permit zones can be established based on GIS information.
- Enable customers to use their address to identify their parking permit zone.

H. Appeal Management

- Allows scheduling of parking ticket appeals and manages any supporting evidence submitted by customers in support of their appeals.
- Allows City staff to put a ticket on appeal, update the appealed information, accept the appeal, reduce the ticket amount, deny the appeal, print an appeal report, print appeal letters, purge appeal information, add notes and review the hearing schedule.

I. Docket Management

- Docketing is rules-based and triggers an entire series of date-dependent events from an appeal or hearing request. Includes appointment and task features to help manage court schedule, as well as related notes to the case.
- No modification or deletion of address records. May update address with new information – but audit trail would track changed/deleted records and the record information would be retrievable. New addresses could be added to the record.

J. Finance

- Ability to make payments and adjustments on tickets and permit fees. This includes printing receipts, reprinting receipts, refunding money, partial refunds, adding miscellaneous fees, balancing the cash drawer, and voiding payments.
- Ability to set up customer payment plans to allow customers to pay off their existing citation(s) amount due balance.
- Ability to integrate with and utilize a 3rd party merchant service for payment processing.

- Provide daily revenue GL recording & integration with City’s accounting system, Central Square-GMBA, for batch processing related to expense and cash accounts, including credit card settlement via merchant services account. This could be via FTP file exchange process.
- Late Fees – Ability to escalate ticket amounts after a specified number of days.
- Write-Offs – Ability to zero out a remaining balance on a ticket when no further payments will be received.
- Returned Checks – Ability to update a transaction in the case of a returned check, including adding the appropriate fees to the ticket, updating the ticket status, and voiding any time payment agreements.
- Collections – Ability to export and/or flag customer citations for collections, track collection activity by customer or citation.

K. Customer Web Portal

- Allows customers to create an online account to review personal information including addresses, email addresses, vehicles, citations, permits and permit waitlists. Also allows customers to purchase and renew parking permits, pay citations, request visitor exemptions, and submit appeals.
- Allows customers to upload and attach required documentation for permit issuance. This can include, but is not limited to, driver’s license, vehicle registration, proof of residency, and proof of insurance.
- Allow customers the option to pay for citations without account creation.
- Allows customers to view any photos attached to the citation and attach their own documentation to their appeal.
- Customer access should be web browser-based with responsive design that supports commonly used browsers.
- Complies with Section 508 Accessibility requirements.

L. DOL Integration for Registered Owner Information and Registration Holds/Releases

- Ability to retrieve registered owner data from the Washington State Department of Licensing (DOL). Ability to store previous and current owner information when transfer of ownership has occurred or information from previous registered owner has been received. Weekly notification of all reported mismatches. Notice shall include citation number, license plate number with state, and error explanation.
- Ability to send unpaid parking ticket information to allow DOL to place a hold on the vehicle license renewal. A vehicle’s registration will be placed on hold when the vehicle has a minimum of two unpaid citations that are at least 60 calendar days old from the date of citation issuance.
- Ability to send paid parking ticket information to DOL to release a hold on the vehicle license renewal. When a vehicle that is on hold has its marked citations paid, whether only one or all marked citations, the updated records must be transferred to DOL for release.

M. PayByPhone Integration for Mobile Payments

- Ability to integrate with PayByPhone’s mobile payment system for the purpose of monitoring mobile payment parking sessions.

N. The Barnacle Integration for Vehicle Immobilization (Booting)

- Ability to integrate with the Barnacle’s immobilization system for the purpose of deploying and managing vehicle immobilization devices.

Solution Environment

Provide responses to the following questions.

General

1. Does your solution stand-alone or require another enterprise application to function? Identify any browser add-ons, desktop components, peripherals, and/or mobile applications required for application or service function as demonstrated.
2. Do you have service level agreements for performance and availability of your solution? Please provide details.
3. How often are upgrades made to your solution? Please include a solution roadmap.
4. What is the timing and method for notifications related to service outages and/or upgrades?

Content/Data

If a SaaS solution or hosted solution is being proposed:

- a. Where is content/data within your solution stored?
- b. What are your data backup and redundancy standards for preventing data loss?
- c. Do you have a documented data security policy? Please provide details.
- d. Does your hosting agreement include language that the customer (City) owns their data?
- e. Does your solution allow for defining data retention with purging options?
- f. What data exiting strategies do you provide at termination of subscription service?

Company and References

Relevant Firm Experience

Provide company contact information, how long you have been in business, and what solutions and services you provide. Identify and briefly describe similar implementations performed in the last three years.

Client References

Provide a minimum of three client references with the following information for which you have implemented your parking management solution and/or services. Please include at least one municipality reference, and any Washington State customers.

- Organization Name
- Address
- Contact Person
 - Name
 - Title
 - Phone
 - Email

Implementation Methodology

Project and Timeline

Provide a description of your typical project methodology and timeline for implementation.

Project Staff

Provide the following details for the key project staff to be assigned to this proposed implementation:

- Position in company
- Length of time in position

- Length of time with company
- Project position and responsibility
- Skills and qualifications for project position
- Previous similar implementation experience

Training and Support

1. Describe your training model for administrators and end users.
2. Describe your approach to encourage user adoption.
3. Describe your support model during and following implementation.

Costs

Licensing

Provide your licensing models and/or pricing structures for your solution.

Implementation

Provide details of recommended solution and modules, with itemized cost, for implementation services.