



**REQUEST FOR PROPOSALS
FOR AN
INTEGRATED PARKING ENFORCEMENT,
VIOLATIONS AND PERMIT MANAGEMENT SYSTEM**

City of Neenah

October 1, 2015

RFP Due Date: October 28, 2015

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I. INTRODUCTION

The City of Neenah has a population of 25,763 and is located in Winnebago County, Wisconsin. Neenah is situated on the banks of Lake Winnebago and the Fox River. It is part of the "Fox Cities" area of Wisconsin, located approximately ten miles south of the City of Appleton and approximately eleven miles north of Oshkosh. The downtown area includes a mix of retail, dining, governmental and institutional land uses, with a strong daytime office workforce population for a city of its size. The downtown area has undergone significant redevelopment over the past several years, particularly along the waterfront areas that formerly housed large paper manufacturing facilities that have since been redeveloped into corporate and medical office uses.

Major private sector employers include: Affinity Health, Alta Resources, the Bemis Co., Kimberly-Clark Paper, and the more recent Plexus Corporation World Headquarters development. A significant portion of the daytime employee parking for these major employers is provided by the City in the form of off-street monthly permit parking. The existing permit parking system is a manual, paper-based system that requires all parkers to purchase passes on a month-by-month basis. On average, the City issues approximately 1,800 permits per month, with 2014 total permit revenues of \$225,285.

Public parking is also provided for downtown customers, merchants and residents in the form of free, two-hour time-limited on-street parking; and two customer parking lots that are also free, two-hour time-limited parking. In total, the City owns or manages a total of 2,093 parking spaces that includes one large 924-space parking structure; 10 surface lots; and approximately 409 on-street parking spaces. Other than the monthly permit parking, all customer and visitor parking is free time-limited parking.

Parking enforcement is a function of the Neenah Police Department, with one full-time employee dedicated primarily to downtown parking enforcement duties. The current parking enforcement program is paper-based and non-computerized. The existing parking citation database resides on an iSeries platform and the parking permit data base is in an Excel spreadsheet format. Typically, the average number of parking citations issued annually is approximately 7,600 total tickets. The average annual revenues from parking enforcement is approximately \$230,000, which includes both parking and traffic citation revenues.

The City completed a downtown parking analysis in the spring of 2015. This parking analysis identified the lack of modern parking enforcement technology as a significant finding that was negatively impacting the downtown parking system. Even though the City has a dedicated full-time parking enforcement employee, the parking study revealed that the physical chalking of tires for time-limited parking was not effective at preventing abuse from employees parking in free customer parking areas for extended periods. The parking study also identified the manual enforcement of permit parking areas by visually looking for hang-tags to be inefficient and time consuming, particularly in the large parking structure serving employee parkers.

The final deliverables of the parking study included the development of a parking management plan for the downtown area that included recommendations for changes to time limits in the customer parking lots, the introduction of a graduated parking violation program, and a primary recommendation for the City to invest in modern parking enforcement technology - to include LPR enforcement. A copy of the final parking report is included in the RFP packet and is available on the City's website at www.neenahgov.org/parking.

II. GOAL OF CITY IN ISSUING THIS RFP

The City is seeking proposals for a new, unified license plate-based parking enforcement and permit management system. It is the City's goal to purchase, implement and maintain a system that will do the following:

- Enhance the City's image with our customers
- Enhance customer service and provide system flexibility/expandability
- Manage all aspects of the City's parking organization's concern in a single system, with the capacity to expand into other areas of parking management in the future
- Enable the City to have instant access to all data in the complete parking system with a preference that the system be hosted by the Vendor
- Increase the efficiency of the existing permit parking system
- Reduce office traffic by allowing customers to apply for and purchase permits via the internet
- Increase the efficiency of the parking enforcement program
- Reduce office traffic by allowing customers to access account information and pay citations via the internet
- Reduce office traffic by allowing customers to appeal citations via the internet
- Identify repeat offenders and scofflaws
- Create and maintain a new, graduated fine structure for repeat violators
- Better manage overall communications with parking customers
- Produce useful reports for system analysis, problem resolution and monitoring efficiencies
- Provide "real time" parking enforcement and permit management technology
- Provide integration with all applicable existing City software platforms and operating systems; provide a platform for integration with other traffic enforcement systems

All proposals should include a database focused software application and appropriate hardware devices including handheld ticket writers, LPR technology, and receipt printers; onsite installation of all components; onsite training for all components; offer optional web-based training for all components; technical support and future software/upgrades; as well as appropriate deployment assistance to ensure the system is properly implemented.

The table below provides a summary of existing City software platforms and operating systems that the successful vendor will need to integrate with as part of their offered parking enforcement, violations and permit management solution. The City of Neenah will be implementing a Citrix Virtual Desktop Infrastructure. This will be a two phase migration with half of the City users in each phase. Phase 1 is anticipated to be completed by year end with phase 2 anticipated to be completed by the early second quarter of 2016.

Additional comments on current or planned technologies deployed by the City include:

- The City's financial system is currently a browser based interface moving to a windows based interface.
- WiscNet is a membership organization that provides networking service to public entities.
- US Cellular provides cell phones. Verizon provides cellular modems for connectivity (LTE) to Public Safety vehicles.
- Stellar Blue Technologies assists with development and some ongoing support for the City's website.
- The City is planning to build a City use/Public use wireless network downtown and throughout several parks in late 2015 through mid-2017.

Table 1 - Summary of Neenah Software Platforms and Operating Systems

Application	Name	Vendor	Operating System
Financial System	SunGard NaviLine	Sungard Public Sector	IBM I running on a IBM System I (iSeries)
Court Records	TiPSS	Titan Public Safety Solutions	Windows Server 2008 R2 Sequel Server 2005 Express
Internet Access	WiscNet	WiscNet	N/A
Wireless Provider	US Cellular Business Verizon Business	US Cellular Verizon	N/A
City Website	WordPress CMS		Hosted
E-mail	IBM Notes (Formerly Lotus Notes)	IBM	IBM I running on a IBM System I partition (iSeries)
Office Applications	Office 2013	Microsoft	Windows 7
Document Management	IMS-21	Vanguard Systems	IBM I running on a IBM System I (iSeries)
GIS	ArcGIS	ESRI	Windows Server 2008 R2 Windows 7 on the Desktop

III. PROJECT APPROACH & PROPOSED SOLUTION

Important to the City's review is the durability, reliability, ease of use, and quality of the program being offered and reputation for customer service and technical support from the vendor. The main proposal document shall include a concise explanation of the hardware and software features of the Vendor's proposed services; a brief explanation of its technical support services; and a summary of its customer support services (for the both City and parking customers). Detailed technical specifications for all software and hardware included in the proposal shall be included as an attachment to the main proposal document.

The acquisition of LPR enforcement technology is a key component of this RFP solicitation. It is the desire of the City to include LPR enforcement technology under a single source contract that includes all required hardware and "back-end" violations data management and permit management software and support services. The LPR Parking Management System must automatically upload all data to the LPR deployed technology in "real time". The LPR system must update the LPR data located in the computer of the vehicle that has the LPR camera. This update must be done through a secure Wi-Fi connection and/or a secure wireless network that is to be provided by the City.

The City will collect all walk-in parking citation and permit payments directly, while the successful Vendor will be responsible for all mail-in and website payments. All monies received by the Vendor will be deposited directly into a City-owned bank account. The Vendor will be responsible for mailing failure to pay follow-up collection notices, and be responsible for issuing DMV vehicle registration holds on unpaid parking tickets based on the City's established policies.

IV. GENERAL REQUEST FOR PROPOSAL INFORMATION

1. Questions - Any questions concerning this RFP should be directed to Mr. Chris Haese, Director of Community Development and Assessment, at: chaese@ci.neenah.wi.us.

Any requests for technical clarification or additional information regarding this RFP must be directed in writing via email, no later than 5:00pm CDT Wednesday, October 14, 2015 to Chris Haese at the email address above. Responses to written questions will be posted as an Addendum to the RFP on the City's website and will also be sent directly to solicited Vendors via e-mail response no later than 5:00pm CDT on Friday, October 16, 2015.

2. Rejection of Proposals - The City reserves the right to reject any or all proposals if deemed to be in the best interest of the City to do so. The City shall have the full authority to award projects to the firm who best meets the specifications and conditions of this RFP.

3. Revisions to RFP/Addendum - In the event it becomes necessary to revise any part of the RFP, revisions will be provided to all firms that received the initial RFP in the form of an Addendum. Firms are responsible to confirm receipt of all addenda prior to proposal submittal.

4. Assignment – The firm shall not assign any interest in the contract and shall not transfer any interest in the same without the prior written consent of the City.

5. Acceptance of Proposal Content - The contents of the proposal of the successful firm will become a part of any agreement as a result of these specifications.

6. Termination of Contract - If through any cause, the firm selected shall fail to fulfill the obligations agreed to in a timely and efficient manner, the City shall have the right to terminate the contract by specifying the date of termination in a written notice to the firm at least thirty (30) days before the termination date. In this event, the firm shall be entitled to just and equitable compensation for the work satisfactorily completed.

7. Accounting Records – Individual work orders will be negotiated based on the submitted “Price Proposal”.

8. Ownership of Material - Ownership of all data, material, and documentation originated and prepared for the City pursuant to this proposal or any subsequent agreement shall be transferred to the City upon completion of the work. This documentation shall include both hard copies and electronic documentation.

9. Approval – In the event that City Council is required to approve the award of this Request for Proposal, the selected firm may be required to attend the Council meeting to address any questions.

V. QUALIFICATIONS

The written proposal shall be concise and specific to the services requested, with a minimum of "boilerplate" marketing materials. All Proposals must include the following information:

1. The firm name and contact person, together with the address, telephone number, facsimile number and email address of the office from which the services will be provided.

2. A brief history of the firm (limit three (3) pages), including organization structure, number of years in business, location(s) of management and experiences.

3. A description of the services, with a strong preference relating to the governmental sector, which the proposer is capable of providing, together with an explanation of how these services might best assist the City. If feasible, please provide a brief description and credentials of the principal assigned staff member(s) that would fulfill the scope of services.

4. Descriptions and references for other groups that the proposer has provided services similar to those described herein in.

5. A list of at least three (3) references the City may contact in order to assist in the evaluation of your past performance. Listed references should preferably include cities of similar size and characteristics to the City of Neenah. For each reference listed, the information provided should consist of the following:

(a) Name and position title.

(b) Telephone number and/or email address of your contact person.

6. Any additional information that you feel will be beneficial to the City in evaluating your qualifications to provide a unified parking management solution.

7. Vendors taking exception to any part or section of this RFP shall indicate in detail such exceptions and submit them on a separate page(s) of the proposal. A failure to indicate any exceptions shall be interpreted as the vendor’s intent to fully comply with all RFP requirements as specified at the price proposed.

VI. EVALUATION CRITERIA

Proposals will first be evaluated by a committee and ranked on the following criteria:

Overall Vendor Qualifications:	Point Range 0 – 20
Program Quality/Soundness of the Proposed Project Approach:	Point Range 0 – 20
Reference Checks:	Point Range 0 – 20
Delivery Schedule:	Point Range 0 – 20
Commitment to Training;	Point Range 0 – 10
Warranties:	Point Range 0 – 10

Maximum Points: 100

The City anticipates interviews with up to three (3) short-listed firms. The interviewees should be prepared to provide a demonstration of their respective products during the interview process and to discuss security issues and backup procedures. The City may elect to solicit opinions from third parties regarding the vendor and the program proposed.

The RFP sets forth the minimum criteria that the City will consider. Additional suggestions and offerings may be made and will be given consideration and evaluation by the City. The cost for all optional equipment and/or services proposed shall be detailed out and shown in the cost proposal sheet.

The City reserves the right to:

- Make all decisions regarding this procurement, including the right to decide whether a proposal does or does not comply with the requirements set forth in this RFP, as deemed in the best interest of the City.
- Accept, reject, or negotiate modifications in any terms of the vendors' proposals or and part thereof, and reject any and all proposals received
- Award a contract to a vendor with a higher cost if the vendor's proposal ranks higher based on the evaluation criteria stated above.

Each vendor is solely responsible for the accuracy and completeness of their proposal. Errors or omissions may be grounds for rejection or interpreted in favor of the City. It must be understood that this RFP does not create any obligation on the part of the City to enter into any contract or undertake any financial obligation with respect to the proposal referred to herein.

The City will attempt to reach a contract with the first-ranked vendor. If negotiations with the first-ranked vendor fail, the City will proceed to negotiate with the next highest ranked vendor.

It is the intent of the City to enter into a three (3) year base contract with the successful Vendor, with two additional one-year renewals upon satisfactory performance under the original contract term. As noted below, all pricing information must be shown in detail in the cost proposal and must be based on total annual costs for years one through five of the contract term.

VII. ANTICIPATED PROJECT SCHEDULE

Anticipated RFP Schedule	
RFP Issue Date:	October 1, 2015
Deadline for Written Questions:	October 12, 2015
Response to Questions Addendum Issued:	October 14, 2015
Proposal Due:	October 28, 2015
On-Site Interviews:	First Week of November
Notice of Intent to Award:	November 6, 2015
Contract Documents Finalized:	December 1, 2015
"Go Live" Implementation:	January 1, 2016

NOTE: This is an anticipated project schedule. The City reserves the right to modify the schedule if necessary. It is the ultimate goal of the City to have an operational system in place by early January, 2016.

VIII. GENERAL PROPOSAL SUBMISSION REQUIREMENTS

1. Insurance - The vendor shall not commence any work in connection with the contract until the vendor has obtained all of the following types of insurance, nor shall the vendor allow any subcontractor to commence work on a subcontract until all similar insurance required of the subcontractor has been so obtained.

Prior to the actual contract award vendor must supply certificates of insurance and certified copies of all policies and endorsements to the Project Coordinator evidencing the required insurance coverage is in effect prior to the commencement of performance of service hereunder, and shall maintain such insurance from the time vendor commences performance of services hereunder until the completion of such service. The City shall be exempt from, and in no way liable for, any sums of money which may represent a deductible in any insurance policy. The payment of such deductible shall be the sole responsibility of the vendor or subcontractor providing such insurance.

The vendor agrees to indemnify, defend and hold harmless the City and its authorized agents, officers, volunteers and employees against any and all claims whatsoever arising from this agreement and any cost or expenses incurred by the City or vendor on account of any claim therefore. In order to accomplish the indemnification herein provided for, but without limiting vendor's liability, the vendor shall secure and maintain throughout the term of the contract the following types of insurance with at least the limits shown.

Worker's Compensation - A program of worker's compensation insurance or a state approved insurance program in the amount and form to meet all applicable requirements of the Labor Code of the State of Wisconsin, including employer's liability covering all persons providing services on behalf of the vendor and all risks to such persons under the agreement.

Automotive Liability Insurance - Coverage must include automobile liability coverage for owned, hired, and non-owned vehicles. The policy shall have combined single limits for bodily injury and property damage of not less than one million dollars (\$1,000,000).

Commercial General Liability - The policy shall include contractual, completed operation coverage with a minimum of one million dollars (\$1,000,000) per occurrence.

2. Litigation/Arbitration List - Please list on a separate page all litigation or arbitration commenced by or against your company within the last 7 years regarding any parking violations management programs (claims of defectiveness, breach of any warranty, breach of contract). Identify the parties, the date commenced, a brief description of the claim, and the Court or forum in which the claim was adjudicated and resolution/status. Provide proof of existing levels of product liability insurance.

3. Omissions - The firm recognizes that the City of Neenah is not in the business of preparing specifications, and any omissions in this Request for Proposal must be strictly addressed by the firm with the submittal of its proposal.

4. Compliance With Other Prevailing Laws - The firm shall comply with all current federal and state nondiscrimination and equal opportunity status and policies and agrees to not hold the City of Neenah liable for any inadvertent action by the firm which conflicts with such statutes and/or policies.

5. Withdrawal of Proposals - Any proposal may be withdrawn until the date and time stated above for the opening of the proposals. Any proposals not so withdrawn shall constitute an irrevocable offer to sell to the City the services indicated for a period of ninety (90) days, or until one or more of the proposals have been accepted by the City, whichever occurs earlier.

IV SPECIFIC PROPOSAL DOCUMENT REQUIREMENTS

1. All proposals shall be submitted through certified mail or hand delivery by 2:00pm on Wednesday, October 28 to the following address:

Chris A. Haese
Director of Community Development and Assessment
211 Walnut Street
PO Box 426
Neenah, WI 54957-0426

2. In one sealed envelope, five (5) copies of the Proposal marked "Proposal for Integrated Parking Enforcement, Violations and Permit Management System" is required. An electronic copy of the proposal must also be included in either a CD or thumb drive to be included in the Proposal envelope.

3. Submitted Proposals must include a copy of the Vendor's standard contract for services, to be included as a separate attachment to the main Proposal document.

4. In a separate and sealed envelope, five (5) copies of the Price Proposal marked "Price Proposal for Integrated Parking Enforcement, Violations and Permit Management System." This envelope will not be opened until firms have been ranked. The "Total Price" should include all costs associated with this project on an annual basis, including all "Year 1" purchase and installation costs; as well as total annual licensing and servicing costs specifically shown for "Year 2", "Year 3", "Year 4" and "Year 5". The price proposal form submitted must be formatted in an easy to understand format that clearly identifies total hard costs and total annual/ongoing maintenance and licensing costs for Year 1 through Year 5.