



Town of Lookout Mountain

REQUEST FOR PROPOSALS

MULTI-SPACE PARKING PAY STATIONS

Overview/Project Introduction

I. Background and Town Info

The Town of Lookout Mountain has a population of about 1900 people, with an average citizen age of 50. Lookout Mountain's economy relies heavily on tourism, hosting thousands of tourists every year. Our average visitor is in their mid-50's. With an elevation of approximately 2,000 feet, Lookout Mountain has a unique geography and a wide range of temperature changes throughout the year. The Town is almost 1.34 square miles.

This section is not simply meant to introduce or market our Town, but to inspire creativity and innovation in the vendors who seek our business. As will be mentioned in the discussion of parking pay station/kiosk aesthetics, the Town would like any additions to Town streets and property to be as well received as possible by both our residents and our visitors by keeping up with the high standards of design already present. This may include improvements in everything from new types of technology, to the color, shapes, or replica themes of kiosks, or other creative ideas that blend functionality with the character of the Town.



To see more photos, or to read more about the character of the Town, please visit our Community's Website: <http://LivingOnLookout.com/>

II. Purpose

The Town of Lookout Mountain currently manages about 110 parking spaces in its Point Park/Incline area. 101 of these are on-street parking spaces.

The Town is looking to convert these 101, on-street, individual metered parking spaces, to pay-to-park using multi-space pay stations/paid parking kiosks. The Town is seeking a turn-key solution to include equipment, installation, software, training, warranty and support. Considerations include durability of equipment in hot summer and cold winter temperatures, ease of enforcement of the

parking pay system, aesthetics/sizing of the kiosks, and user-friendliness for both the Town staff and the parking customer.

Multi-space parking pay stations must have a credit card reader and the ability to add a bill and coin acceptor if need in the future. The system must have the ability to be managed and monitored remotely by Town staff, and be capable of operating in a Pay-by-License Plate mode.

As part of this proposal, the respondent must provide references and locations of similar equipment.

Scope of Work

Vendors will be responsible for delivery, installation, set-up, testing, and training of staff regarding this equipment.

III. Areas to Be Managed



On-street parking that the Town will be converting from individual parking meter to Kiosk paid is depicted in the photo (to the left and below). No other Town managed parking is to be converted at this time.

Included is on street parking on East Brow Road from Morrison Street to Richardson Street and East Brow Road from Lyerly Street to Point Park along with parking along the wall in front of Point Park.



IV. Pay Station Specifications (Physical)

1. Power:

Meters must be solar powered, have a multi-year battery life, and use wireless communication technology (discussed further in next section). The pay station must operate on battery power with a solar recharging system for the battery. Vendor will install secured solar panels which will resist vandalism or theft.

2. Aesthetics

a. Size and Number of Units

Preferably, kiosks will be slim or compact in size to fit within the Town's existing street "look" and to maintain accessibility around, and to, the machines for all users. A map of the area is included in this RFP and vendors should propose to the Town how many units are optimal for the size and area. The Town seeks to strike a balance between convenience for visitors in accessing the pay stations, cost effectiveness in the number of units purchased, and aesthetics in placing kiosk units throughout our streets. More than one option may also be proposed.

b. Adaptability/Creativity

Preferably (and especially if kiosks are not considered compact), kiosk outer shells should be customized by vendor or customizable by Town staff to fit well with the emphasis that the Town places on aesthetics in everything else Town managed (i.e. sidewalk and street sign colors, commercial business size and color requirements, etc.) Because the Town's economy heavily relies on tourism, it is important that the kiosks installed do not conflict or "clash" with the theme, or perceived small town character, of the Town. Vendor creativity is encouraged.

3. Parts

The Town would like proposed machines to be easily maintained by the Town's designated employee(s); a system of "plug-and-play" for major components allowing for the removal and replacement without the use of tools is preferable. The Town's expectation is that the machines have interchangeable parts that can be quickly changed out to keep the machine up and running with limited down time. Basic interchangeable parts should include card readers, modems, coin boxes, paper, printers, screens, batteries, and other parts as needed.

4. Payment Methods

Please describe how the equipment supports various payment options. These must at least include the following credit cards, an option of paying for parking with cell phone, including the ability to allow for adding time to the existing time purchased.

Please describe Pay-by-Phone partnerships, convenience, and benefits. Preferably, if payment was made through a cell phone, the system should be able to notify the consumer by cell phone prior to the expiration of the parking time and/or extend that time. The CC reader must accept and process all major credit cards.

Parking equipment must meet the Payment Card Industry (PCI) Compliance standards as Service Provider and Payment Application Data Security Standards (PA-DSS) for all hardware and software proposed. The provision of voluntary security scan reports and self-questionnaires as proof of compliance will not be acceptable. More details on these standards may be found at www.pcisecuritystandards.org.

5. Receipt Paper

The receipt paper should have the capability to be pre-printed with customized messages on the back and logo watermarks on the front of the receipt.

6. Additional Options

As mentioned, vendor creativity and innovation is encouraged. This includes new technologies and features that may or may not have been explicitly requested within this RFP.

7. Space Sensor Integration (Optional)

The Town of Lookout Mountain may have an interest in utilizing in-ground space sensors or camera technology that is wirelessly connected to the internet to deliver real-time information such as: the reporting of physical occupancy versus paid occupancy by area and time of day or the opportunity for proactive enforcement for situations when a car has parked and payment has not been made. Please describe the availability of this and other new technologies that may benefit our Town's new parking management approach.

V. Pay Station Specifications (Software & Operations)

8. Communication

Proposals should describe pay station communications, if there is any external hardware required, and what software is required for management access to the system. This includes clearly defining all required networking components, all supported network communication methods, the recommended communication methods, and all required components of both recommended and

supported communication methods as: Provided in the base cost, provided at an additional cost, or to be provided by the Town of Lookout Mountain.

Submission should also provide sample network diagrams identifying required and optional communication components.

All quoted communication options must be backed with a reference of a proven existing field installation where the communication method has been shown to be reliable.

- a. Remote Management: Proposals must include remote management options of machines including programming and re-programming of payment structures, reporting of transactions and violations to Town enforcement employees, etc. Data security should be addressed.
- b. Notifications: Please include descriptions of alarm and notification features and capabilities in cases of machine malfunction, vandalism, or theft.

9. Enforcement Features

The Town of Lookout Mountain would like the proposal to describe the abilities of machines to aid enforcement officers both remotely and at the pay stations/kiosks. Some examples of these features include (but are not limited to): Generating parking violation notices, and generating reports remotely or printed from the kiosk with expiration times for each metered space, expired stall reports, counts of open metered spaces, etc.

10. Operations and Rates

As mentioned, parking kiosks must be easily programmable remotely by Town staff, and should be capable of special programming for holidays, special events, or other rate changes via a web-based management system that will not require Town staff to interface with the kiosks to accomplish such a change.

11. Accounting and Reporting

Proposals should describe the software to manage back office data, accounting, and reporting including its security features (demonstrate adequate security of data), ease of use and accessibility for Town staff. The vendor shall provide “help desk” support and provide a variety of reporting tools to evaluate the Town’s parking program over time.

The proposer should provide in their submissions samples of all reports to allow for evaluation of reporting features and auditing details. This should include both reports available from the machine printer and those available via the back office software or web (both “current” and historical reports).

12. Future Capabilities

In accordance with the Town’s appreciation for new technology, the identification of features that will be available after the equipment is deployed including possible hardware and software upgrades/updates would be appreciated.

VI. Further Town Expectations

1. Training and Support

Submissions should explain the scope of training that would be provided to the Town’s personnel regarding: programming, reporting, accounting, installation and maintenance of machines, as part of the initial contract and ongoing refresher sessions as needed. The vendor shall provide the Town with a training and maintenance “tool kit” which provides step-by-step instructions on minor maintenance and repairs. This should include (but is not limited to): training on an individual location basis or in a group setting as approved by the Town of Lookout Mountain along with any additional training if needed or as requested throughout the length of the contract. The training program for technicians and staff must include the assurance of gaining proficiency in, at a minimum, all of the following areas:

1. Installation, startup, and maintenance of the pay stations;
2. Coin and bill collection;
3. The programming of rates, valid parking times, etc., through the management software;
4. General upkeep, maintenance, and replacement of the equipment and replaceable parts;
5. Data collection, re: monitoring machine performance, financial data, field data, auditing, etc. In sum, proposals should include an outline of the training content and provide a training schedule for software, hardware, and periodic refresher trainings (continuing education).

a. Training Materials to be Provided

Fives hard copies and two electronic copies of the operating manual in English are to be provided to, and become the permanent property of, the Town.

b. After Sales Support

Proposals should provide the Town with access to 24/7 telephone support, outline the remote troubleshooting capabilities of that support, and discuss what support options (if any) are made available with regard to online knowledge databases.

2. Warranty and Extended Maintenance

The vendor shall include a minimum of a one-year initial warranty on parts and materials, labor and incidentals, from the date of installation to repair and/or replace any part or modular component determined to be defective in material or workmanship under normal use and service at no additional cost.

Extended warranty options must be made available and outlined within vendor's submission. This includes pricing for the Town's option to purchase additional years of extended on-site maintenance, software support, and updates which will be applicable after the expiration of the initial warranty.

A summary of the company's standard maintenance agreement shall be included in the submittal package. The selected vendor shall provide a full copy of the agreement as part of the contract negotiation process. Such agreements shall be subject to Town review, modification, and acceptance. The vendor shall provide the Town with printed copies of the hardware and software documentation, manuals, and parts price list with system delivery.

3. Pricing

Vendors shall provide a full cost estimate for services including, but not limited to: per unit cost estimate, monthly charges for wireless data service, installation, transaction costs, back office support, testing, training, maintenance fees, warrantees, and extended warranty options.

Proposals ought to identify, itemize, and price, every component or sub-system required for pay stations to perform satisfactorily as a fully functioning system. Any software, hardware, cabling, communications connections, printer, paper, batteries, ribbons, lubricants, adapters or other items required for proper operation as a working network of machines must be offered during submittal. Proposer should identify and price any components that are recommended as "spare" or stocking repair parts or supplies to provide timely repairs for broken equipment. Proposer must identify an authorized provider for installation, repairs, service, and warranty.

The Town of Lookout Mountain would also like to see submissions provide a five (5) year cost projection of any on-going (monthly/annual) costs associated with back office support and any transaction fees which the Town may incur. This includes specifying whether the transaction fees are charged at a flat per transaction fee rate or if another fee structure will be utilized.

4. Subcontractors

Proposers must identify any subcontractors or third-parties that will be involved in the implementation or support of the system.

5. Scalability

Proposers should also explain how they will address expanding the system to accommodating additional paid parking spaces in the future if that is necessary.

6. Insurance

Proposers will provide, annually, Certificate of Insurance naming the Town as additional insured.

Submittal Requirements

VII. Format

Four(4) copies of the respondents sealed proposal, or one (1) electronic copy via Vendor Registry at <https://vrapp.vendorregistry.com/Bids/View/BidsList?BuyerId=2a7443d4-24a4-46c6-87d7-7783c1015f02> will be received by the Town until 4:00 p.m., EDT on May 17, 2017 at Town Hall, Attn: Dwight Montague
Town of Lookout Mountain
710 Scenic Hwy
Lookout Mountain, TN 37350.

The outside of the envelope must bear the notation:

**MULTI-SPACE PARKING PAY STATIONS
May 17, 2017, 4:00 P.M.**

The respondent's proposal must contain, but is not limited to the following information:

1. Completed qualification form submitted on Exhibit A: PROPOSAL FORM.
2. A summary of the respondents experience with projects similar to the types of work stated in this Request for Proposals, submitted on Exhibit B, RESPONDENT'S EXPERIENCE STATEMENT.
3. Completed Past Performance Questionnaire, sent separately by at least three (3) references, submitted on Exhibit C.
4. Proposals that follow the format outlined below.

To assist in the evaluation process, proposals should contain the following information. The submittal shall be 12 pages maximum, 8 ½ x 11 inches, single sided, 12-point font minimum. All pages count towards the page total except the cover, introductory letter, resumes, reference letters, exhibits A-C, and organizational chart (if included). The proposal shall be submitted in the format outlined below.

1. **Letter of Introduction.** Describe your firm's areas of expertise and other information that helps to characterize the firm. Describe your overall understanding of the project. Provide the name, title, address, and telephone number of the primary contact.
2. **Functionality.** Demonstrated capability of desired features, new and innovative features, system capabilities, user-friendly operations, demonstrated reliability, ability to respond to unexpected as well as regularly scheduled requests for services with minimal delay, and long-term performance
3. **Service and Support.** Level of professional services, installation, and support, testing, training program, warranty terms, security management, and ability/willingness to respond to

unexpected as well as regularly scheduled requests for information and services with minimal delay

4. **Company's Experience.** Describe the company's overall experience including number of installations in comparable cities and proven reliability of those installations. Include a list of similar projects listing the Owner, the Owner's contact person, address and phone number. Identify the primary contact who will be responsible for this project. List the individual's relevant experience and similar work including references. Describe the project team including name and office location of key personnel including subcontractors. Describe key personnel's proposed roles and responsibilities on this project, and relevant related experience. List key projects the project team has worked together on in the past 5 years.
5. **Price.**
6. **Proposed implementation schedule.**
7. **Other.** Relevant information the consultant wishes to include that is not listed above.
8. **Appendices.** Resumes, reference letters, exhibits A-C, and organizational chart (if included)

Selection Process

VIII. Evaluation Criteria

Vendors are encouraged to identify additional evaluation factors as part of their proposals to demonstrate their experience and unique approach to providing the Town with the best parking pay station options. At a minimum, vendors must demonstrate competence and qualifications related to the services performed and will be selected for demonstrations based upon the evaluation point system detailed below.

| CATEGORY | POINTS |
|----------------------------|--------|
| Functionality | 25 |
| Service and Support | 25 |
| Experience and References* | 10 |
| Price** | 20 |
| Responsiveness*** | 20 |

*Scoring of this section includes submission of three references on Exhibit C

** This includes both inclusivity and thoroughness of pricing schedules within proposals and competitive pricing between all proposals received

***Submission's overall organization and completeness, compliance with Town's listed RFP expectations, and close attention to detail. This includes compliance with Town's expectations for creativity and innovative thinking regarding the kiosk physical and electronic features

1. Demonstrations

It is the Town's intent, after the proposal evaluation process, to invite 2 to 3 vendors to provide demonstration of the suitability of their products for the project. The demonstration will be reviewed by a panel comprised of members from the Town and community members. Demonstration times will be selected randomly; if selected for a demonstration, you will need to work within the times provided, as the demonstration day will not be rescheduled. If you cannot make the demonstration day, it may result

in disqualification from further consideration. Final ranking of firms will be based 50% off of initial proposal and 50% off of demonstrations.

Generally, the Town will award a contract to the lowest responsible bidder on the basis of the responsiveness of the proposal to the RFP submittal requirements, the evaluation criteria stated above, and the demonstrated willingness to execute an acceptable written contract. All proposals that are received by the deadline will be evaluated, however, the Town also reserves the right to reject any or all proposals, and to request written clarification of proposals and supporting materials from vendors.

IX. Tentative Schedule

| Date | Task |
|----------------|---|
| April 17, 2017 | RFP Advertisement |
| May 17, 2017 | Deadline for submissions 4 p.m. PST |
| May 24, 2017 | Committee finalizes review of Proposals |
| June 13, 2017 | Town Commission award of contract |

X. Disclaimers

While it is Lookout Mountain's intent to award a single firm, the Town reserves the right to award in part or in whole and to select multiple firms and/or individuals, depending on whichever decision is deemed to be most advantageous to the Town.

1. Limits of Liability

The Town reserves the right to request additional information from firms regarding their proposals. Proposals shall be afforded fair and equal treatment with respect to any opportunity for clarification.

The Town of Lookout Mountain assumes no liability for costs incurred by proponents in responding to this RFP, interviews, or requests for additional information prior to issuance of a contract.

Responses to this RFP become the exclusive property of Lookout Mountain. All responses become a matter of public record and shall be regarded as such with the exemption of those elements clearly defined by vendors as business or trade secrets.

The Town reserves the right to reject all proposals and cancel the project at any time. The Town also reserves the right to increase or decrease the number of units purchased from the selected vendor.

2. Possible Vendor Disqualifications

Responses may be rejected if a vendor fails to perform any of the following:

1. Adhere to one or more of the provisions established in this Request for Proposals
2. Demonstrate competence, experience, and the ability to provide the services described in this Request for Proposals
3. Submit a response on or before the deadline and complete all required forms
4. To fulfill a request for a product demonstration
5. To respond in a timely manner to a written request for additional information

XI. Questions?

Any and all explanations desired by a respondent regarding the meaning or interpretation of this Request for Proposals or any part thereof must be requested in writing and directed to:

- Dwight Montague, Town Consultant, dwight@lookoutmtn.us