

CITY OF RACINE
Department of Public Works
Request for Proposals (RFP) for Acquisition and Maintenance of Parking Revenue Equipment, Cash Handling and Parking Ramp Security Services

1. Introduction

The Department of Public Works (DPW) and the City of Racine, Wisconsin (the City) desires to contract with a qualified private company (the Contractor) to manage and operate the revenue component of its automated parking facilities and provide video monitored security services.

The City plans to engage a firm to provide, operate and maintain the parking revenue control facilities as well as video surveillance monitoring in specific downtown parking garages and at least one surface lot in the most professional, customer-friendly and cost-effective manner.

To that end, the City is issuing this Request for Proposals (RFP) to solicit proposals from qualified firms for managing and operating four of the five City-owned downtown parking facilities (as described in more detail below) and at least one surface parking lot. Through a competitive procurement process, and the successful negotiation of contract terms with the most responsive vendor, the City plans to engage the most qualified, cost-effective vendor for meeting its needs.

The management contract will be for a period of three (3) years with two (2) two-year contract extensions at the sole discretion of the City. All required hardware and software is to be provided and installed by the Contractor with hardware and software costs amortized over a seven (7) year period. At the end of the seven year period all parking and security hardware and software will become property of the City. If the Contractor's management contract is terminated prior to the natural amortization of the equipment the City is responsible for payment of any unamortized portions of the equipment amortization as long as the equipment is fully functional.

Operations responsibilities will include revenue collection, reporting and deposit in designated City of Racine accounts. The City will have 100% full administrator rights over revenue documentation software. The Contractor must agree to periodic and random revenue audits and established procedures for reimbursement to the City for any revenue shortages.

2. Project Background

a. Overview – The City, owns and operates a comprehensive public parking program including parking garages, surface lots and on-street meters. The facilities involved are as follows:

(To be completed at a later time)

The above structures and lots, including their respective levels, decks, ramps, spaces, entry lanes, exit lanes, access points, revenue control systems and surrounding driveways and sidewalks, will be referred to as the *parking facilities* throughout this document.

b. Operating Highlights – Each parking facility has unique operating parameters and characteristics, as summarized in the table below.

Overview of Key Operating Parameters and Characteristics

Facility	Spaces	Lanes	Key Operating Characteristics
			▪
			▪
			▪
			▪
Totals			

The parking facilities are available 24x7 for self-parking autos.

c. Income and Rates – The parking facilities generate over _____ in annual revenues.

Annual Operating Income by Parking Facility & Year

Facility	Spaces	2007	2008	2009	2010	2011
Totals						

Parking rates and are set by the City of Racine.

Parking Type	Minimum	Maximum
Totals		

d. Technology – The City is interested in providing the highest possible level of automated of street parking facilities to enhance customer services and maintain strict control of parking revenues.

The Contractor agrees to acquire a high quality computerized revenue control system to oversee and report daily revenues linked with high quality ingress and egress control hardware to offer cashier-less service, at all parking facilities. The Contractor will maintain all equipment and report any revenue control equipment downtime immediately to the City. Repairs to the revenue collection and control system are to be completed within 24 hours of the Contractor being notified of a problem by the City and will be at the expense of the Contractor.

The revenue control system, which is comprises of automated pay stations, express credit card, ticket and proximity access card stations at each lane and automated cashier terminals (ACTs) at each garage, links all components on a single network. It enables patrons to self-park vehicles at all facilities at all times. If patrons possess adequate payment means (e.g., cash, credit/debit cards or proximity cards), they can also exit the facilities at any time.

Lane, Revenue Control System & Cashiering Data by Facility

Facility	Entry Lanes	Exit Lanes	Revenue Control System Components
			▪
			▪
			▪
			▪

The revenue control system will have revenue management, card access, count monitor, accounts receivable and report generator modules. It will use Microsoft Access databases and link all key revenue collection and control components. The card access module will control access with user-defined parameters, yet allow different payment types. The count monitor module will count, control and track facility activity (e.g., gates, full signs and alarms). The report generator module will automatically interact with the other modules to generate management reports.

f. Other Issues –Under the terms of this contract the Contractor is responsible for most aspects of operating the parking facilities, including customer service and revenue control (the specifications are addressed later in this RFP). The Contractor will also provide security at the designated parking facilities either through a contract with a qualified firm or through Contractor employees serving as revenue collectors with occasional onsite facility reviews and remote monitoring via strategically placed cameras.

The City will continue to perform all other facility maintenance activities (e.g., cleaning and snow removal). The City is responsible for performing major facility maintenance activities. The City undertakes on-going capital repairs and maintenance work. There are no immediate plans to sell, lease or refinance the parking facilities or boat launch.

Much of the City’s existing equipment is outdated but there are several newly installed components that may not be functional with the new system. Vendors who may be interested in providing a credit to the City for trade-in of existing equipment may do so by inclusion of a

list of existing equipment and the credit value that the vendor is willing to assign upon conversion. The Contractor is responsible for removal of equipment and no warranties are expressed or implied.

The City reserves the right to restrict parking or allow free or discounted parking at their sole discretion at any and all referenced facilities.

3. Procurement Process

a. Overview – The City is employing a multi-factor competitive process for soliciting proposals from qualified vendors. Its goal is to engage a vendor with the optimum blend of expertise, services and value for meeting the City’s needs. DPW, on behalf of the City, is supervising the procurement process and will lead the contract negotiations with the successful vendor. Each proposer is responsible for attaining a full understanding of the City’s requirements for this project and all aspects of the procurement process as outlined herein. Every proposer also shall be responsible for complying with all terms and conditions of the proposal process.

b. Evaluation Factors – The selected vendor must demonstrate that it possesses the requisite firm capabilities, project team qualifications, service approach, value and innovation to serve the City’s best interests. In making this determination, the City will employ several criteria and factors, including those in the table below: