



Request for Proposal – Issued 12/15/20

VILLAGE OF SHOREWOOD PARKING AND CITATION MANAGEMENT SYSTEM

Project Background

The Village of Shorewood has been using the Duncan Solutions parking permit and citation management systems since approximately 2014. This was an initial contract for services for 5 years which is now up for renewal and / or rebidding based on current service delivery and performance needs and expectations.

The village is 1.6 square miles within a high density urban setting and operates or manages 10-15 off-street parking locations, each with a limited number of available parking spaces and with varied hour/time restrictions for permitted parking. In total there were about 200 off-street permits sold per month in 2020. There are a few lots where demand occasionally exceeds availability and waiting lists need to be maintained.

The Village had also previously sold a limited amount of on-street overnight parking permits in various parking zones throughout the community. Beginning in 2021, the Village is lifting the limit on the total number of on-street permits sold, however will now be limiting permits to 2 per household / living unit.

The Village also accommodates a limited number of single night overnight parking permissions. There is no fee to the customers for these permits, but they are limited to 20 permits per vehicle, per calendar year. In 2020 there was an average of about 3,000 of these permits issued per month. It is uncertain how this trend will be impacted by lifting the limit on the total amount of allowable on-street monthly overnight parking permits sold.

There are also several special daytime permit zones. These permits are only available to be purchased by certain customers who reside or provide care to residents within those zones.

The police department has historically issued about 1,000 overnight parking violation citations per month as well as various other parking related citations for other violation types. It is uncertain how this trend will be impacted by lifting the limit on the total amount of allowable permits sold.

The Village enforcement efforts are managed through the use of a single LPR enabled parking enforcement vehicle operated across two shifts by two different civilian staff.

Late fees and notices for violations will need to be generated after 10 days when past due as well as after 30 days when DMV and other fees are added. The village estimates that about 30% of citations are not paid by the due date and that 10% will be subject to DMV holds and a subsequent notification after 30 days past due.

Proposal Requested

The Village of Shorewood is seeking competitive proposals from qualified companies to provide the Village a parking and citation management system. Respondents should have a proven expertise in providing a Parking and Citation Management System that supports existing and can be adaptable to meet future off-street and on-street parking locations / operations. Contractor should have minimum of three (3) completed projects of this type, preferably with a municipality.

The Village of Shorewood Finance Department is responsible for this project. This proposal should be presented for a five (5) year contract term with an option for renewal.

Proposal Response

The process of responding to this Request for Proposal (RFP) should involve interested companies reviewing and analyzing the information provided herein and responding in writing to all items. Any firm planning to respond to this RFP should notify memanuelson@villageofshorewood.org in order to be included in any communication of proposal questions or clarifications.

Proposal Discrepancies and Questions

Should the proposing company have questions, find discrepancies in the plans and/or specifications, or be in doubt as to the meaning or intent of any part thereof, the company shall request clarification from the Village in writing, not later than ten (10) working days prior to the bid submission deadline. These requests should be emailed to memanuelson@villageofshorewood.org.

Estimated Timeline

Proposals will be received by the Village of Shorewood, WI until 2:00PM local time on Monday February 15, 2021. All proposals should be submitted to Mark Emanuelson, by mail at the Village of Shorewood, 3930 N. Murray Ave., Shorewood, WI 53211, or by email at memanuelson@villageofshorewood.org. No proposals may be submitted after the due date. The Village is not responsible for proposals delayed in the mail.

Deadline for proposal questions	January 15, 2021
Proposal question responses emailed	January 20, 2021
Proposals due	February 15, 2021 (2:00PM)
Firms notified of interview / demo (if needed)	February 19, 2021
Interviews / demos (if needed)	March 1-5, 2021
Village Board approval of vendor selection	March 15, 2021
Contract agreement executed pending finalization of terms and conditions	March 26, 2021
Targeted date for implementation completion (live launch should be on or near the 10 th of the month)	July 10, 2021

The above schedule for review by the Village is subject to change. The Village will not be legally obligated to adhere to the dates for interviews, product demonstrations, recommendations and award.

Project Scope

The project scope includes an integrated solution that addresses the following primary components. Please describe how your system addresses each of the sections and items below:

Component 1: Parking permits management system

A. General

1. System must require and maintain the following minimum information:
 - a. Customer name
 - b. Customer street address, city, state, zip code
 - c. Customer apartment or unit number if applicable
 - d. Customer phone number
 - e. Customer email
 - f. Vehicle make, model, year, color
 - g. Vehicle license plate number and issuing state
2. System must be able to validate addresses / living units based on village data provided
 - a. Address data must be importable into the system at implementation
 - b. Data must be able to be modified or added by staff for future updates
3. System must be able to offer multiple permit names / parking zones / lots
 - a. System should be able to apply customer addresses validations by municipal defined zones
 - b. Permits should be able to be restricted for purchase based on eligible zones / lots
4. System must be able to limit the number of active permits per living unit
 - a. A living unit may be a street number and street name (single home)
 - b. A living unit may be a street number and street name, plus an apt / unit number (apt building)
5. System must be able to modify permit costs by each permit name or parking zone
6. Describe your firm's response times to address LPR or other equipment / software failures
 - a. Who would be responsible for resolving equipment issues
 - b. How are technicians / support services dispatched or provided
 - c. What are the response times for servicing equipment
 - d. What are the practices and timelines for replacement equipment should it be needed
7. Describe your firms back office support and access to payment inquiry, data storage, reports and all other retrievals pertinent to parking enforcement operations

B. Monthly on-street parking management

1. System must allow for online permit sales
 - a. System must allow for initial registration for first time permits
 - b. System should facilitate renewals of permits for registered customers / vehicles
 - c. System should facilitate automated customer reminders. Please describe messaging capabilities.
2. System should be able to facilitate the purchase of multiple months of permits
3. System should facilitate updating of license plate, vehicle information without negatively affecting future on-line renewals. Please describe how changes can be made and any renewal impacts

- C. Monthly off-street parking management
 - 1. System must allow for online permit sales
 - a. System must restrict initial registration for first time permits, subject to availability and administrative approval.
 - b. Describe the system capabilities for maintaining waiting lists when availability is limited.
 - c. System should facilitate renewals of permits for registered customers / vehicles
 - d. System must be able to limit renewals based on monthly renewal periods
 - e. System should facilitate automated customer reminders. Please describe messaging capabilities.
 - 2. System should be able to facilitate the purchase of multiple months of permits
 - 3. System should facilitate updating of license plate, vehicle information without negatively affecting future on-line renewals. Please describe how changes can be made and any renewal impacts
- D. Nightly single night Visitor parking management
 - 1. System must allow for online permit sales
 - a. System must allow initial registration of vehicles for first time permits
 - b. System should facilitate renewals of permits for registered customers / vehicles
 - 2. System must be able to restrict the number of permits allowed per license plate per calendar year
 - 3. System should be able to facilitate the purchase of multiple days of permits
- E. Describe the reporting capabilities of the parking permit management system related to the following items:
 - 1. Ability to provide both summary and detailed reports of permits issued for a selected period (month, year, YTD, date range)
 - a. Ability to report on the number of permits issued by permit name or type
 - b. Ability to report on the permit fees received by permit name or type
 - c. Ability to report on permits issued by customer / permitted vehicle
 - d. Ability to report on permits issued by customer residence locations / zones
 - 2. Ability to provide any permit sales trend analysis reporting
 - 3. Ability to produce any graphical reporting output
 - 4. Ability to produce any geographic or other reporting outputs
- F. Upon Implementation, the proposing firm must be able to extract baseline legacy and current permit data into the new platform. Describe any data migration capabilities or limits from our current system.

Component 2: Automated citation writing platform

- A. Based upon active permit data, vehicle information must be transmitted to a mobile enforcement system
 - 1. Describe the process for uploading this data to the License Plate Reading software
 - a. Identify if your solution can utilize the Village's existing ELSAG Plate Hunter LPR devices
 - b. Identify what LPR equipment would be needed to integrate into your proposed solution
- B. The system must provide for the automated writing of parking citations
 - 1. Describe the process for issuing citations
 - a. What equipment and / or supplies will be needed to write citations (2 users / devices)
 - b. Are there any additional equipment needs to facilitate the citation writing process

2. Describe the capabilities of the citation management system related to the following items:
 - a. Ability to define various violation types and associated fee amounts
 - b. Ability to attach photos, voice recordings, scanned correspondence and/or e-mail, VIN numbers, etc., to the appropriate citation or customer account
 - c. Ability to retain system generated notices to the violation records.
 - d. Information retrieval from the Department of Motor Vehicles, local and nationwide
 - e. Ability to identify repeat offenders, scofflaws, etc. to parking enforcement personnel
 - f. Independent citation activity audit trail, including names and/or user numbers of all persons processing or handling any data
 3. Describe the reporting capabilities of the citation management system related to the following items:
 - a. Ability to provide a report of citations issued for a selected date range or month with a violation code and fine, plus penalty amounts added to delinquent citations during the month;
 - b. Provide monthly status reports on all parking violations processed, including up-to-date collection percentage rate
 - c. Provide monthly payment report identifying collection results by month in which parking violations issued will also include delinquent notices
 - d. Provide monthly Habitual Violators Report listing violations; to also include the latest DMV registered owner name and address
 - e. Provide monthly and year-to-date fine collections; new citation processing; dismissals and suspensions; to also include number of appeals received
 - f. Create other useful management reports for system analysis, problem resolution, statistical data and overall enforcement efficiency
 - g. Allows for the ability to track enforcement revenues by designated Village districts/zones to ensure Village funds are allocated accordingly
 4. Describe the process / functionality for voiding or cancelling citations
 5. Describe the process / functionality for contesting or appealing citations
 6. Upon implementation, the proposing firm must be able to extract baseline legacy open citation data into the new platform. Describe any data migration capabilities or limits from our current system.
- C. System should have an open application programming interface (API) that allows for integrations with existing and/or future software platforms or can provide access to data via API for future needs. At a minimum, all key data should be exportable / extractable for analysis or use in other systems.

Component 3: Automated fee management and late notice processing capabilities

- A. The system must provide for automated fee escalations, application of DMV and other fees, as well as various system generated notifications.
 1. Describe the process / functionality for automated fee escalations
 2. Describe the process / functionality for applying DMV or other additional fees
 3. Describe the process / functionality for the placement and release of DMV registration suspensions / holds (where applicable)

4. Describe the process / functionality for the generation and mailing and/or emailing of late notices for unpaid tickets. Please make a specific note if the generated notices will become attached to the citation records. Notices should include the following information:
 - a. Registered owner name and address
 - b. Vehicle license number; vehicle make/model
 - c. Citation issue date, number, and time
 - d. Location where violation occurred; violation description
 - e. Information on how and where to make payment; amount of payment required
 - f. Consequences of non-payment (penalties, DMV hold, etc.)
 - g. Contact information including Village phone number and website for payment

Component 4: Automated online and other payment capabilities

- A. The system must provide for a variety of high quality and easy to use customer interface platforms for payment processing options.
 1. Customer-friendly vendor hosted online web portal that allows customers to view and pay citations. Proposer should describe the payment process from beginning to end.
 2. Other payment options such as pay by phone, mobile SMS texting, QR code or smartphone application compatible with iOS and Android operating systems
 3. Any convenience fees must be clearly communicated to the customer. In order to encourage online purchases, convenience fees may only apply to citation payments
 4. Describe the mail-in or walk-in payment processing processes for cash and/or credit cards
 5. Describe processes for partial payments, returned payments, or refunds due to duplicate payments or cancelled citations
 6. Describe system capabilities for tracking the method and types of payments.
- B. Identify the payment processing vendor relationship for your proposed solution.
 1. Is the payment vendor predetermined based on your platform? If so, please identify the vendor.
 2. Does your solution integrate with multiple payment providers? If so, please list those vendors for which you have an established integration relationship.
 3. Will the payments processing fees included in your service costs or will they be billed separately to the village by the vendor?

Component 5: Costs - Equipment / Software / Other fees

- A. The proposal should clearly identify all required equipment needed to implement an integrated product solution as described in the proposal. Each item should also include the following:
 1. Estimated purchase / lease / replacement costs
 2. Estimated equipment lifecycles
 3. Any implementation costs
 4. Any service or maintenance fee costs
 5. Any other ancillary costs for materials or supplies
 6. Estimated 5 year total costs

- B. The proposal should clearly identify all required software or licensing fees needed to implement an integrated product solution as described in the proposal. Each item should also include the following:
1. Estimated purchase / lease costs
 2. Software upgrade frequency / fees
 3. Estimated system lifecycle
 4. Any implementation costs
 5. Any user license limits or additional user based license fees
 6. Any service, maintenance fee or other licensing costs
 7. Any training costs
 8. Any data migration or other ancillary costs
 9. Estimated 5 year total costs
- C. The proposal should clearly identify any other fees needed to implement an integrated product solution as described in the proposal.
1. Activity based fees
 2. Customer convenience fees
 3. Payment processing fees
 4. Data interface, extraction, export or other fees / costs
- D. The proposal should include a summary of all costs and pricing model options including; when those costs are due, and how they are collected, to be paid, or invoiced.

Component 6: Implementation

Provide a detailed implementation schedule based upon an executed agreement of March 26, 2021:

1. Identify implementation phases and benchmark dates
2. Identify key deliverables
3. Identify any product testing activities
4. Identify product training processes by component.
5. Identify team members involved

Additional Services

The village may also need the following additional services. These are not required for a successful response but should be submitted for consideration if available through your firm or affiliated service providers:

Component 7: Mail services

Please describe any mail services available through your company. The village estimates that up to 300 late notices per month may need to be processed:

1. Methods and protocol for mailing late notices
2. Methods for reprocessing items returned in the mail
3. How are notification retained in the citation management platform
4. Costs per notification processed

Component 8: Collections services

After 120 days past due, the Village may require additional collections related notifications and efforts. Please describe any collections related activities that can be provided by your company. The Village estimates that up to 10% of parking citations may require additional collections efforts.

1. Methods and protocol for mailing collection notices
2. Describe your overall collections processes
3. Describe your ability to file collections under the State of Wisconsin TRIP program.
4. Describe ability to perform skip tracing to locate violator
5. Identify any fees or costs associated with these activities. The village does not allow collections fee surcharges to the violator.
6. Describe the collections payment process
 - a. Who receives collections payments
 - b. What are the available payment options / terms
 - c. How are any fees settled
7. Any other related collections process information

Proposal Content

The proposal should address the following:

1. Transmittal Information.
 - a. Firm's name, address, telephone number and contact person.
 - b. Firm's confirmation of understanding of the project and commitment to provide the appropriate personnel, equipment and training to perform the scope of services as defined in this document.
 - c. Outline your proposed implementation team members and activities.
2. Project scope response
 - a. Items within the project scope should generally be addressed by component, sections, and details in order that they are listed in the RFP.
3. References: Please provide a list of 3-5 references for similar projects
 - a. Please provide the name of the company or municipality
 - b. Provide the year the project was implemented
 - c. The project coordinator name and contact information
 - d. Any other comments or descriptions of the project that you may wish to include.
4. Contract
 - a. Please attach a copy of your standard contract for these types of services with the proposal.

Terms and Conditions

Payment Terms

All invoices for services will be processed within 30 days, pending verification and the receipt of any required documentation of services provided in accordance with the terms of the agreement.

- A) Invoice for payment based on completion of specified deliverables / performance objectives.
Specify the deliverable(s) and objectives.
- B) Monthly invoices for services provided
- C) Monthly invoices based on equal installments over contract period.

Insurance

The successful firm shall agree that it will, at all times during the term of the agreement, keep in force and effect insurance policies required by the contract, issued by a company or companies authorized to do business in the State of Wisconsin and satisfactory to the Village. Such insurance shall be primary. Prior to execution of the written contract, the successful firm shall furnish the Village with a Certificate of Insurance listing the Village as an additional insured and upon request, certified copies of the required insurance policies. The Certificate shall reference the contract and provide for thirty (30) days advance notice of cancellation or nonrenewal during the term of the agreement. Failure to submit an insurance certificate, as required, can make the contract voidable at the Village's discretion. Additionally, the Firm shall not allow any subcontractor to commence work until the aforementioned documents, where applicable, have been obtained from the subcontractor and approved by Village of Shorewood.

Nondiscrimination

In connection with the performance of work under this agreement, the Firm agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, marital status, sexual orientation, sex, disability, national origin or ancestry. This provision must be included in all subcontracts.

Assignment or Subcontract

The contract may not be assigned or subcontracted by the firm without the written consent of the Village. If all or a portion on the contract work is proposed to assigned or subcontracted, the name of the individual(s) to complete the work, address and firm proposed shall be submitted within the scope of the proposal.

Independent Contractor Status

The firm agrees that it is an independent Contractor with respect to the services provided pursuant to this agreement. Nothing in this agreement shall be considered to create the relationship of employer and employee between the parties.

Amendments to Contract

This contract may be modified only by written amendment to the contract, signed by both parties.

Waiver

One or more waivers by any party of any term of the contract will not be construed as a waiver of a subsequent breach of the same or any other term. The consent or approval given by any party with respect to any act by the other party requiring such consent or approval shall not be deemed to waive the need for further consent or approval of any subsequent similar act by such party.

Indemnification and Defense of Suits

The firm agrees to indemnify, hold harmless, and defend the Village, its officers, agents and employees from any and all liability including claims, demands, damages, actions or causes of action, together with any and all losses, costs, or expense, including attorney fees, where such liability is founded upon or grows out of the acts, errors, or omissions of the firm, its employees, agents or subcontractors.

Contract Period

The initial term of this contract will be 5 years as defined in the contract agreement, with an option for renewal subject to Shorewood Village Board approval.

Termination of Contract

To be defined in the contract document.

Professional Services Contract

If your proposal is accepted and a contract is issued, then this Request for Proposal and all documents attached hereto including any amendments, the firm's technical and price proposals, and any other written clarifications made by the firm and accepted by the Village, will be incorporated into a contract between the Village and the firm, it shall contain all the terms and conditions agreed on by the parties hereto, and no other agreement regarding the subject matter of this proposal shall be determined to exist or bind any of the parties hereto.

The submission of a proposal shall be considered as a representation that the firm has full knowledge of the scope, nature and quality of work required, and is familiar with all applicable State, Federal and Local regulations that affect, or may at some future date affect the performance of this contract.

Acceptance of this proposal will take place only upon award by the Village Board, execution of the contract by the proper Village officials, and delivery of the fully-executed contract to the firm. Acceptance may be revoked at any time prior to delivery of the fully-executed contract to the successful firm. The contract may be amended only by written agreement between the firm and the Village of Shorewood.

Failing an agreement, the Village may reject all bids and resubmit for new bids or make any other decisions it deems to be in its own best interest

Selection Criteria

Village staff will consider the following factors in the evaluation of the proposals:

1. Quality and content of the written proposal and its responsiveness to addressing the items identified in the RFP.
2. Capabilities of the proposed solutions and ease of use in being able to meet the various needs identified in the RFP
3. Familiarity of the firm with the types of issues typically encountered on projects such as this and the recommended alternatives to address such issues.
4. Past record of performance of the firm and/or team on similar projects.
5. General understanding of firm's approach to the project, including the Village's confidence in the firm's ability to satisfactorily perform the work.
6. Ability to complete the project within the desired time frame.
7. Total 5 year costs, component cost structures, and disbursement methodology.

Instructions to Firms

Submittal Instructions

1. Please provide (4) paper copies or (1) digital copy of the proposal:

Mark Emanuelson, Finance Director
3930 N. Murray Ave.
Shorewood, WI 53211

memanuelson@villageofshorewood.org

Identify proposal name into subject line of the email: Parking and Citation Management System

Deadline: Monday, February 15, 2021 at 2:00pm CST

2. Proposals will be accepted on or before the deadline identified above. Proposals received after that date and time will be rejected. Proposals will not be opened publicly.
3. Questions regarding this RFP should only be directed to staff member identified above. Contact with elected officials, committee members and other staff members is grounds for disqualification.

This RFP does not commit the Village to award a contract, to pay any costs incurred in the preparation of a response to this request or to procure or contract for services or supplies. The Village reserves the right to accept or reject any or all proposals received as a result of this request, to waive minor irregularities in the procedure, to negotiate with any qualified source, or to cancel in part or in its entirety, this RFP, if it is in the best interest of the Village of Shorewood to do so.

Amendments

Amendment of proposals may be done as follows:

By Village: Proposals may be amended by the Village in response to need for further clarification, specifications and/or requirements changes, etc. Copies of the amendment will be mailed to prospective vendors.

By Firm: Proposals may only be amended by submitting a later dated proposal that specifically states that it is amending an earlier proposal. No proposal may be amended after the due date unless requested by the Village.

Proposals may be withdrawn only in total, and only by a written request to the Village prior vendor selection.

Contract Administration

The staff member is the primary contact for contract administration of this proposal:

Mark Emanuelson, Finance Director
memanuelson@villageofshorewood.org
414-847-2607

In the absence of the primary contact, the secondary contact for contract administration is:

Debbie Noel-Govani, Police Administration
dnoelgovani@villageofshorewood.org
414-847-2616

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