REQUEST FOR PROPOSAL

City of Dublin, Ohio
Mobile-Only Parking Management System for Surface Lots and On-Street Parking

Communications Restrictions

Please note the following policy concerning communication between Consultants and the City of Dublin during the announcement and selection process:

During the time period between advertisement and the announcement of final consultant selection, communication with consultants (or their agents) shall be limited as follows:

- Communications which are strictly prohibited: Any discussions or marketing activities related to this specific project.

- Allowable communications include: Technical or scope of services questions specific to the project or RFP requirements.

All questions and comments about this Request shall be submitted in writing by email to Devayani Puranik, at dpuranik@dublin.oh.us. All questions and responses will be posted to this website: https://dublinohiousa.gov/bids-and-requests-for-proposals/

Consultants are responsible to periodically monitor this website as no other means of communication will be utilized. All questions must be submitted on or before 02/11/19. Answers will be provided as questions are submitted, but no later than 02/18/19.

EXECUTIVE SUMMARY

The City of Dublin is issuing this Request for Proposal to develop a pilot project that includes three Parts:

1. Implement a smart parking guidance, communication, and monitoring system for certain surface lots and on-street parking spaces in Historic Dublin.

2. Implement a complete mobile parking payment system that will also include a smart parking guidance, communication, and monitoring system for on-street parking spaces only in the Bridge Park area.

3. Work with staff to identify private lot owner/s in Historic Dublin to volunteer to participate in this pilot project and the same mobile parking payment system as in Part 2. Develop a demonstration project with this private lot owner/s to assess the feasibility and effectiveness of such an effort and to serve as an example to educate other private lot owners on how to make available and possibly monetize their parking asset.

These three Parts comprise Dublin's Mobile-Only Parking Management System pilot project. However, these three parts can be phased as one pilot implementation, parallel but separate implementation, or completely separate phases depending on available technology.

The purpose of the pilot project is to collect data only in specific surface lots, collect data and fees from specific on-street parking spaces and targeted private surface lots as depicted in Figure 1 on page 4. The new Mobile-Only Parking Management System will employ an information technology (IT) backbone to facilitate transparency and efficiency in the collection of parking fees and future enforcement operations.

For Part 1 of the Mobile-Only Parking Management System pilot project, it is the City's expectation the smart parking guidance system will collect parking data in specific surface lots and on-street parking that will ultimately improve the customer experience including, but not limited to, parking locations, availability, deliveries/loading zones, and monitoring time restricted spaces. Future data collecting efforts will include the integration of EV parking space occupancy, special event management, employee/permit parking, valet parking, and ultimately violations and assist connected vehicles or users with an application programming interface (API) with parking management information.

For Part 2 of the Mobile-Only Parking Management System pilot project, in addition to all the elements of Part 1, it is Dublin's expectation the mobile parking payment system will enable quick and hassle-free payment of parking fees through a mobile phone-based payment system (an app). The Vendor will install, maintain, and operate an electronic parking payment system to collect parking fees in the identified on-street parking spaces in Dublin.

For Part 3 of the Mobile-Only Parking Management System pilot project, it is Dublin's expectation the Vendor with staff assistance will reach out to identified private lot owners to use the same mobile parking payment system as in Part 2 in their private parking lot to expand available parking supply for the public. It remains Dublin's expectation that the Vendor will install, maintain, and operate an electronic parking payment system to collect parking fees in the private parking lot for the property owner.

As a result, the City is currently in the process of procuring the services from qualified Vendors to execute the above described Smart Parking System pilot project in specific surface lots and on-street parking locations in Historic Dublin and Bridge Park. The successful Vendor will determine how the data collected from these areas can be used with connected vehicle technologies, can be shared to Dublin's data infrastructure for analysis, and other smart city initiatives. The selected Vendor will provide the professional technical services for this project in accordance with the Project Principles and Objectives, Goals, and Scope of Work described in subsequent sections.

Principles and Objectives

The City of Dublin is a leader in smart city initiatives and recognizes the opportunity to use smart parking technology to promote user-friendly and efficient parking management for the parking public, balance enforcement needs, collect appropriate fees for use of valuable land to park vehicles, and automatically collect data and report pertinent performance measures to the benefit of the City. The principles and objectives of this pilot project are multi-fold and include:

- Parking is a key ingredient to the overall success of the City;
- Parking must meet the needs of a diverse group of stakeholders and must be customer focused;

- Parking must be well managed as a sustainable asset;
- Parking must be integrated into the overall transportation and mobility systems;
- Parking management must use leading edge technology that is scalable and expandable in the future;
- Parking supply and demand must be evaluated and detailed in reporting;
- Parking management must improve overall parking administration and operations.

Project Goals

Dublin's project goals for the Mobile-Only Parking Management System are to:

- Select a Vendor with expertise in providing mobile parking payment services, particularly in municipal on-street parking environments;

- Obtain the best quality program to maximize customer convenience and provide mobile parking payment options;

- Choose a Vendor that charges a reasonable fee for services offered;

- Choose a Vendor that proposes the best fee collection system;

- Employ a system where rates and operational schedules can be programmed and re-programmed in a flexible and ad-hoc manner that does not require any system down-time;

- Choose a system that can integrate with future enforcement efforts, devices and applications;

- Allow for access to back office management system to provide information on identified performance measures, reporting, trends, productivity, and revenue collection;

- Assist connected vehicles or users with an application programming interface (API) with parking management information;

- Require the Vendor to pay for all costs associated with installment of mobile payment related hardware, software, signs, decals, and other information in the public right-of-way; and

- Select a Vendor that can offer and develop added value services to users of the system.

SCOPE OF WORK

The pilot project includes specific surface lots and on-street parking in Dublin's Historic District and Bridge Park areas. Figure 1 below depicts the locations and number of spaces included in this pilot project. The successful Vendor shall identify potential ways the system can be expanded to include parking garages in the Bridge Street District. The City does not currently have any parking meters, kiosks, or smart parking hardware installed in the City and does not wish to have such infrastructure in the future.

Smart Parking System

- Part 1: Data Collection Only
- Part 2: Mobile Payment and Data Collection
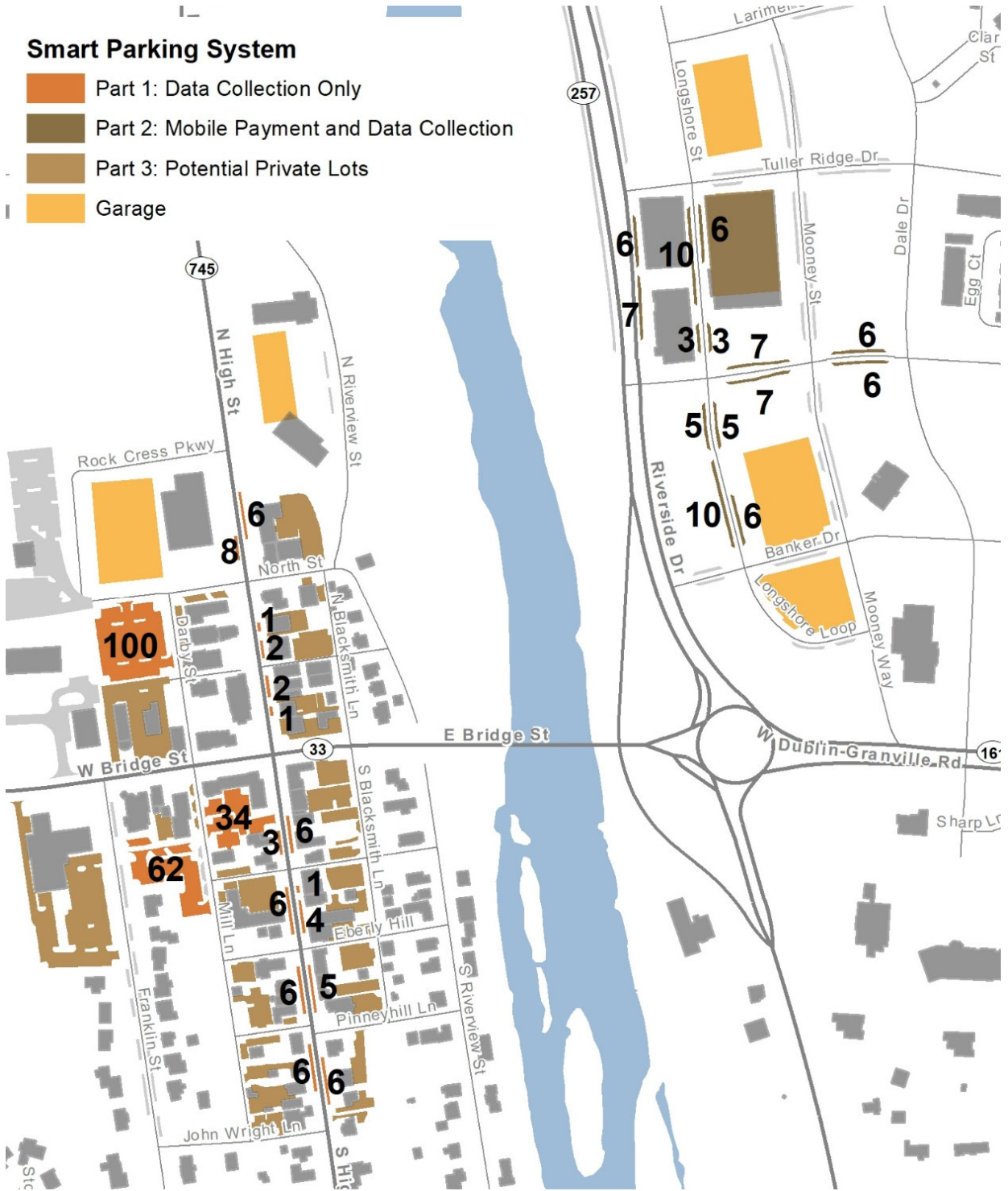- Part 3: Potential Private Lots
- Garage

Figure 1: Pilot Project Focus Area

Parking space inventory included in the Mobile-Only Parking Management System pilot project is as follows:

I. Data collection only parking

a.	N. High Street:	20 spaces
b.	S. High Street:	43 spaces
c.	Darby Street Lot:	100 spaces
d.	Town Center I Lot:	34 spaces
e.	Town Center II Area:	<u>62 spaces</u>
Total data collection only parking		**259 spaces**

II. Mobile payment and data collection parking

a.	Bridge Park Avenue:	26 spaces
b.	Longshore Street:	48 spaces
c.	Riverside Drive:	<u>13 spaces</u>
Total mobile payment and data parking		**87 spaces**

Total Spaces included in pilot project: **346 spaces**

The scope of work to be included in each response is outlined below. The City values product innovation for enhanced operational flexibility and using leading edge solutions to meet technological challenges. The City encourages respondents include discussions of innovative concepts in their proposal. The project has identified pilot project tasks and future expansion goals, as defined below.

1.0 Pilot Project Tasks

1.1   The Vendor must have a fully developed, currently active technology based mobile parking payment and data collection service. The Vendor will be responsible for the design and delivery of the system and for management of all phases of the project. The Vendor will bear all technical, operational, integration, implementation, functional, and financial responsibility. The Vendor shall work under the direction of, and in coordination with the City in providing all required services. The Vendor must provide detailed information regarding their system in terms of End User Agreements (EUAs), registration options, payment options, and customer account management information and options.

1.2   The Vendor shall provide a system to enable mobile payment of parking in the City so that users may pay for a specific period of parking time. The system shall also be capable of collecting several types of data using video analytics, sensors, or other available means.

1.3   The system must be able to recognize different rates, hours of operation, and maximum time-limits for every paid parking block face based on time of day and day of week.

1.4 The system must have an interface for monitoring parking management information such as real time parking space/area availability, time expiration notification, analysis and reporting. Mapping interfaces should reflect industry standards (Google Maps, Esri, Leaflet, Mapbox, etc.). Additionally, data must be made available via API for additional uses in other systems. The system must be able to collect several types of data from the various parking locations, including, but not limited to, occupancy rates, peak hour parking, average parallel parking time, loading zone use, and monitor time limited spaces and average parked time, heat map, and behavioral patterns for various vehicle types. All information and expected data/analytics developed for this task shall be included in the Pilot Project Plan. Please see section 1.31 for details regarding the Pilot Project Plan.

1.5 In addition to the data collected in 1.4, the Vendor will identify other available performance measures to report for the pilot project purpose. The Vendor may need to design, develop, analyze, and/or extrapolate collected data to report on all identified performance measures. Any applications or analytics developed by the Vendor shall be open source and remain the property of the City upon completion of the project. The Vendor shall also assist the City to determine where and for how long data should be stored. All information and expected data/analytics developed for this task shall be included in the Pilot Project Plan.

1.6 After an appropriate amount of time, and during the Mobile-Only Parking Management System pilot project, as agreed to by the Vendor and the City, the Vendor shall compile the data and aggregate the performance measures into meaningful output and draw conclusions.

1.7 The Vendor shall allow the City access to back office management system to provide information on identified performance measures, reporting, trends, productivity, and revenue collection. It is anticipated that any cameras or other technology deployed will be accessible through the data portal. The City shall retain ownership of all data collected, design of and all analysis performed, and all final performance reports at no cost to the City.

1.8 To the extent they are needed, infrastructure needs, such as power requirements, communications and back haul requirements, must be detailed for each location to ensure needed elements are in place or can be put in place prior to deployment. All existing communications already established in the field must be maintained during the pilot program. Any needed survey work to be included as Vendor deems appropriate at Vendor's sole cost. Additional right-of-way is not anticipated to be required for this project. Any maintenance of traffic needed to deploy the pilot project must be included in the Pilot Project Plan.

1.9 The Vendor is required to pay for all costs associated with installment of mobile payment related hardware, software, signs, decals, and other information in the public right-of-way, or any other cost associated with the project.

1.10   The Vendor shall work with Dublin to develop a marketing plan and materials, incorporating any Dublin supplied logos, signs, or other resources, prior to deploying Part 2 of the project. The Vendor shall package the marketing plan and materials and provide to Dublin thirty (30) days prior to Part 2 implementation; including effective strategies and advertising, implementation; including but not limited to signs, community outreach and any support necessary to implement the program. The plan should focus on the education of system use and payment process and be included in the Pilot Project Plan.

1.11   The Vendor shall submit all advertisements intended for multi-media release to City for approval.

1.12   The successful proposer will pilot its services within the specified geographical location as depicted in Figure 1 on page 4 for assessment by City for a period of nine (9) months. If the City wishes to proceed with the successful proposer's services, the parties will enter into a separate agreement at that time which will detail scope and duration of contract.

1.13   The Vendor must provide detailed information regarding their Customer Service System, including, but not limited to, End User Agreements (EUAs), registration options, payment methods and options, customer account management information and options, and technical support.

1.14   The Vendor shall propose a financial plan and back office system to distribute collected funds. It is the City's intent that the Vendor may recoup any infrastructure, sign/graphic decals production and installation costs, enforcement integration, ongoing program, and other costs via the financial plan and the cost of the pilot project will be at no cost to the City. The financial plan and back office system must be clearly documented and communicated to the City. Any and all needed further communication to the end user will be the responsibility of the Vendor and approved by Dublin prior to implementation. The Vendor cannot make any changes to the financial plan and/or back office system for the term of the contract without the prior approval of Dublin.

1.15   The Vendor shall provide a fee payment system as described beginning on page 9.

1.16   The Vendor shall provide onsite and/or web-based training for authorized Dublin personnel to navigate and use the back office system including, but not limited to, access to all data related to the system for the purpose of enforcement, adjudication, for financial accountability, revenue reconciliation, management and any other functions required by Dublin as needed.

1.17   The Vendor shall provide manuals for the system, including any updates during the term of the contract. The Vendor shall provide Dublin with three (3) hardcopies and one electronic version of such manuals.

1.18   The Vendor shall recommend a methodology to measure the progress and success of the pilot project. The Vendor shall advise the City regarding

project expansion to other areas of the City, potential improvements, and next steps.

1.19 The City, at its sole discretion, shall have the right to terminate the contract upon thirty (30) days written notice.

1.20 The Vendor shall aim to develop a demonstration project with a private surface parking lot owner in the Historic District to use the same mobile parking payment system outlined in Tasks 1.1-1.29 to expand the available parking supply to the public.

1.21 Interim reports documenting each stage of the project shall be prepared by the Vendor. A final report, including an Executive Summary, shall also be provided by the Vendor to formally document all stages of the project and its outcomes and conclusions.

1.22 Status updates: The Vendor will provide written project updates on a weekly basis via e-mail.

Future Expansion Goals

The Future Expansion Goals are anticipated future needs of parking management in the City. These are tasks that must be explored and developed in this project, with recommendations and next steps identified in the Final Report.

1.23 The system must be capable of future data collection needs, including, but not limited to violations, EV parking space occupancy, special event management, permit parking management, employee parking/reserved spaces occupancy/violations, pre-purchased parking, parking garage availability, and a sustainability benefit dashboard to demonstrate carbon footprint reduction and storm water management, as examples.

1.24 The system should be capable to allow a residential parking permit program.

1.25 The system should have the capability to integrate with valet and car share programs.

1.26 The system be expandable to the parking garages in the City.

1.27 The system should have the capability to integrate with license plate recognition (LPR) software and police surveillance needs.

1.28 The system should have the capability to expand into a future complete enforcement system.

1.29 Fee payment system: The Service Provider will create a fee payment system by which users can pay parking fees using a smart phone application. Dublin would like the payment system to:

- Register the beginning and end of a parking event through a text message or through a smartphone application.

- Send an alert when the duration of the parking event is about to exceed the user's balance.

- Send a response/confirmation message for all user actions. the ability to differentiate charges based on: type of vehicle, duration of the parking event, location, time of day.

- The Vendor shall be able to demonstrate that the application meets or exceeds industry standards for encryption, security and privacy.

- The Vendor shall be able to demonstrate that the application has been tested for common security vulnerabilities including SQL injection, cross-site scripting, cross-site request forgery and others.

- The Vendor shall be able to provide reporting functions for all data fields recorded by the application at the transactional level. These reports will be made available to the City in a format agreed upon by both parties.

- The Vendor shall propose a flow of funds for the application. At a minimum, the City expects to receive revenue on a monthly basis.

Third party integration

- The Service Provider should allow for possible integration with existing online payment instruments like bank payment accounts and allow for the integration of User Accounts with a common transport payment system.

- The application should provide an API manual for third party applications to integrate with the parking system.

1.30 Deliverables

Phasing Plan: The Vendor shall provide a phasing plan and timeline. This plan should include what, how, when, and where components listed in this RFP will be rolled out and timeline, and strategy for each phase at a high level. Detailed operational plan requirements are listed in 1.31.

The Vendor will prepare an interim report documenting options for data collection and metrics with recommendations to the City, as described in Section 1.3. This report will be rolled into the final report.

1.31 Operating Plan: The Vendor will develop a detailed operating plan, called the Pilot Project Plan, for the Mobile-Only Parking Management System. The Pilot Project Plan will detail all aspects of operations including, but not limited to, proposed technology uses; technology deployment types, locations, methods, and schedule; etc. branding, signing, geometric design, fee collection, facility maintenance, and customer service procedures. The Vendor will prepare detailed Parking Management Plans for all block faces and parking lots assigned to the Vendor. The Pilot Project and Parking Management Plans, and any modifications to them, must be approved by Dublin prior to implementation. The Vendor shall prepare a detailed plan for the pilot project deployment to be included in the Pilot Project Plan.

- A 50% complete Pilot Project Plan will be submitted to City staff one week prior to a review meeting.
- A 90% complete plan, including any necessary maintenance of notes and/or plans, and any other miscellaneous details, will be submitted to City staff for review prior to final submittal. All project documentation will be provided in hard copy and electronic (PDF) format. Milestone date to be presented in the proposal by the Vendor.
- The final Pilot Project Plan will be prepared and delivered to the City along with one set of electronic files in the native files and PDF format to the City for record purposes. Milestone due date will be as established by Vendor in proposed schedule as outlined in Section 4.4.
- The Pilot Project Plan will be rolled into the final report.

1.32 The Vendor will coordinate with the City of Dublin, other public, and private utility companies as required.

1.33 The Vendor will deploy data collection devices and provide a user interface for reporting results.

1.34 In addition to the plans required above, as described in 2.2 above, interim reports documenting each stage of the project shall be prepared by the Vendor as listed in 2.6 below. A final report, including an Executive Summary, shall also be provided by the Vendor to formally document all stages of the project and its outcomes and conclusions.

1.35 The Vendor will provide written project updates on a weekly basis via e-mail to the project manager.

2.0 TIME OF COMPLETION

2.1 The Vendor acknowledges that time is of the essence regarding the execution of this project and furthermore accepts the City's commitment to completion dates listed in Section 4.3. Therefore, the Vendor commits to work with the City to perform their professional services expeditiously.

2.2 Failure of the Vendor to comply with the above-established deadline will jeopardize consideration of the Vendor for providing professional services on future City projects and may be used as cause to reject future proposals submitted by the Vendor to the City.

3.0 PROPOSAL CONTENT

Evaluation of the Proposals and ultimate selection of the Vendor shall be based on the following criteria:

3.1 Vendor and Individual Qualifications

- The competence of the Vendor to perform the required services as indicated by its background and experience on similar projects. Vendor should list and describe no more than five (5) projects that best demonstrate their experience on similar projects.

- Technical qualification, training, education, and experience of the offeror's principals and key technical personnel who would be assigned to perform the work. Resumes shall only be included in the Proposal for those individuals who will actually be involved in the project and assisting in the performance of the work. No other resumes shall be included.
- Name and experience of principal responsible for the work.
- Name and experience of project manager who would be responsible for managing the project for the Vendor and would be the primary contact with the City during the progress of the work.
- Name and experience of personnel who would be assisting in the performance of the work.
- Name and experience of key personnel from all sub-consultants who would be assisting in the design and completion of this project.

3.2 Capacity to Perform the Work

- The Vendor's statement of understanding of and approach to the Scope of Services and other requirements relating to performance of their work. The project understanding and approach needs to cover all elements through final work product.
- The capacity of the Vendor to perform the required services competently and expeditiously to meet proposed schedules as indicated by the Vendor's size and availability of necessary personnel, sub-consultant(s) availability, current workload, and equipment and facilities.

3.3 Schedule and Time of Completion

- The demonstrated commitment of the firm to perform the work expeditiously and without delay.
- The Vendor shall present a schedule and date of completion in the proposal, with detailed tasks and milestones. The schedule must reflect the City's desire to complete this project as efficiently as possible. Failure to submit a detailed schedule may cause the City to reject the Proposal for this project.
- Demonstrate the ability of the firm to meet the Time of Completion as presented in the proposal schedule.

3.4 Compensation

- The Vendor shall propose a financial plan and back end structure to distribute collected funds. It is the City's intent that the Vendor may recoup any infrastructure, sign/graphic decals production and installation costs, enforcement integration, ongoing program, and other costs via the financial plan and the cost of the pilot project will be at no cost to the City. The financial plan and back end structure must be clearly documented and communicated to the City. The Vendor cannot make any changes to the financial plan and/or back end structure for the term of the contract without the prior approval of

Dublin. Failure to submit a financial plan and back end structure will cause the City to reject the Proposal for this project.

3.5   References

- Quality, responsiveness, timeliness, and cost of work previously performed and completed for the City or other DOTs, counties, or municipalities.
- Completeness of thoroughness of work performed. Accuracy of previous estimates of professional fees and estimated construction costs relative to final construction costs.
- Capabilities of key technical personnel who were assigned to perform and complete the work.
- Capabilities of key technical personnel from all sub-consultants who were assigned to perform and complete the work.
- The ability of the Vendor to meet schedules and deadlines.
- The ability of the Vendor to control costs and meets budgets.
- Overall communication and cooperation of the Vendor and its principals and key technical personnel with the client.

4.0 PROPOSAL REQUIREMENTS

4.1   The following are minimum qualifications that the Vendor must meet in order for their proposal submittal to be eligible for evaluation. The Minimum Qualifications must be addressed in the proposal response that clearly shows compliance with these minimum qualifications. Dublin may choose to determine minimum qualifications by reading that information alone, so the submittal should be sufficiently detailed to clearly show how the Vendor will meet the minimum qualifications without looking at any other material. Those that are not clearly responsive to these minimum qualifications could be rejected by the City without further consideration:

- The Vendor will have a minimum of three (3) years' experience operating a mobile parking payment program that includes at least two municipal on-street parking systems in North America that have been operating for a minimum of two (2) years.

4.2   The Vendor will be capable of launching the mobile parking payment program within ninety (90) days of the award of contract. Launching the program means that at least one designated area (as agreed to by the City and Vendor) will have fully functional mobile parking payment services in operation and remaining areas will roll out on a consistent basis thereafter.

4.3 Responding Vendors shall include in their Proposals all the information that is requested in Section 3, Proposal Content. Vendors are encouraged to provide any additional information they feel will further demonstrate the Vendor's qualifications and abilities to acceptably complete this project but are hereby instructed to limit such additional information to that which is directly relevant to the services being requested.

4.4 The Proposal shall not exceed twenty (20) pages. Any superfluous information included not relevant to the services being requested only lengthens the review of a Proposal and could certainly detract from the true merits of the Proposal. Four (4) copies shall be submitted.

4.5 In addition to the four copies of the Proposal in 5.2, Electronic submissions are also required. The submission must be compatible with Adobe Acrobat, in a single file, and be formatted to print on standard office paper sizes. No pages shall be larger than 11x17. Fax submissions will not be accepted.

4.6 All material submitted in accordance with this RFP becomes property of the City and will not be returned.

If you have any questions regarding this RFP, please contact the (614) 410-4662; dpuranik@dublin.oh.us . Any other contact with City personnel related to this RFP, prior to the formal selection of the Vendor, is expressly prohibited without the consent of the City's Project Manager.

The Proposal shall be submitted to the following address no later than **4:00 PM on March 15, 2019**. Proposals received after this deadline will NOT be considered.

Vendors should submit their Proposal to:

Devayani Puranik, Senior Planner
5800 Shier Rings Road,
Dublin OH 43017

dpuranik@dublin.oh.us