CITY OF PEORIA
NOTICE OF REQUEST FOR QUALIFICATIONS:

PARKING PAY BY CELL SERVICES
PEORIA, ILLINOIS

STATEMENTS DUE: 11:00 AM FRIDAY, MARCH 27, 2015

The City of Peoria is requesting Statements of Interest and Qualifications from professional service firms to assist the City in creating a **Pay By Cell Phone System** for the City’s on-street parking meters and off-street parking facilities (lots and decks). The goal of this project is to enable patrons of the City’s pay parking spaces to pay via cell phone, mobile application and text. Allowing the use of pay by cell service will allow a wider range of payment options for our customers. The City of Peoria’s Traffic Division will accept sealed proposals submitted to the Office of the Traffic Engineer, 3505 N Dries Lane, Peoria, Illinois, until 11:00 AM Friday March 27, 2015 for establishing a contract with a qualified firm.

Time is of the essence and any Statement of Interest and Qualifications received after the announced time and date for submittal, whether by mail or otherwise, will be rejected and returned unopened. Firms are responsible for ensuring that the Traffic Division Administrative Assistant receives their Statements before the deadline indicated. Firms should submit five (5) hard copies and one (1) electronic copy of a Statement of Interest and Qualifications.

PARKING PAY BY CELL SERVICE

1.0 INTRODUCTION
The City of Peoria requires professional services to create a pay by cell phone service for the City’s on-street parking meters and off-street parking facilities (lots and decks).

The City plans to award a contract for these services to the best-qualified firm. Each firm will be considered and ranked by a Selection Committee based upon the criteria listed herein. The City will then enter into negotiations with the top-ranked firm. The negotiations will be to establish a detailed scope of services and total cost for services. Should the top-ranked firm and the City of Peoria not be able to reach an agreement, the City will terminate negotiations with that firm and open negotiations with the second ranked firm.

This process does not obligate the City to award a contract, or pay any cost incurred in the preparation of the firms responding to this request. The City reserves the right to accept or reject any or all statements received as a result of this request. All information submitted in response to this request will become the property of the City.

Please be aware that it is the City's policy to not compensate for any time or expenses incurred during the selection and negotiation process.

1.1 PROJECT GOALS
The City of Peoria is seeking to establish a pay-by-phone parking program, with the following goals:

- Select a professional vendor, experienced in providing pay by cell phone services, at no net cost to the City.
- Provide a service to our parking customers which increases convenience and maximizes payment options.
- With a single call or action, a customer can pay for a specific period of parking time.
- Payment may be made through multiple options, which shall include, but are not limited to: web, smartphone app, phone and text.
Inform customers via email and/or text before the expiration of their paid parking session. The customers should be able to state preference.

Allow for the purchase of additional time to a customer’s parking session, up to the maximum time allowed.

Provide a validation program, which will allow local merchants to validate on-street parking. A list of participating merchants should be made available through web or smartphone application.

Provide a “wallet” option allowing customers and merchant validators to utilize a prepaid account to pay for parking.

Have a parking payment system that is flexible in programing rates and schedules.

Have the ability to have regular reporting on parking trends and performance.

Allow for a unique branding opportunity for the pay-by-phone program.

Ability to add additional services, now or in the future, and as technology develops, allowing payment for other functions such as parking tickets.

Provide pay by cell signs and decals that can be installed by City Staff.

It is anticipated that the selected vendor will agree to a trial period of not less than 90 days on a portion of the downtown metered area, if desired by the City. At any time during the 90-day trial period, the City has an option to increase the area of the service and choose any additional services, such as customized City branding. After the 90 day trial, the City will either expand the service to additional paid parking areas, or terminate the contract.

1.2 LIMITS OF THE PROJECT
The limits of the project will include all pay-for-parking areas owed by the City of Peoria. These areas are largely contained in the Downtown and the Central Business District (CBD). The pay parking areas include on-street spaces, as well as public parking lots and decks. If desired by the City, a smaller area within the CBD will be chosen as the trial area.

1.3 BACKGROUND
The City of Peoria owns and operates many pay-for-parking spaces in the downtown area. This includes over 3,000 spaces within the 4 public parking decks and many surface lots, as well as over 600 metered on-street parking spaces. For a long time, the City has managed the on-street parking spaces with parking meters, and sold monthly permits and hourly parking within the parking structures. Currently, the City desires to utilize newer technology to provide patrons with a wider array of payment options, as well as to better track parking facility productivity and usage. The City has been experimenting with multi-space parking meters to allow patrons the ability to pay with credit cards, but we have found this option expensive and unpopular with the public. Now, with the availability of newer, cloud-based technology, the City is interested in exploring other options.

2.0 GENERAL SCOPE OF SERVICES
A. Minimum Qualifications - The Vendor must meet the following minimum qualifications for their proposal to be eligible for evaluation: a minimum of three years’ experience in operating a pay-by-cell option that includes at least two municipal on-street parking systems in North America and the ability to launch the agreed upon services in selected areas of the City of Peoria by May 1, 2015. At least 2 references showing this qualification should be included in the submittal.

B. Mandatory Technical Requirements - The Vendor must meet the following technical requirements for their proposal to be eligible for evaluation. The Vendor’s pay-by-cell service shall be PCI DSS (Payment Card Industry Data Security Standard) certified. Proposers shall submit PCI DSS and PCI-PA DSS Level 1 compliant certificates with their proposal documents. The approved Vendor must be able to interface with the City’s “One Solution” software, which should be noted in the proposal, along with an affidavit showing such.
C. Statement of Work and Specifications – The approved Vendor shall work under the direction of, and in coordination with, authorized representatives of the City of Peoria. The Vendor shall indicate with its proposal its ability to comply with the following services:

1. The following types of registration options: phone call during paid parking hours, smartphone application, and mobile and desktop web.
2. The following payment options for registered customers: Integrated Voice Response (IVR), Short Message Service (SMS), smartphone application and mobile web. (The Vendor is encouraged to provide payment options in other technologies as well.)
3. The Vendor shall provide at a minimum, a toll-free, live customer service support during paid parking hours.

D. The Vendor may charge customers a convenience fee to recoup sign/graphic decal production and installation, enforcement integration or implementation, and other appropriate costs. The fee must be clearly communicated at registration and at time of transaction. The Vendor agreement with the City will set the terms for any changes to the convenience fee.

E. The Vendor shall establish a system that is capable of recognizing different rates, hours of operation, and maximum time limits for paid parking block faces based on day of week, time of day, etc. The system should recognize City of Peoria holidays, Sundays and any other time when parking is free.

F. The Vendor’s system shall be flexible and, within 5 days of notification by the City, able to adjust parking rates, hours of operation and maximum time limits. City staff shall also have the ability to make changes in the system, in coordination with the Vendor.

G. The City of Peoria intends this program to allow parking payments at unoccupied parking spaces within paid parking areas following all the posted sign regulations. The intent is for customers to be able to specify the amount of time to purchase. There is no requirement to allow the customer to request a refund for paid time unused. The program is also not intended to be used as an online reservation system of spaces.

H. The Vendor’s system shall provide a merchant validation system which will allow merchants to pay for customer parking.

I. The Vendor shall provide an option for a method of real-time enforcement that is either integrated into the existing system or provides for an alternative enforcement method. If another method is utilized (tablet, smartphone, etc.), the City will provide such methods in sufficient numbers to allow adequate enforcement. This option may be acted upon by the City at any time within the following calendar year of agreement, if desired.

J. The Vendor shall provide the City of Peoria with designs for all informational materials including public right-of-way signs, decals, and all marketing materials for review and approval. These material shall include options for Vendor-owned branding and customized City of Peoria branding.

K. The Vendor shall be responsible for providing all pay-by-cell related signs, decals and other information necessary to provide public awareness of the system, to be installed by City staff. The Vendor will agree to utilize pre-existing meter numbers that currently correspond with meter location. Vendor shall have replacement signage and decals available in the event of damage or vandalism, or shall supply City staff with at least ten (10) of each for inventory. If the City chooses the option to have customized branded material, then the City shall be provided with all necessary logos or graphic material required to manufacture or order signs and stickers.

L. The Vendor shall be responsible for developing and providing to the City an implementation schedule within 15 days of contract award. The plan shall include a schedule for the sign and meter markings installation and all other tasks necessary for implementation.
M. The Vendor shall develop and submit a marketing plan within 30 days of contract award with the purpose of educating users about the system and promoting this payment option. The Vendor shall include examples and recommendations for marketing and promotion within the RFQ response.

N. The Vendor shall be responsible to manage accounts, transactions and customer service issues related to pay by cell payment process. The Vendor shall provide an easy to use customer account management website where the customer can track usage, time, date and other relevant account information. Customers shall not be subject to spam or other emails unless authorized by the City of Peoria. No customer data can be used, sourced or solicited by/from the Vendor for any reason unless with the City of Peoria’s written authorization. At contract termination, any customer data shall be deleted and/or returned to so that it cannot be sold or used after the contract expires. Customers should have the ability to register multiple vehicles within the system.

O. The Vendor shall provide secure administrative password access to the back office system to authorized City of Peoria personnel for financial accountability, reporting, querying, revenue reconciliation and adjudication. Accessed data should not include customer personal payment information.

P. The Vendor shall supply reports on a monthly basis for account registration and use, customer service issues, revenue and any additional reports necessary to properly evaluate program progress. The Vendor shall describe reporting options in response to RFQ.

Q. The Vendor shall provide onsite or web-based training and manuals for the authorized City of Peoria personnel to navigate and utilize the back office system and parking enforcement technology. Real-time user support should also be available.

2.1 MEETINGS, PRESENTATIONS, AND REPORTS
An initial kick off meeting, as well as up to 3 project meetings, will be required. A presentation to City Council showcasing the pay by cell phone system may be required.

2.2 DELIVERABLE PRODUCTS
The selected firm shall provide all deliverable products to the Traffic Engineer for approval and dissemination. Submit a minimum of three (3) hard copies and one (1) electronic copy of all deliverables.

2.3 PROVISIONS BY THE CITY OF PEORIA
The City of Peoria will provide the following information to the selected firm:

1. Aerial photography and topography in an electronic format, if needed.
2. Locations of parking meters, parking decks and pay-for-parking surface lots and the existing tracking system.
4. Contact information for the City of Peoria Treasurer’s office and Information Systems Department to make required connections with the One Solution system and any other interface of technology issues.
5. Designation of a Public Works staff member to act as the City’s project manager with respect to the two-way flow of information and for the purposes of having direct access to staff’s knowledge base. Such person shall have the authority to transmit instructions, receive information, interpret and define existing City policy and decisions with respect to materials, equipment, and systems pertinent to the consultant services. However, the concurrence and authorization to begin any and all phases of this project shall reside with the Traffic Engineer.

3.0 PROJECT DURATION
It is anticipated that, after a firm is selected, the system will be implemented in the selected trial area by May 1, 2015 and will be in place for the 90-day trial. Specific timelines will be mutually agreed upon between the selected firm and the City. At any time during the 90-day trial the City has the option to expand on the trial area within the downtown area and/or choose other options from the submission. After the trial period, the City has the option to further expand in the pay-for-parking area, or cancel the contract.
4.0 INVOICING AND PAYMENTS
The firm shall submit invoices at the end of each calendar month; such statements shall be inclusive of a detailed breakdown of all charges incurred. The detail shall indicate the personnel name, title, rate of pay, hours charged, and task worked. All direct costs shall be itemized. Multipliers will be clearly indicated and applied to total man-hours summated for the period. Invoices shall be based upon actual hours of performance and shall be submitted to the City Traffic Engineer, Nicholas Stoffer, P.E., 3505 N. Dries Lane, Peoria, Illinois, 61604.

Invoices shall be accompanied by progress reports. The invoices will not be considered incomplete without a progress report, and deemed unpayable. The progress report will be inclusive of rates of completion for all tasks scoped and for rates of completion for all deliverable products.

CRITICAL DATES
Selection will be made according to the following table:

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFQs advertised</td>
<td>03/16/15</td>
</tr>
<tr>
<td>Statements of Interest and Qualifications Due at 11:00 AM</td>
<td>03/27/15</td>
</tr>
<tr>
<td>Selection Committee ranks submittals</td>
<td>04/02/15</td>
</tr>
<tr>
<td>Committee informs highest ranked firm and begins negotiations</td>
<td>04/06/15</td>
</tr>
<tr>
<td>Contract signed and submitted to Council Agenda process</td>
<td>04/16/15</td>
</tr>
<tr>
<td>City Council Meeting at which Contract is Recommended for Approval</td>
<td>04/28/15</td>
</tr>
<tr>
<td>Notice to Proceed Sent to Approved Firm</td>
<td>04/29/15</td>
</tr>
<tr>
<td>Project Implementation in Trial Area Begins</td>
<td>05/01/15</td>
</tr>
<tr>
<td>Trial Period Ends</td>
<td>07/30/15</td>
</tr>
</tbody>
</table>

5.0 EVALUATIONS OF QUALIFICATIONS
Firms are to submit a written Statement of Interest and Qualifications which presents the firm's qualifications and understanding of the work to be performed. Selection criteria will include, but will not be limited to, qualifications, comparable recent experience, utilization of local professionals, knowledge of local requirements, policies and procedures, implementation of City of Peoria Equal Employment Opportunity (EEO) requirements, capacity to perform work in the allotted time, and overall approach to the project. Firms interested in submitting should have recent specific experience with this type of project.

The submission should include:

1. Name, size and brief description of the firm, including the same information for any proposed subconsultants. If subconsultants are anticipated, describe the role proposed for each firm or consultant involved in the project, and the approximate percentage of work assigned to each.
2. Location of offices for the firm and for proposed subconsultants and the office location responsible for managing the project.
3. Name, address and phone number of a contact person responsible for and knowledgeable of the submittal.
4. Résumés of key personnel anticipated being available for this project, including an organizational chart showing their proposed role on the project and firm affiliation (if more than one firm is involved).  
5. Descriptions of related project experience and client name for each project for each firm or subconsultant proposed for this project.
6. Names and contact information of at least three (3) references from previous clients on similar projects.
7. Typical billing rate schedule for assigned personnel, including rate schedules for any proposed subconsultants.
8. A brief summary of any specialized experience, qualifications or unique capabilities applicable to this project that you feel is important to the success of the project. (Please review the selection criteria included in this document).
9. A project approach.
10. Information required in this RFQ.

Vendors will need to address each of the evaluation criteria set in Section 9 carefully and thoroughly, as all submittals will be ranked on a point value system. The evaluation will be based upon a head-to-head comparison with the other firms submitting.
The selection will be on the basis of the following:

1. Scored Statement of Interest and Qualifications.
2. The City reserves the right to interview, if necessary, after reviewing the written submittals.

5.1 SUBMITTAL FORMAT
The submittal should be as concise as possible. Additional, promotional information should be avoided.
Five (5) hard copies and one (1) electronic copy of the submittal will be required.

6.0 CRITERIA FOR EVALUATION

A) Technical Qualifications:
   a. Qualifications of the firms and subcontractors (if any)
   b. Qualifications of individuals to be assigned to the project
   c. Qualifications of the lead team member

B) Quality of Work (References):
   a. Public involvement/Customer service experience
   b. Quality of previous projects of similar size and scope - list a minimum of two municipal on-street parking systems in North America and three years of experience
   c. Ability to meet schedules and budgets
   d. Reputation and positive references

C) Project Details:
   a. Quality of Proposed Services
   b. Implementation Plan
   c. Customer Service approach
   d. Schedule
   e. Overall Project Approach
   f. Integration with City interface (One Solution)
   g. Other options, such as Customized City of Peoria branding

D) Other:
   a. Ability to staff project locally
   b. Commitment to EEO goals
   c. Quality of the proposal
   d. Innovation/Technology

7.0 SELECTION PROCEDURE
Each criterion in the evaluation will be ranked on a scale of 1 to 10, where 10 equals the highest ranking of submittals received. A rank of 10 for any criterion indicates the most qualified firm for that criterion. Each numerical ranking will be multiplied by the weighted value below. A total point value for each submittal will be determined by the composite evaluation of the Selection Committee. The firm with the highest overall point total will be ranked first.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>Rank</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Qualification</td>
<td>15</td>
<td>10</td>
<td>150</td>
</tr>
<tr>
<td>Quality of Work (References)</td>
<td>25</td>
<td>10</td>
<td>250</td>
</tr>
<tr>
<td>Project Details</td>
<td>45</td>
<td>10</td>
<td>450</td>
</tr>
<tr>
<td>Other</td>
<td>15</td>
<td>10</td>
<td>150</td>
</tr>
</tbody>
</table>

Total Maximum Points 1,000

NOTE: Total Maximum Points possible assumes that a firm receives a best rank of 10 on all criteria.
The City of Peoria reserves the right to interview two to three firms for this project, if deemed necessary by the selection committee. Each criterion in the evaluation will be ranked on a scale of 1 to 10, where 10 equals the maximum ranking for that field. A rank of 10 for any criterion indicates the most qualified firm for that criterion. Each numerical ranking will be multiplied by the weighted value above. A total point value for each submittal will be determined by the composite evaluation of the Selection Committee.

The Selection Committee will determine the best qualified firm by consensus. The City reserves the right to waive all technicalities and to reject any or all Statements of Interest and Qualifications.

8.0 EEO
To be awarded a contract, all Suppliers, Vendors, and Contactors to the City of Peoria must be registered in the City of Peoria’s Contract Compliance Program and have a current EEO Certification number. This program is unrelated to any State and Federal program.

The number is secured by completing and submitting, under notary seal, an Employer report form CC-1 (with required sexual harassment policy attached) to the City’s Equal Opportunity Office. Please note that the Certificate of Compliance is valid for one year and must be annually renewed. The form may be request on-line from the City’s website (www.peoriagov.org). Click on Government, Other Government Departments, Equal Opportunity Office, Equal Opportunity Forms and Downloads, then select “Employer Report Form CC-1.” The forms can also be obtained by writing or calling:

City of Peoria
Equal Opportunity Office
419 Fulton Street
Peoria, IL  61602
(309) 494-8530 Voice
(309) 494-8532 TTY

In accordance with Chapter 17 of the Peoria Municipal Code, a fifty-dollar ($50.00) processing fee will be charged with each original submission of the Employer Report Form CC-1 that results in an approved certificate as well as the Annual Renewal Application. (The only exception to payment of the processing fee is neighborhood associations.)

Although all vendors are encouraged to obtain Equal Employment Opportunity Certification, vendors do not need an Equal Opportunity Certification to respond to a submittal. The EEO Certification Number is only required prior to the award of the contract.

EEO CERTIFICATION* (Check one):

_____ We are presently applying for the EEO Certification. Employer Report Form (Form CC-1) is completed and enclosed.

_____ Presently, we have the Employer Report Form (Form CC-1) on file with the City of Peoria, Office of Equal Opportunity and have a current Certificate of Compliance Number.

Certificate of Compliance Number: _______________________

*Please note there is a $50.00 processing fee for new and renewal certification requests.

9.0 EMPLOYEE/EMPLOYMENT RESTRICTIONS- THE CONSULTANT:
THE CONSULTANT, (hereinafter referred to as “SERVICE PROVIDER”) agrees, as a condition of accepting this contract with the City of Peoria, that, for a period of one (1) year following completion of this contract, it shall be prohibited from hiring, directly or indirectly, any City employee or official who was involved, directly or indirectly in: (1) the selection and/or recommendation to select the SERVICE
PROVIDER for performance of this contract; (2) coordinating the efforts of the SERVICE PROVIDER in the consummation or completion of this contract; or (3) monitoring or determining the performance of the SERVICE PROVIDER. The SERVICE PROVIDER further acknowledges and agrees that, upon the City’s determination that a violation of this provision has occurred, the penalty imposed, at the sole discretion of the City, may include one or more of the following: (1) cancellation of any other contract(s) between the City of Peoria and the SERVICE PROVIDER; (2) disqualification of the SERVICE PROVIDER from bidding or being awarded future contracts with the City of Peoria for a period of two [2] years; and/or (3) payment of liquidated damages to the City of Peoria in the amount of TWENTY FIVE THOUSAND DOLLARS ($25,000.00). *This does not apply to any City Employee involved in the 2011-12 reduction in force; nor does it apply to parties taking the Early Retirement Incentive offered by the City from November 1, 2011 through November 1, 2012.*

10.0 OMSSION OF SCOPE

Please indicate if you believe a major item(s) is/(are) missing from scope of services outlined in RFQ.

11.0 QUESTIONS

All information with regard to the project is contained within the contents of this request. Questions or comments regarding the request or the process related to the request should be submitted via email to the Traffic Engineer, Nick Stoffer, at nstoffer@peoriagov.org by noon on Monday March 23, 2014.

Office of the City Traffic Engineer
Public Works Department
3505 N Dries Lane
Peoria, IL 61604
(309) 494-8800