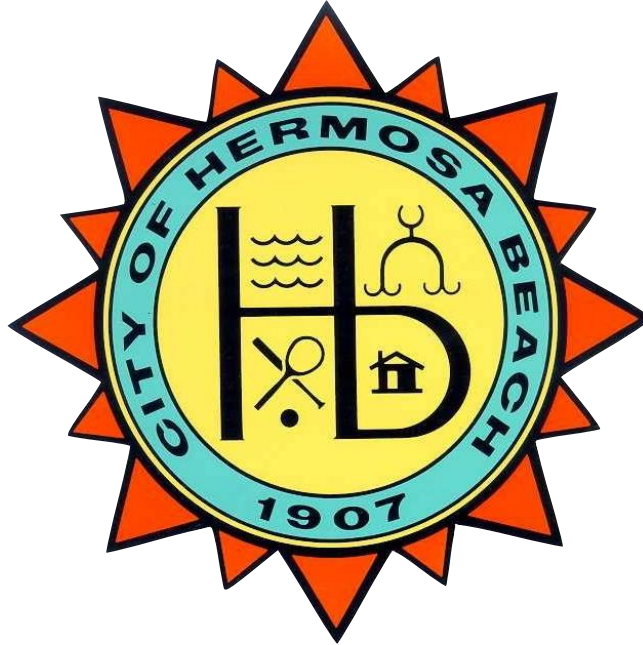


REQUEST FOR PROPOSALS

Mobile Parking Payment Systems



CITY OF HERMOSA BEACH

Police Department

540 Pier Ave.

Hermosa Beach, CA 90254

(310) 318-0360



CITY OF HERMOSA BEACH

1315 Valley Drive, Hermosa Beach, CA, 90254

Phone: (310) 318-0360, FAX: (310) 798-8926

www.hermosabeach.gov

PROPOSAL TITLE: Mobile Parking Payment Systems
REQUESTING DEPARTMENT: Police Department
RELEASE DATE: September 23, 2021
DUE DATE: October 28, 2021

Notice is hereby given that the City of Hermosa Beach will receive proposals for:

Mobile Parking Payment Systems

Each proposal must be submitted in a sealed envelope and clearly marked with the proposal title. Proposals must include all costs for the proposed system. Failure to identify the proposal with the proposal title on the outer sealed envelope may result in disqualification of the proposal. Sealed proposals must be submitted to the City Clerk Department at 1315 Valley Drive, Hermosa Beach, CA 90254. Proposals will be received until **5:00 p.m. PST, October 28, 2021**. Proposals received after the deadline will be considered late and may not be opened. Faxed or emailed proposals are not acceptable.

Proposals will not be opened at that time but will be submitted to the Police Department for verification and compliance with the specifications, and subsequent recommendation to City Council for award or rejection of the responses, as deemed appropriate. The City reserves the right to make no award.

Please direct any inquiries regarding this RFP, no later than **3:00 PM PST, October 8, 2021** to:

Peter Ahlstrom, Community Services Division Manager, at
pahlstrom@hermosabeach.gov

Dated: This 23rd Day of September 2021.



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1 Introduction

1.1 Invitation for Proposals

The City of Hermosa Beach (hereinafter referred to as "City") seeks to contract with a qualified vendor (hereinafter referred to as "vendor") with the necessary experience to operate a reliable and complete mobile parking payment system (hereinafter referred to as "system"). The City intends to utilize the system for on and off-street parking stalls. The number of parking stalls and location of stalls covered by the system will remain the sole discretion of the City; however, the City welcomes input from the selected vendor regarding industry best practices.

The City intends to implement a system that is easy to use for customers and staff, has the ability to interface with existing parking payment enforcement systems, and offers flexible integration options with other payment systems, including other mobile payment systems. The ideal vendor will possess the ability to develop integrations with existing and new software and services. The system must communicate real-time payment status to existing and future parking citation and meter systems.



The City is uniquely situated amongst larger cities that are serviced by a variety of mobile parking payment system vendors. Vendors are encouraged to demonstrate the ability of their systems to integrate with other mobile parking payment systems in a manner that encourages higher user adoption rates.

1.2 Request for Proposal Timeline

Request for Proposal posted	September 23, 2021
Deadline to submit written questions	October 8, 2021
Deadline to submit proposals	October 28, 2021
Request for Proposal Evaluation by City	November 2021
Tentative award	December 2021

1.3 Submittal Procedures

Each proposal must be submitted in a sealed envelope and clearly marked with the proposal title. Proposals must include all costs for the system. Failure to identify the proposal with the proposal title on the outer sealed envelope may result in disqualification of the proposal. Sealed proposals must be submitted to the City Clerk Department at 1315 Valley Drive, Hermosa Beach, CA 90254. Proposals will be received until **5:00 p.m. PST, October 28, 2021**. Proposals received after the deadline will be considered late and may not be opened. Faxed or emailed proposals are not acceptable.

Proposals will not be opened at that time but will be submitted to the Police Department for verification and compliance with the specifications, and subsequent recommendation to City Council for award or rejection of the responses, as deemed appropriate. The City reserves the right to make no award.

Please direct any inquiries regarding this RFP, no later than **3:00 PM PST, October 8, 2021** to:

Peter Ahlstrom, Community Services Division Manager, at
pahlstrom@hermosabeach.gov

The format, content, and procedures for submitting a proposal are provided in further detail in Section 3.

1.4 Contact

Please direct any inquiries regarding this RFP, no later than **3:00 PM PST, October 8, 2021** to:

Peter Ahlstrom, Community Services Division Manager: pahlstrom@hermosabeach.gov



All questions regarding the content of the proposal should be submitted in writing to the listed email address and sent no later than the date and time provided.

1.5 General RFP Conditions

By submitting a proposal, the vendor affirms that the vendor is familiar with all the terms and conditions of this RFP and is sufficiently informed in all matters affecting the performance of the work and equipment called for in this RFP. Additionally, the vendor affirms that the proposal has been checked for errors and omissions and that all information provided is correct and complete.

The following terms and conditions apply to this RFP:

- **PRICE.** All vendors shall:
 - o For the basic service: Provide one table or chart that clearly describes and includes all costs and transaction fees to be incurred by the City and the customer (the end user). This table or chart shall represent the lowest price that the vendor is able to provide for a basic level of service. Each vendor is responsible to determine what a basic level of service is based upon the product offered.
 - o For optional services: Provide a separate table or chart that clearly describes and includes all costs for optional services the City may select.
 - o Identify in their proposals any costs that are contingent on contract length.

Costs for developing any proposal, including travel expenses, or any other expenses incurred by negotiating terms or conducting interviews with the City, or any pre-contractual expenses, shall be the sole responsibility of and shall be incurred at the sole risk of the vendor, whether or not any award results from this solicitation. This figure shall include the direct costs and overhead, such as, but not limited to, transportation, communications, subsistence and materials, and any subcontracted items of work. The City will not be responsible for any such costs or expenses incurred by vendors.

- **TERM OF CONTRACT.** It is anticipated that the agreement resulting from this RFP, if awarded, will be a multi-year agreement with options to renew annually after the initial term expires. Vendors should anticipate the City entering into an initial three (3) year contract with the opportunity to renew in one (1) year increments.
The agreement shall be effective upon the date agreed to by the vendor and City. The City is requesting that contract terms coincide with the City's fiscal year so that the proposed price schedule for the first year and all subsequent years terminates on June 30th, and any new price schedule commences on July 1st.
If it is not feasible to provide pricing for the period of time requested by the City,



vendors shall note this exception and indicate the length of time that RFP responses will remain valid, how future pricing will be determined, and the methodology for pricing determination.

- **AUTHORIZED SIGNATURES.** Every proposal must be signed by the person or persons legally authorized to bind the vendor to a contract for the execution of the work.
- **RIGHT TO PURCHASE FROM ANY SOURCE.** The City reserves the right to purchase services from any source. This RFP does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract or commitment to purchase.
- **RIGHT TO REJECT ANY OR ALL PROPOSALS.** The City reserves the right to reject any or all proposals and not make any award, to waive technicalities or formalities, and to accept any proposal deemed to be in the best interest of the City. Where two or more proposals are deemed equal, the City reserves the right to make the award to one of the two vendors.
- **COMPLIANCE WITH LAWS.** All proposals shall comply with current federal, state, and other laws relative thereto. Part of or all of the proposed purchase may be completed with grant funds, if applicable. By submitting a proposal, the vendor certifies that it is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in a transaction by any Federal department or agency.
- **CONFLICT OF INTEREST.** By signing the Certification of Proposal, the vendor declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal. Should any agreement be approved in connection with this RFP, vendor declares and warrants that no elected or appointed official, officer, or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated, or future material benefit arising therefrom.
- **INTERPRETATION OF RFP DOCUMENTS.** City reserves the right to make corrections or clarifications of the information provided in this RFP. If any person is in doubt as to the true meaning of any part of this RFP document, or finds discrepancies or omissions in the document, the person may submit to the City a written request for an interpretation or correction. Oral statement(s), interpretations or clarifications concerning meaning or intent of the contents of this RFP by any person are unauthorized and invalid. Modifications to the RFP, including, but not limited to the scope of work, can be made only by written addendum issued by the City. Vendors shall submit all questions in writing to the contact listed in the



announcement. Vendors may not contact any other staff members with questions. The requesting party is responsible for prompt delivery of any requests. When the City considers interpretations necessary, interpretations will be in the form of an addendum to the RFP documents, and when issued, will be sent as promptly as is practical to all parties recorded by the City as having received RFP documents. All such addenda shall become a part of the RFP document. It is the responsibility of each vendor to ensure the City has their correct business name, mailing address and e-mail address on file.

- **EXAMINATION OF WORK AREA.** Vendors are responsible for familiarizing themselves with the City, as described in Section 2. Submission of a proposal shall be deemed conclusive evidence that such an examination has been made by a vendor and shall constitute a waiver by each of all claims of error in the proposal, withdrawal of the proposal, or combination thereof, under the executed agreement, or any revision thereof.
- **NON-DISCRIMINATION.** Vendor represents and warrants that it does not and will not discriminate against any employee or applicant for employment because of race, religion, gender, color, national origin, sexual orientation, ancestry, marital status, physical condition, pregnancy or pregnancy-related condition, political affiliation or opinion, age, or medical condition.
- **OWNERSHIP.** All data, documents and other products used or developed during the RFP process become the property of the City upon submission. All proposals and documents submitted in response to this RFP shall become the property of the City and a matter of public record pursuant to Government Code sections 6250, et seq. Proposals should not be marked as confidential or proprietary, and the City may refuse to consider a proposal so marked. All Information contained within the proposals will become a matter of public record. It is the responsibility of each proposer to clearly identify any and all information contained within its proposal that it considers to be confidential and/or proprietary. To the extent that the City agrees with that designation, such information will be held in confidence whenever possible. All other information will be considered public.
- **REPRESENTATIONS.** Vendor understands and acknowledges that the representations made in their submitted proposal are material and important and will be relied on by the City in evaluation of the proposal. Vendor misrepresentation shall be treated as fraudulent concealment from the City of the facts relating to the proposal.
- **SUBCONTRACTOR INFORMATION.** If the proposal includes the use of subcontractors, the vendor must identify specific subcontractors and the specific requirements of this RFP for which each proposed subcontractor would perform services. All



subcontractors for work services must follow all required provisions of the primary agreement.

- **VALIDITY.** Proposal must be valid for a period of no less than 120 days from the due date.
- **ACCEPTANCE OF PROPOSALS.** After evaluation of submitted proposals, the Department will make a recommendation to the Hermosa Beach City Council for selection. The vendor who has met all criteria will be awarded the opportunity to provide to the City the services outlined in this request for proposal. The proposal award shall be based on, but not limited to, the following factors:
 - o Price.
 - o Experience, qualifications, and references.
 - o Demonstrated financial stability.
 - o Quality of services offered.
 - o System flexibility and ability to integrate with other mobile parking payment systems.
 - o Ability to interface with existing City vendors.

2. Scope of Work

2.1 City Location and Characteristics

The City is located within the southwestern coastal portion of Los Angeles County in what is commonly referred to locally as the "South Bay" area. The City is bounded on the north by the City of Manhattan Beach, on the south by the City of Redondo Beach, on the east by the City of Redondo Beach and the City of Manhattan Beach, and on the west by the Pacific Ocean. The city limits encompass approximately 1.4 square miles. The City includes nearly two miles of shoreline and hosts world famous beach volleyball competitions, musical events, and is a regular filming location for Hollywood studios.

In 2019, the City had an estimated population of 19,320. City-hosted events and busy summer weekends can increase the population to over 100,000 people. The City has:

- 20 parks that vary in size.
- Community theatre, historical society museum, senior center, after school programming, and classroom facilities.
- Recreation and community center, museum, senior center, and restroom facilities.
- Civic center including city hall, police department, library, and fire station, and a corporate yard.
- Recreational buildings available for meetings and rentals.



Parking Facilities & Locations:

The City maintains approximately 1,600 on street metered stalls throughout the City and approximately 430 metered stalls in the three main parking lots used by visitors. A general list of all parking locations can be found here:

<https://www.hermosabeach.gov/our-government/city-departments/finance/finance-cashier/public-parking-lots-meters>

A detailed GIS map of all public parking locations can be found here:

<https://hermosabeach.maps.arcgis.com/apps/webappviewer/index.html?id=ffbd3db2212247d4a2600f091d24512a>

All vendors should review the detailed City GIS map noted above to understand the City's parking environment prior to submitting a proposal.

The primary visitor parking locations in the City are:

- Lot A: Located at 1101 Hermosa Avenue. This lot has approximately 130 metered parking stalls. The current time limit in Lot A is 3 hours but may be adjusted at a future date.
- Lot B: Located at 59 13th Court. This lot has 38 metered parking stalls. The current time limit in Lot B is 3 hours but may be adjusted at a future date.
- Lot C (Municipal Parking Structure): Located at 1301 Hermosa Avenue. This lot has approximately 260 metered parking stalls. The current time limit in Lot C is 3 hours but may be adjusted at a future date.
- Hermosa Avenue: Extending from the Redondo Beach border on the south end of the City, to the Manhattan Beach border on the north end of the City. This street has approximately 1,100 metered stalls.
- Upper Pier Avenue: Extending from the Pacific Coast Highway on the east, to Pier Plaza on the west. This street has approximately 130 metered parking stalls.
- Various Side Streets: The City maintains additional metered parking stalls on side streets that extend east and west from Hermosa Avenue.

The City maintains three types of metered stalls:

- Multi-space meters located in Lots A, B and C. Between the hours of 8 p.m. and 2 a.m. the price per hour is \$1.50, and all other hours the price per hour is \$1.25.
- Commercial on street single-space meters identified by a silver meter cap. Between the hours of 8 p.m. and 2 a.m. the price per hour is \$1.50, and all other hours the price per hour is \$1.25.
- Non-commercial on street single-space meters identified by a yellow meter cap. These meters can be used by residents with a residential parking permit and are priced per hour for non-permit holders at \$1.25 per hour.

In 2019 the City's metered parking locations processed approximately 892,000 credit card transactions, and approximately 470,000 cash (coin) transactions. The average credit card transaction was approximately \$2.65.



2.2 Project Goals

The City is seeking proposals from qualified vendors to provide a mobile parking payment system that achieves the following goals:

- Provide consistent, reliable, cost-effective, and easy to use mobile parking payment options.
- Ensure that the City maintains a flexible infrastructure that can adapt to changing user needs.
- Assist the City in identifying improvements in parking asset utilization, including parking rate optimization and technological enhancements.

2.3 City Proposed Specifications and Requirements

The services awarded by this RFP will have a direct impact on the City's financial health. At a minimum, a vendor must meet the minimum qualifications noted below, and address the following in their proposal:

Minimum Requirements & Features:

- Vendor must have a minimum of at least five (5) years of experience providing municipal governments or other governmental entities with mobile parking payment systems.
- Vendor must have a payment system that provides the following functionality:
 - Interfaces with existing parking enforcement citation writing software provided by TurboData, and parking meter services provided by IPS.
 - Interfaces that allow users to pay with mobile parking payment systems provided by other vendors is highly desirable.
 - Free online and telephone customer service support for users and City staff. Telephone options must include the option to speak with a live customer service agent during the vendor's standard business hours.
 - Capability to interface with multiple platforms, such as a smartphone (both Android and iOS systems), desktop browser, and mobile browser.



- Provides users the opportunity to create individual and multi-user (e.g., family or business) accounts, register multiple license plates/vehicles, view past transactions, and modify customer account data (e.g., customer profile, mailing and billing addresses, credit/debit card payment information, passwords, etc.).
 - The City would prefer that all accounts provide users multi-layer security features that exceed industry standards (e.g., multi-factor authentication options, automatic logout, password encryption, etc.).
- Comply with, or exceed, all parking payment industry credit card processing security standards, and applicable Payment Card Industry Data Security Standards.
- Accepts, at a minimum, the following payment options:
 - Credit, debit, and prepaid cards displaying the Visa, Mastercard, American Express, and Discover logos.
 - Apple Pay (Apple Wallet), Google Pay.
- Allows users to:
 - Easily discern the cost of parking, any fees charged by the vendor, and the total cost of the parking session prior to approving payment (purchase).
 - Purchase and pre-purchase parking session time within specific zones or areas. The system should be capable of prohibiting purchases during periods when posted signs restrict parking (e.g., during restricted periods in City lots, during street sweeping periods, etc.). The pre-purchase of parking session time would allow users to pay for parking in advance of the designated enforcement period, but not in excess of the posted time limit.
 - Provide for the use of discount codes or coupons.
 - Easily view remaining parking session time using an app or other mobile device and receive a near “end of session” warning of the user’s choice (e.g., text message 10 minutes prior to end of session).
 - Extend parking session time via an app, or by text message. The City values a system that would allow users to purchase additional parking time by text message and via app with little effort.
 - Receive a detailed receipt via email and/or text message after each parking session purchase (users may opt-in or out of each type of receipt).



- Vendor must be able to provide to the City:
 - “Back office” access to create accounts, reports, and download parking occupancy data into Excel. City shall be able to determine:
 - In real-time, for every parking session: the applicable zone; the length of the parking session; the date and time the parking session was initiated; the license plate associated with the parking session; the dollar amount of each parking session; and the payment method of each parking session.
 - Parking zone or area occupancy, revenue, and coupon or discount code use.
 - Options that users select when paying for parking sessions (e.g., rate at which users purchase minimum or maximum time allowed or extend sessions).
 - Financial transactions and services that include:
 - Automated clearing house (ACH) transaction debits for fees, and credits for deposits (revenue) to City accounts.
 - Any applicable merchant account reporting should include, at a minimum, the following elements: summary by day; summary by card type; summary by batch; chargebacks and reversals; adjustments; fees.
 - The ability to make parking price changes; add, delete, or change parking zones; create special parking session rules (e.g., prevent parking session purchases during City events).
 - Initial implementation training for City staff for all services associated with the system and user manuals (online or paper based). Provide an annual training at the City's request. The City may consider a combination of in person or live online training.
 - Timely notification of system errors or service interruptions and provide an estimated time for resumption of service.
 - System up-time of 99% and provide pro-rated allowances for any non-transaction-based fees paid by the City when system services are unable to process user transactions.
 - A detailed implementation project management plan, and a system acceptance testing plan.



- All signage, stickers, appliques, decals, and advertising collateral necessary to successfully implement the system. [NOTE: The City has allocated \$75,000 in the 2021-2022 fiscal year budget for labor costs associated with the installation of stickers, signage, and poles where necessary.]
- A City branded advertising package for social media and direct email use. The City's primary social media websites are Facebook and Instagram. The City also uses a direct email system.
- A project manager must be designated for the entire duration of the project and until the City agrees to conclude system acceptance testing. Contract management and support must continue to be provided to the City throughout the duration of the contract.

Preferred System Features:

- Integration with third-party wayfinding services, such as Google Maps, so that parking availability is displayed to users via the wayfinding service, and users are able to pay for parking sessions within that service.
- Ability to allow the City to issue plate-based parking permits with handheld parking enforcement hardware/software integration. Ability to allow users to re-purchase parking permits (e.g., monthly permits) once eligibility of an initial purchase is approved by the City.
- Interfaces that allow users to pay with mobile parking payment systems provided by other vendors is highly desirable.
- The option to allow the vendor or City to act as the merchant of record for transactions. The City welcomes recommendations that represent industry best practices.

Insurance:

- For the duration of the contract, the vendor shall procure and maintain insurance against claims for injuries to their employees, other persons, and/or damages to property which may arise from or in connection with services, products, or materials supplied to the City. The cost of such insurance shall be the sole responsibility of the vendor. The vendor must provide an endorsement to any applicable insurance policies naming the City as an additional insured. Specific insurance provisions, such as insurance that covers financial losses due to data breaches (e.g., cyber liability insurance), may be required.
- The City reserves the right to make changes to insurance underwriting standards and practices.

**References:**

- Vendor must provide references and contact information for at least five (5) customers for which the vendor has provided similar services, within the last five (5) years. Of the references provided, at least three (3) must be municipal governments or other governmental entities, preferably within California, and at least one (1) must involve a current, ongoing contract. Reference and contact information must include the following specific information:
 - Entity name and address.
 - Brief project summary with operational dates.
 - Reference contact name and title, phone number, and email address.

Key Personnel:

- Vendors shall include a list of key personnel and their qualifications with their proposal.

Employees:

- Vendor agrees that all individuals assigned by the vendor throughout the duration of the contract shall be employees of the vendor.
- Vendor must have a written policy regarding a drug and alcohol-free work environment that is available to the City, when requested.
- Vendor shall be solely responsible for complying with all applicable state and federal employment laws.

Equipment:

- Vendors shall provide a list of any and all equipment to be used by vendor staff within the City.

3. Proposal Submittal Instructions

3.1 Proposal Format

Each proposal must be submitted in a sealed envelope and clearly marked with the proposal title. Proposals must include all costs for the system. Failure to identify the proposal with the proposal title on the outer sealed envelope may result in disqualification of the proposal. Sealed proposals must be submitted to the City Clerk Department at 1315 Valley Drive, Hermosa Beach, CA 90254. Proposals will be received until **5:00 p.m. PST, October 28, 2021**. Proposals received after the deadline will be considered late and may not be opened. Faxed or emailed proposals are not acceptable.



Proposals will not be opened at that time but will be submitted to the Police Department for verification and compliance with the specifications, and subsequent recommendation to City Council for award or rejection of the responses, as deemed appropriate. **The City reserves the right to make no award.**

Please direct any inquiries regarding this RFP, no later than **3:00 PM PST, October 8, 2021** to:

Peter Ahlstrom, Community Services Division Manager, at
pahlstrom@hermosabeach.gov

All proposals shall be submitted so that they print on a standard 8.5" by 11" paper. All pages should be numbered and identified sequentially by section.

3.2 Proposal Content

Proposals must be concise, but with sufficient detail to allow accurate evaluation and comparative analysis. Proposals should be straightforward and provide "layman" explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements provided in Section 2, and on providing a complete and clear description of the offer. Proposals should include the sections as described in greater detail below. Do NOT include marketing brochures or other promotional material not connected with this RFP.

3.2.1 Cover Letter

Proposal must be accompanied by a cover letter, signed by an individual authorized to bind the vendor. An unsigned proposal is grounds for rejection. The cover letter should include an introduction, summary statement of professional qualifications, and statement of understanding of the scope of work.

3.2.2 Vendor Profile

Vendors should provide a brief profile of their organization. Information should include, but is not limited to the following information:

- Official name and address.
- Name, address, and telephone number of the primary point of contact.
- Federal Employer I.D. Number.
- Any failures or refusals to complete a contract, and explanation.

3.2.3 Certification of Proposal

Vendor is required to sign and submit the Certification of Proposal in agreement to the terms and conditions of this Request for Proposal.



3.2.4 Exceptions to RFP

Vendor should describe and discuss any exceptions to this RFP. The City accepts no financial responsibility for costs incurred by any vendor in responding to this RFP. By responding to this RFP, the vendor agrees not to hold the City responsible if material from responses is obtained under the Freedom of Information Act by parties other than the City without the consent of the vendor. The vendor acknowledges the public proposal process that renders proposals submitted as public documents.



4. Required Forms

4.1 Certification of Proposal

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP):

1. Vendor declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, vendor declares and warrants that no elected or appointed official, officer, or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated, or future material benefit arising therefrom.
2. It is understood that part of or all of the proposed purchase may be completed with grant funds. By submitting a proposal, the vendor certifies that it is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in a transaction by any Federal department or agency.
3. By submitting the response to this request, vendor agrees, if selected to furnish services to the City in accordance with this RFP.
4. Vendor has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the vendor and that the vendor is responsible for them.
5. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
6. The proposal response includes all of the commentary, figures and data required by the Request for Proposal.
7. The proposal shall be valid for no less than 120 days from the date of submittal.

Signature of Authorized Representative:

Printed Name and Title:



CITY OF HERMOSA BEACH

1315 Valley Drive, Hermosa Beach, CA, 90254

Phone: (310) 318-0210

ADDENDUM NO. 1

DATE: October 13, 2021
TO: ALL PROSPECTIVE BIDDERS

BID NUMBER: RFP N/A
BID TITLE: Mobile Parking Payment Systems
REQUESTING DEPARTMENT: Police Department
RELEASE DATE: **September 23, 2021**

Please note the following clarifications, explanations, changes, deletions and/or additions to the RFP indicated above.

- **Clarification of submission method:**

- All proposal submissions must adhere to section 1.3 of the RFP.
- Vendors may submit a single copy of their proposal.

- **Clarification of RFP proposal content:**

- Section 3 (page 16) and the Table of Contents of the RFP is amended to read to as follows:

3.2.5 Vendor Proposal

The material constituting the vendor's proposal responding to the information and specifications the City has provided in RFP sections 1.1, 1.5, 2.1, 2.2, and 2.3 shall be provided after the Certification of Proposal.

The City reserves the right to accept or reject any or all proposals and to not make any award, to waive technicalities or formalities, and to accept any proposal deemed to be in the interest of the City.

- **Clarification of RFP timeline and dates:**

- The City is aware that the City's online request for proposal/bid publishing system produced dates on the City's website that were inconsistent with the dates provided in sections 1.2, 1.3, 1.4, and 3.1 of the RFP.
- All vendors must adhere to the dates noted in sections 1.2, 1.3, 1.4 and 3.1 of the RFP unless otherwise amended by the City.



- ***Request for scoring rubric:***

- The City does not intend to release the scoring rubric prior to the submission of proposals.

- ***The answers to the following questions are provided to assist vendors in preparing a response to the RFP:***

- When does the City intend on launching the system?

The City intends to begin launching the system in early 2022 to ensure operational viability when the summer 2022 tourist season begins. The City welcomes recommendations that represent industry best practices with respect to system implementation.

- What parking access and control systems (PARCS) are used in lots A, B and C?

City parking lots A, B, and C are “pay and display” lots with multi-space pay stations provided by IPS. The lots do not have access control systems (e.g., gates or gate arms).

- What types of handhelds are the enforcement officers using?

The City's Community Services Officers utilize citation writing software provided by TurboData. The devices are Android based Samsung phones and are connected via Bluetooth to Datamax-O'Neil mobile printers.

- Is the City requiring license plate data to be visible in the back office?

Yes. The back-office requirements are described in section 2.3 of the RFP.

- Is the City requiring the vendor to install signage?

No. The City has allocated \$75,000 in the 2021-2022 fiscal year budget for labor costs (not materials) associated with the installation of stickers, signage, and new sign poles where necessary. The City welcomes recommendations that represent industry best practices with respect to signage, stickers, appliques, decals, and other advertising collateral necessary to successfully implement the system.

- Would the City be sending out direct emails using the vendor's branding, or is it the City's wish for the vendor to send emails to our users?

The City maintains a direct email list and City branded social media sites that will be utilized to distribute community relevant announcements regarding the implementation of the system. City staff will publish information using those City maintained services. The City requests that vendors propose multi-channel marketing material (e.g., advertising samples, templates, literature, graphics, etc.) that represent industry best practices for improving user adoption rates.

The City may request that the vendor contact users to advertise services or parking options (e.g., summer holiday parking options) using user provided data, but only to the extent that the advertising complied with the vendor's terms of service for users, assured the confidentiality of user data, and was consistent with individual user notification settings



and preferences. The City welcomes recommendations that represent industry best practices with respect to contacting registered system users.

- What are the minimum limits of insurance required by the City?

The City requires a minimum insurance coverage amount of \$2 million per occurrence and \$4 million aggregate. Please indicate in your proposal the ability to meet the requested coverage level or any exceptions requested for consideration by the City.

- Does the City intend to restrict the use of subcontractors? Does the City have any concerns with the vendor employing contractors?

The City generally prefers that vendors directly employ individuals working on City projects. The City recognizes that vendors may need to use subcontractors to provide services at a reasonable cost to the City; however, the City will not directly contract with or employ a vendor's subcontractors. Vendors will be solely responsible for ensuring that subcontractors comply with all federal, state, and local laws throughout the duration of the project.

The City requires vendors to clearly indicate if and when subcontractors will be used during the project. The City reserves the right to approve the use of subcontractors by vendors during the project.

- Does the City intend on absorbing the convenience fee of the mobile application to create more parity between meters and the mobile application, or will be the City be passing the cost on to users?

The City intends for users to pay any convenience fees.

The City does recognize that the user adoption rate may be improved by eliminating convenience fees for first time users during the system implementation phase. The City welcomes recommendations that represent industry best practices with respect to convenience fees.