

**TOWN OF SUNSET BEACH, NC
REQUEST FOR PROPOSALS**

PARKING MANAGEMENT SERVICES



REQUEST FOR PROPOSALS TO:

Town of Sunset Beach
Attn: Parking Management Services
700 Sunset Boulevard, North
Sunset Beach, NC 28468

Opening Location and Due Date:

Sunset Beach Town Hall
February 25, 2015
2:00 pm

The Town of Sunset Beach, NC (the “**TOWN**”) invites qualified firms to submit proposals to provide:

PARKING MANAGEMENT SERVICES

The TOWN intends to award a contract to a firm(s) to provide services necessary for (the “**Project**”) described herein.

The TOWN will receive sealed proposals until 2:00 p.m., February 25, 2015, at Town Hall, which is located at 700 Sunset Boulevard North, Sunset Beach, NC.

The TOWN’s contact information for this Request for Proposal (RFP) is:

Bonnie Schwerd, Finance Director / Budget Officer
700 Sunset Boulevard, North
Sunset Beach, NC 28468
Telephone: 910-579-6297
Fax: 910-579-1840
Email: bschwerd@atmc.net

RFP documents may be obtained via the Internet at the TOWN’s website at www.sunsetbeachnc.gov or by contacting Bonnie Schwerd at (910) 579-6297.

The TOWN reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities or informalities, and to solicit and re-advertise for other proposals. Incomplete or non-responsive proposals may be rejected by the TOWN as non-responsive or irregular. The TOWN reserves the right to reject any proposal for any reason, including, but without limitation, if the MANAGEMENT FIRM fails to submit any required documentation, if the MANAGEMENT FIRM is in arrears or in default upon any debt or contract to the TOWN or has failed to perform faithfully any previous contract with the TOWN or with other governmental jurisdictions. All information required by this RFP must be supplied to constitute a complete proposal.

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PART I - STATEMENT OF WORK

A. OBJECTIVE

The TOWN of Sunset Beach is approximately 6.4 square miles in area and is comprised of both a mainland portion and an oceanfront beach strand. The TOWN had a year-round population of 3572 as of the 2010 U.S. Census, but had more than 5000 housing units. Many houses in Sunset Beach are second homes or rental properties and there are only estimated to be about 100 permanent residences on the island. Like other beach communities in the Carolinas, the TOWN's population balloons during the tourist season to approximately 15,000. As could be expected, the TOWN's tourism industry is extremely important to its economic base and it is important to consider the parking needs of the community in the height of the tourist season. The Town wishes to explore the viability of paid parking in certain areas of the Island of Sunset Beach, starting with a trial period as outlined in this RFP.

The TOWN is seeking proposals from qualified firms of the highest professional integrity, hereinafter referred to as "the **MANAGEMENT FIRM**," to provide all personnel, materials and services necessary to provide Parking Management Services for the TOWN's public parking system and for its related management, personnel and oversight. The TOWN intends to enter into a short-term contract with possible extensions in accordance with the terms, conditions, and specifications contained in this Request for Proposals.

The successful MANAGEMENT FIRM shall provide overall management of TOWN parking assets, including but not limited to parking enforcement, equipment maintenance, revenue collection, citation management, complaint resolution, coordination with local businesses on parking matters, the sale of parking passes and event parking planning. In addition, the MANAGEMENT FIRM shall provide parking data, analysis, and recommendations on rates, proposed parking spaces and other parking matters.

B. GENERAL INFORMATION ABOUT PARKING IN TOWN

The TOWN must balance the parking needs of property owners with the competing needs of businesses and beach visitors. Sound parking management practices and enforcement are crucial to striking a balance between these interests. The main element of the Parking program during the trial period is the public parking areas on the east side of Sunset Boulevard between North Shore and Main Street; the public parking areas at the Sunset Boulevard extension area near the Gazebo; and parking enforcement of Town parking regulations along Main Street.

TOWN PARKING PROGRAM AND SPECIFICS

The Town of Sunset Beach has not previously utilized a paid parking plan. Thus, the parameters for the paid parking program are listed below for proposal comparability, but are subject to change at the discretion of the Town Council as the potential program is further developed.

If the MANAGEMENT FIRM believes that variance from the parameters indicated in the PERIOD OF PERFORMANCE AND SERVICE AVAILABILITY would significantly benefit the parking plan being proposed, the MANAGEMENT FIRM shall submit both a basic and alternate proposal so that the Town's ability to compare proposals on a like-basis is preserved.

PERIOD OF PERFORMANCE AND SERVICE AVAILABILITY

- a. Parking enforcement under this contract will begin on April 1 and end on October 31 year. If this contract is extended, parking enforcement for additional years will be from March 1 to October 31.
- b. Parking Enforcement Hours are from 8 a.m. to 4 p.m. All parking in Town spaces is free outside of the aforementioned timeframe.
- c. The Parking Office Hours will be from 10 a.m. to 3 p.m. seven days a week. The Town will provide furnished office space and computer access to the MANAGEMENT FIRM.
- d. Town property owners can receive a parking pass that will allow unlimited free access to paid parking spaces. The cost of the pass shall be nominal.
- e. Standard Parking Rates are \$2.00 per hour or \$8.00 per day for the general parking spaces described in this RFP. Short-term parking (not to exceed 1/2 hour) will be identified along the east side of Sunset Blvd. in the public parking areas and these spaces will be marked with signage designating the shop and go parking area.
- f. All equipment and supplies are the property of the Town of Sunset Beach.

<u>TYPES OF PARKING</u>	<u>TOTAL NUMBER</u>
<ul style="list-style-type: none">• Sunset Boulevard Extension	54
<ul style="list-style-type: none">• East side of Sunset Boulevard from North Shore to Main Street	60

In addition, the MANAGEMENT FIRM will enforce Town parking ordinances along Main Street.

C. SCOPE OF WORK

A well-designed enforcement effort will enable the TOWN to maximize use of the existing parking supply while accomplishing the following primary objectives:

- a. Promote traffic and pedestrian safety
- b. Encourage compliance with the Town's parking regulations in a fair, professional and friendly manner
- c. Support parking facilities by equitably and consistently enforcing parking regulations
- d. Provide installation and maintenance of parking equipment, including pay stations that accept both cash and credit card payments.
- e. Provide and remain accountable for citation issuance and collection, all revenue collection, and past due collections.
- f. Professional Staffing of all aspects of the Parking Program

The successful MANAGEMENT FIRM shall provide overall management of TOWN parking system assets as defined in this RFP, including but not limited to parking enforcement, equipment maintenance, revenue collection, citation management, complaint resolution, coordination on parking matters with local businesses, sale of parking permits, and event parking planning. In addition, the MANAGEMENT FIRM shall provide parking data, analysis, and recommendations on rates, expansion of parking spaces and other parking matters.

GENERAL PARKING SERVICES REQUIRED

- a. Assist and consult with the TOWN as necessary in the design of parking facilities or modification to parking rates and policies.
- b. Work with TOWN businesses, as needed, to assess how well public parking is accommodating their needs; report to TOWN with suggestions for improvement.
- c. Be available to respond to TOWN calls when needed and attend group and or Council meetings when asked by the TOWN.
- d. Install and maintain parking equipment.
- e. Provide sufficient personnel to issue parking citations at a level of enforcement appropriate for the TOWN.
- f. Provide operational and customer training for all enforcement personnel. Provide training manual and employee course completion certification as verification.
- g. Handle all customer services associated with the TOWN'S parking system.
- h. Provide daily, weekly, monthly and annual reports as required by the TOWN.

1. Parking Enforcement

- a. Manage enforcement of parking in areas defined in this RFP.
- b. The TOWN reserves the right to temporarily adjust the number of parking spaces at its sole discretion.
- c. MANAGEMENT FIRM to provide computer hardware and software that will enable MANAGEMENT FIRM's staff to enter, issue and process parking citations.
- d. Install and maintain parking equipment necessary for paid parking in the areas defined in this RFP.
- e. Maintain Pay Stations (or other equipment) and manage their data.
- f. Enforce parking regulations relating to Town parking ordinances along Main Street.
- g. Enforcement activities may include electronic ticketing.
- h. Establish designated patrol routes for its enforcement officers.
- i. Respond to requests from the TOWN to suspend or emphasize enforcement along certain roads or in certain areas. The TOWN also reserves the right to temporarily suspend enforcement along any street, or in any zone according to the needs of the TOWN. The TOWN will make every effort to provide the MANAGEMENT FIRM adequate notice concerning the location and duration of any such suspension or higher level of enforcement.
- j. Enforce parking regulations for special events, including festivals, events, weather emergencies, etc.
- k. Ensure adequate staffing to meet the enforcement and maintenance needs of the Town's parking program.
- l. Reprogram parking equipment if rates are changed by TOWN.

2. Parking Equipment Replacement

The TOWN reserves the right to explore equipment replacement options, including financial alternatives that may be in the best interest of the TOWN. The MANAGEMENT FIRM agrees to work with the TOWN to find the best prices for the equipment and lowest financing rate available. Should the TOWN choose to finance parking equipment through the MANAGEMENT FIRM, the cost of the equipment will be reimbursed by the TOWN over the term of the agreement in equal monthly installments agreeable to both parties. However, the Town may opt to purchase equipment using pay-as-you-go or conventional lending institution financing.

3. Collections of Monies and Accounting (Daily Operations)

- a. Collect and account for all revenues from the installed equipment. The collection of pay stations or other proposed equipment monies are required to be completed at least 1 to 2 times weekly and before the meter is 90% full to ensure no downtime.
- b. Ensure proper accountability and internal control of all monies collected, including the daily deposit of all monies removed from the equipment.
- c. Provide any periodic, financial and operational reports as requested by the TOWN
- d. Provide samples of current financial and operational reports MANAGEMENT FIRM uses.
- e. MANAGEMENT FIRM to provide cashier staffing and services as needed.
- f. Should any monies collected by the MANAGEMENT FIRM be lost, stolen, unaccounted for or otherwise removed from the custody and control of the MANAGEMENT FIRM prior to its deposit in the TOWN's approved bank account, the MANAGEMENT FIRM shall deposit a like sum of money in the Town's bank account within ninety-six (96) hours of such loss, theft or removal. Should said loss, theft or removal be insured or

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otherwise secured by the MANAGEMENT FIRM, any payments made to the TOWN on account thereof shall, if appropriate, be reimbursed to the MANAGEMENT FIRM. The MANAGEMENT FIRM will be liable for all mismanagement of funds by MANAGEMENT FIRM, its employees or agents.

4. Collections of Monies and Accounting (Citations)

- a. The MANAGEMENT FIRM shall be responsible for collecting payments on citations from the public. MANAGEMENT FIRM should make available to the customers a variety of payment options approved by the TOWN, including but not limited to cash or credit card. The MANAGEMENT FIRM will also be responsible for processing payments of parking citations and providing detailed accounting for monies collected.
- b. MANAGEMENT FIRM will be responsible for issuance of late notices for overdue payment of citations (specify how many, when) and for providing follow-up collection services.
- c. Automated technology will be used to issue citations and manage records of citations.

5. Office Administration

- a. The MANAGEMENT FIRM shall be responsible for purchasing all materials necessary to carry out all operation functions. These include but are not limited to paper tickets, ticket books, envelopes, uniforms, office equipment and supplies, spare parts for maintenance and repair and all necessary equipment.
- b. All requests for reimbursement of equipment or supplies purchase must be accompanied by receipts. MANAGEMENT FIRM to maintain records of equipment and supplies and provide accounting of these to the TOWN. Reimbursements will only be made for purchases that follow the TOWN purchasing policy.

6. Personnel Administration

- a. Parking enforcement personnel will demonstrate high ethical standards of conduct and will observe all written rules and regulations concerning their work assignments as provided by the MANAGEMENT FIRM.
- b. MANAGEMENT FIRM is required to do background checks and drug testing on all employees prior to employment and provide proof of such to the TOWN.
- c. Supervisors and field personnel will maintain contact as appropriate to ensure oversight of parking enforcement activities.
- d. The MANAGEMENT FIRM will arrange for bonding of all personnel who handle monies at a rate acceptable to the TOWN.
- e. The MANAGEMENT FIRM will ensure that all enforcement, parking equipment maintenance and coin collecting personnel wear TOWN approved uniforms and be properly groomed while on duty. The uniform must display approved insignia that clearly identifies the wearer as being responsible for enforcing parking violations, managing parking facilities or servicing parking meters. The uniform will also have a clearly visible and readable nametag at all times.
- f. All other employees of the MANAGEMENT FIRM providing services shall at all times be clearly identifiable by uniform, name badges, name tags, or identification cards.
- g. The MANAGEMENT FIRM shall employ persons who are fully trained, competent, and qualified with the skills and experience necessary to provide the services during the term of this Agreement.
- h. The MANAGEMENT FIRM is responsible for hiring, training, and supervising its staff members. MANAGEMENT FIRM staff members assigned to the services are employees of the MANAGEMENT FIRM.

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- i. MANAGEMENT FIRM personnel shall at all times assure that its employees shall serve the public in a courteous, helpful, and impartial manner. Correction of any inappropriate behavior or language shall be the responsibility of the MANAGEMENT FIRM.
- j. The TOWN reserves the right to adjust staffing requirements at its discretion.
- k. The TOWN may request MANAGEMENT FIRM to transfer an employee to another location and MANAGEMENT FIRM shall comply within two weeks.
- l. The MANAGEMENT FIRM shall respond to any public complaint within twenty-four (24) hours after receipt of the complaint. In the event a report is received alleging an employee of the MANAGEMENT FIRM was discourteous, belligerent, profane, or in any way intimidating, either physically or verbally, the MANAGEMENT FIRM will submit a written report to the Town Administrator within three (3) days of the date of the report, outlining the complete details of the incident. The report will include the nature of the incident, time, date, location, name, address, and telephone number of the person making the allegation. The report will also include the name and title of the employee and the nature of the disciplinary action taken, if any.

7. Training and Customer Service

- a. Provide a high level of customer service by employing friendly, helpful, customer-oriented personnel.
- b. Provide training in general information and directions to all personnel so they may assist visitors to the TOWN.
- c. Respond to public inquiries about the Parking Enforcement Services, ticketing and enforcement, or any other citizen concern in accordance with the TOWN's customer service principles.
- d. Assist the TOWN in its efforts to inform the public about the Parking Program, Rules, and Regulations.
- e. Keep an accurate record of all citizens' complaints, their resolution, and the action taken to contact the complainant. All such records shall be retained during the term of this Agreement and made available to the Town Administrator.
- f. Provide customer service training in accordance with industry best practices. The training regimen will be subject to the approval of the TOWN.

8. Installation and Maintenance

- a. North Carolina experience and management is preferred.
- b. Pay Stations or other proposed equipment are each required to be maintained in good working condition. This is defined as repairing/replacing any defective equipment within 24 hours of a report of failure and ensuring that equipment is functioning properly no less than 90% of the time.
- c. All MANAGEMENT FIRM employees will be required to immediately report any damaged, missing or malfunctioning equipment or facilities to the appropriate supervisor.
- d. Implement and follow a regular preventive maintenance schedule for all parking equipment.
- e. Keep a meter log of all complaints regarding equipment. The log shall note date, meter number, location, problem and name of the person calling in the problem, the tag number of the car (if applicable), the date the mechanics checked the equipment, the nature of the problem and the date it was corrected.
- f. Keep the pay stations supplied with paper for receipts to ensure there is no down time.

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- g. MANAGEMENT FIRM will utilize its own equipment to provide installation and maintenance of all equipment necessary to successfully implement this parking program.
- h. The MANAGEMENT FIRM will be liable for any lost, stolen, vandalized, unaccounted for or damaged equipment that is the property of the TOWN unless it is considered no fault of the MANAGEMENT FIRM.

9. Safety

The MANAGEMENT FIRM shall take adequate steps to ensure the safety and security of all personnel and property. The MANAGEMENT FIRM shall provide training and employ all responsible safety precautions and devices in connection with providing the Services.

10. Special Events

If a special event is scheduled, the MANAGEMENT FIRM may be required to make rate changes, as well as, special event programming. These events include, but are not limited to festivals, holiday events, weather emergencies, etc.

11. Miscellaneous Items

- a. The MANAGEMENT FIRM will change procedures as is necessary to conform to revisions in the TOWN's ordinances, parking regulations, policies and initiatives.
- b. MANAGEMENT FIRM shall review Town Ordinances and provide the TOWN with recommendations/feedback regarding any ordinances that may or do create a negative impact to the parking program.
- c. While on patrol, instruct employees to inform Operations if visual litter in the parking areas appears unsightly.
- d. The TOWN will be responsible for providing temporary signage on a timely basis to alert the public to special event and other temporary or permanent changes in available on street parking spaces.
- e. At least annually, MANAGEMENT FIRM will evaluate the parking rates and provide recommendations for rate changes to the TOWN.
- f. Evaluate the areas of paid parking and provide recommendations for changes to paid parking areas to the TOWN.

12. TOWN'S Flexibility

- a. The TOWN may adjust the geographic locations and any other criteria for enforcement activities at its sole discretion.
- b. The TOWN retains the right to define the hours of enforcement.
- c. Equipment & supplies paid for by TOWN, or for which the TOWN reimburses the successful MANAGEMENT FIRM, shall become property of TOWN.

13. Reimbursable Operating Expenses

The TOWN will reimburse the MANAGEMENT FIRM for all approved expenses as determined by the TOWN. The MANAGEMENT FIRM will be expected to submit a monthly expense report and include acceptable documentation for expenses. The TOWN agrees to reimburse actual expenses with no surcharges.

To this end, the MANAGEMENT FIRM is to include in its proposal the following costs:

- a. The full hourly rate for enforcement personnel and the number of hours proposed per month and a shown on the attachment.

- b. The full hourly rate and number of hours per month for collection services for all pay stations.
- c. The full hourly rate and the number of hours per month to maintain equipment and parking facilities.
- d. All other expenditures as outlined in this document.

14. Annual Budget Process

By the last day of February of each year, after the trial period provided for within this contract, the MANAGEMENT FIRM shall submit to the TOWN's Finance Director/Budget Officer, a detailed budget outlining all anticipated expenditures and revenues for the following fiscal year. For budget preparation and reporting purposes, the MANAGEMENT FIRM shall follow the TOWN's fiscal year, which starts July 1 and ends June 30.

15. Cost of Service

MANAGEMENT FIRMS have several optional ways of documenting compensation proposals, as is indicated below. All bids shall be accompanied by a detailed financial analysis of all Town expenditures and anticipated revenues associated with this first year contract, as well as a projected cash flow statement and an estimated ending net position.

- a. Management Services Fee: Under this proposal, the MANAGEMENT FIRM would propose an all-inclusive flat fee for all services provided.
- b. Management Services Fee plus Reimbursements: Under this proposal, the MANAGEMENT FIRM would propose a base fee for management services and document the MANAGEMENT FIRM's direct operating expenditures that would be 100% reimbursed.
- c. Other Fee Structure: MANAGEMENT FIRM can structure the contract using another proposed structure if it better describes the MANAGEMENT FIRM's plan; however, equipment and other costs to the Town must be delineated.
- d. The Town reserves the right to decide which cost of service structure is most beneficial to the Town.

In all pricing options, the MANAGEMENT FIRM may propose an incentive formula based on its ability to increase net operating income to TOWN. The formula must exclude revenue increases that are not attributable to the efforts of the MANAGEMENT FIRM such as rate increases; increased enforcement activity; additional TOWN installed pay stations; or increased economic activity from new businesses or visitors to the community.

D. TECHNICAL REQUIREMENTS

The MANAGEMENT FIRM should have at least 5 years of experience in parking management services to include:

- a. Citation management
- b. Collections across state lines
- c. Pay Station and Equipment collection
- d. Pay Station and Equipment maintenance
- e. Parking Enforcement
- f. Municipal parking management and operations is preferred

D. INSURANCE AND LICENSES

The successful MANAGEMENT FIRM shall maintain in full force and effect throughout the contract: (a) insurance coverage reflecting the minimum amounts and conditions required by the TOWN, and (b) any required licenses.

- a. Comprehensive General Liability Insurance - \$1,000,000 combined single limit of insurance per occurrence and \$2,000,000 in the general aggregate for Bodily Injury and Property Damage and \$2,000,000 general aggregate for Products/Completed Operations, Comprehensive General Liability insurance shall include endorsements for property damage; personal injury; contractual liability; completed operations; products liability and independent MANAGEMENT FIRMS coverage.
- b. Workers' Compensation Insurance - Statutory.
- c. Comprehensive Automobile Liability Insurance - \$1,000,000 combined single limit of insurance per occurrence for Bodily Injury and Property Damage; \$1,000,000 Hired & Non Owned Auto Liability.
- d. Professional Liability and Bonding – Please indicate if you carry Professional Liability Insurance and, if so, in what amount. All employees that handle money must be bonded to the satisfaction of the Town.

END OF PART I

PART II: RFP GENERAL INFORMATION

A. DEFINITIONS

For the purposes of this Request for Proposals (RFP):

MANAGEMENT FIRM shall mean the MANAGEMENT FIRM, consultant, respondent, organization, firm, or other person submitting a response to this RFP.

TOWN shall mean the TOWN of Sunset Beach, TOWN Council or TOWN Administrator, TOWN Finance Director, as applicable, and any officials, employees, agents and elected officials.

Contact information for the purpose of this RFP shall mean:

Bonnie Schwerd, Finance Director / Budget Officer
700 Sunset Boulevard, North
Sunset Beach, NC 28468
Fax: 910-579-1840
Email: bschwerd@atmc.net

B. INVITATION TO PROPOSE; PURPOSE

The TOWN solicits proposals from responsible MANAGEMENT FIRMS to perform work for or provide goods and/or services to the TOWN as specifically described in Part I, Statement of Work.

C. CONTRACT AWARDS

The TOWN Council anticipates entering into a contract with the MANAGEMENT FIRM who submits the proposal judged by the TOWN to be most advantageous. If the TOWN selects a Proposal, the TOWN will provide notice of the award.

The MANAGEMENT FIRM understands that neither this RFP nor the notice of award constitutes an agreement or a contract with the MANAGEMENT FIRM. A contract or agreement is not binding until a written contract or agreement has been approved as to form by the TOWN Attorney and has been executed by both the TOWN (with Council approval, if applicable) and the successful MANAGEMENT FIRM.

The TOWN reserves the right to reject all proposals or to forgo a decision to initiate a paid parking program if the TOWN Council, in its sole discretion, decides that it is in the best interest of the TOWN to do so.

D. PROPOSAL COSTS

Neither the TOWN nor its representatives shall be liable for any expenses incurred in connection with preparation of a response to this RFP. MANAGEMENT FIRMS should prepare their proposals simply and economically, providing a straightforward and

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concise description of the MANAGEMENT FIRM's ability to meet the requirements of the RFP.

E. INQUIRIES

The TOWN will not respond to oral inquiries. MANAGEMENT FIRMS may mail, electronic mail or fax written inquiries for interpretation of this RFP to the attention of the FINANCE DIRECTOR. Please mark the correspondence "Parking Management Services RFP - Sunset Beach".

The TOWN will respond to written inquiries received at least 7 working days prior to the date scheduled for receiving the proposals. The TOWN will record its responses to inquiries and any supplemental instructions in the form of a written addendum. If addenda are issued, the TOWN will email, mail or fax written addenda to any potential MANAGEMENT FIRM who has provided their contact information to the Finance Director. Although the TOWN will make an attempt to notify each prospective MANAGEMENT FIRM of the addendum, it is the sole responsibility of a MANAGEMENT FIRM to remain informed as to any changes to the RFP.

F. DELAYS

The TOWN may postpone scheduled due dates in its sole discretion. The TOWN will attempt to notify all registered MANAGEMENT FIRMS of all changes in scheduled due dates by written addenda.

G. PRE-PROPOSAL MEETING

None have been scheduled. MANAGEMENT FIRMS may request a meeting with the Finance Director to discuss the project in further detail or contact the Finance Director by phone.

H. PROPOSAL SUBMISSION

MANAGEMENT FIRMS shall submit one (1) original and seven (7) copies of the proposal together with an electronic copy of the proposal in PDF format in a sealed, opaque package.

Please include an email address on the cover of your proposal.

The package shall be clearly marked on the outside as follows:

To: TOWN OF SUNSET BEACH, NC
Attn: Bonnie Schwerd, Finance Director / Budget Officer
Project: Parking Management Services
Submitted by: _____
Address: _____

Proposals shall be submitted in person or by mail. Email submittals are not accepted.

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Late submittals, additions, or changes will not be accepted and will be returned to the MANAGEMENT FIRM unopened.

Due to the irregularity of mail service, the TOWN cautions MANAGEMENT FIRMS to assure actual delivery of proposals to the TOWN prior to the deadline set for receiving proposals. Telephone confirmation of timely receipt of the proposal may be made by calling the Office of the Finance Director before proposal opening time. MANAGEMENT FIRMS may withdraw their proposals by notifying the TOWN in writing at any time prior to the opening. Proposals, once opened, become property of the TOWN and will not be returned.

I. PROPOSAL FORMAT

In order to insure a uniform review process and to obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified herein. All information submitted by the MANAGEMENT FIRM shall be printed, typewritten or competed in blue ink. Proposals shall be signed in blue ink. When an RFP requires multiple copies they may be included in a single envelope or package properly sealed and identified.

All proposals shall be submitted as specified in this RFP. Any attachments shall be clearly identified. To be considered, the proposal must respond to all parts of the RFP. Any other information thought to be relevant, but not applicable to the enumerated categories, should be provided as an appendix to the proposal. If publications are supplied by a MANAGEMENT FIRM to respond to a requirement, the response should include reference to the document number and page number. Proposals lacking this reference may be considered to have no reference material included in the additional documents.

MANAGEMENT FIRMS shall prepare their proposals using the following format:

1. Letter of Transmittal

This letter will summarize in a brief and concise manner, the MANAGEMENT FIRM's understanding of the scope of work and make a positive commitment to provide its services on behalf of the TOWN. The letter must name all of the persons authorized to make representations for or on behalf of the MANAGEMENT FIRM, and must include their titles, addresses, and telephone numbers and email addresses. An official authorized to negotiate and execute a contract on behalf of the MANAGEMENT FIRM must sign the letter of transmittal.

2. Title Page

The title page shall show the name of MANAGEMENT FIRM's agency/firm, address, telephone number, and name of contact person, email address, date, and the RFP Project name.

3. Table of Contents

Include a clear identification of the material by section and by page number.

NOTE: Please be sure to number all pages in the proposal.

4. Section 1 - Organization Profile and Documentation

This section of the proposal must describe the MANAGEMENT FIRM, including the size, range of activities, and experience providing similar services.

Each MANAGEMENT FIRM shall include in Section 1:

- Completed RFP Forms A, B, and D.
- Documentation indicating that it is authorized to do business in the State of North Carolina and, if a corporation, is incorporated under the laws of one of the States of the United States.

5. Section 2 – Compensation / Budget

The proposal shall document the proposed fees and budget on RFP Form C.

6. Section 3 – Experience

Include a description of the primary individuals responsible for supervising the work including the percentage of time each primary individual is expected to contribute to this work.

Include resumes and professional qualifications of all primary individuals and identify the person(s) who will be the TOWN's primary contact and provide the person(s)' background, training, experience, qualifications and authority.

The MANAGEMENT FIRM shall describe its expertise in and experience with providing services similar to those required by this RFP. Describe previous experience relating to the Scope of Work requested in this RFP. Has the firm worked for other governmental entities, particularly municipalities? If so, please describe the work performed; include contact information, the time the firm was engaged and a list of accomplishment.

7. Section 4 - Approach to Providing Services

This section of the proposal should explain the Scope of Work as understood by the MANAGEMENT FIRM and detail the approach, activities and work products to be provided. Specifically, the TOWN requests the following be detailed in the response:

- a. Provide samples of weekly and monthly reports the MANAGEMENT FIRM currently uses or proposes to use.
- b. Provide specifics on enforcement technology and process.
- c. Provide specifics on MANAGEMENT FIRM's citation collections technology and process.

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- d. The MANAGEMENT FIRM shall describe the frequency in which the proposed parking equipment will be emptied and what cash controls will be in place.
 - e. A Staffing plan and management structure shall be submitted.
8. Section 5 - Additional Information
Any additional information that the MANAGEMENT FIRM considers pertinent for consideration should be included in this section.
- J. PROPOSAL – Procedural Information
- 1. Interviews:
The TOWN reserves the right to conduct personal interviews or require presentations prior to selection. The TOWN is not responsible for any expenses which MANAGEMENT FIRMS may incur in connection with a presentation to the TOWN or related in any way to this RFP.
 - 2. Request for Additional Information:
The MANAGEMENT FIRM shall furnish such additional information as the TOWN may reasonably require. This includes information, which indicates financial resources as well as ability to provide the services. The TOWN reserves the right to make investigations of the qualifications of the MANAGEMENT FIRM as it deems appropriate, including but not limited to, a background investigation. Failure to provide additional information requested may result in disqualification of the proposal.
 - 3. Proposals Binding:
All proposals submitted shall be binding for at least one hundred eighty (180) calendar days following opening. TOWN may desire to accept a proposal after this time. In such case, MANAGEMENT FIRM may choose whether or not to continue to honor the proposal terms.
 - 4. Alternate Proposals:
An alternate proposal is viewed by the TOWN as a proposal describing an approach to accomplishing the requirements of this RFP that differs from the approach set forth in the solicitation. An alternate proposal may be a second proposal submitted by the same MANAGEMENT FIRM, which differs in some degree from the prior proposal or from this RFP. Alternate proposals may be in the area of technical approach, proposed equipment to be utilized, or other provisions or requirements of this RFP. The TOWN will, during the initial evaluation process, consider all alternate proposals submitted and reserves the right to award a contract based on an alternative proposal if the same is deemed to be in the TOWN's best interest.
 - 5. MANAGEMENT FIRM's Certification Form:
Each MANAGEMENT FIRM shall complete the "MANAGEMENT FIRM's Certification" form included as RFP Form D and submit the form with the proposal in Section 1.

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K. PUBLIC RECORDS

Proposals are public documents and subject to public disclosure in accordance with North Carolina Law. The contract will include a provision wherein the MANAGEMENT FIRM releases and agrees to defend, indemnify, and hold harmless the TOWN and the TOWN's officers, employees, and agents, against any loss or damages incurred by any person or entity as a result of the TOWN's treatment of records as public records.

L. IRREGULARITIES; REJECTION OF PROPOSALS

The TOWN reserves the right to reject proposals with or without cause and for any reason, to waive any irregularities or informalities, and to solicit and re-advertise for other proposals. Incomplete or non-responsive proposals may be rejected by the TOWN as non-responsive or irregular. The TOWN reserves the right to reject any proposal for any reason, including, but without limitation, if the MANAGEMENT FIRM fails to submit any required documentation, if the MANAGEMENT FIRM is in arrears or in default upon any debt or contract to the TOWN or has failed to perform faithfully any previous contract with the TOWN or with other governmental jurisdictions. All information required by this RFP must be supplied to constitute a proposal.

M. EVALUATION METHOD AND CRITERIA

1. General

The TOWN shall be the sole judge of its own best interests, the proposals, and the resulting negotiated contract or agreement, if any. The TOWN reserves the right to investigate the financial capability, reputation, integrity, skill, business experience and quality of performance under similar operations of each MANAGEMENT FIRM, including shareholders, principals and senior management, before making an award. Awards, if any, will be based on both an objective and subjective comparison of proposals and MANAGEMENT FIRMS. The TOWN's decisions will be final. The TOWN's evaluation criteria may include, but shall not be limited to, consideration of the following:

- (a) ability to meet operational and management requirements of this RFP
- (b) availability of qualified personnel
- (c) compensation proposed for services
- (d) expertise of personnel to be assigned to TOWN and of MANAGEMENT FIRM's regional and state management personnel;
- (e) financial resources and capabilities;
- (f) past contracts with other governmental jurisdictions;
- (g) past performance records;
- (h) qualifications of MANAGEMENT FIRM;
- (i) references;
- (j) related experience in North Carolina;
- (k) technical soundness of proposal;
- (l) time frames.

2. Selection

The Town Administrator will conduct the selection process. The Town Administrator, or designee, will review all proposals received and establish a list of selected MANAGEMENT FIRMS deemed to be the most qualified to provide the service requested based in part on the criteria set forth above. The Town

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Administrator may submit a recommended firm or a "short list" or a combination of a recommended firm and the "short list" to the TOWN Council and the TOWN Council shall make a final award. The Town Administrator may request oral presentation from the MANAGEMENT FIRMS. MANAGEMENT FIRMS are advised that the TOWN reserves the right to conduct negotiations with the most qualified MANAGEMENT FIRM, but may not do so. Therefore, each MANAGEMENT FIRM should endeavor to submit its best proposal initially.

N. REPRESENTATIONS AND WARRANTIES

In submitting a proposal, MANAGEMENT FIRM warrants and represents that:

1. MANAGEMENT FIRM has examined and carefully studied all data provided, and any applicable Addenda; receipt of which is hereby acknowledged.
2. MANAGEMENT FIRM has visited the relevant site, if any, and is familiar with and satisfied as to the general, local and "site" conditions that may affect cost, progress, and performance of goods and/or services in their proposal.
3. MANAGEMENT FIRM is familiar with and is satisfied as to all federal, state and local laws and regulations that may affect cost, progress and performance of the goods and/or services in their proposal.
4. If applicable, MANAGEMENT FIRM has obtained and carefully studied (or assumes responsibility for having done so) all documents available related to the subject of the RFP and performed any examinations, investigations, explorations, tests, studies and data concerning conditions that may affect cost, progress, or performance of the goods and/or services that relate to any aspect of the means, methods, techniques, sequences, and procedures to be employed by MANAGEMENT FIRM, including safety precautions and programs incident thereto.
5. MANAGEMENT FIRM has given TOWN written notice of all conflicts, errors, ambiguities, or discrepancies that MANAGEMENT FIRM has discovered in this RFP and any addenda thereto, and the written resolution thereof by the TOWN is acceptable to MANAGEMENT FIRM.
6. The RFP is generally sufficient in detail and clarity to indicate and convey understanding of all terms and conditions for the performance of the proposal that is submitted.
7. No person has been employed or retained to solicit or secure award of the contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, and no employee or officer of the TOWN has any interest, financially or otherwise, in the RFP or contract.

O. TOWN Contract

The selected MANAGEMENT FIRM is expected to execute the TOWN's standard professional services contract or one provided by the MANAGEMENT FIRM, in the form approved by the TOWN Attorney.

The following provisions shall be included in the contract for services:

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1. MANAGEMENT FIRM shall give some consideration for employment to current TOWN residents if they meet the requirements and employment standards of the MANAGEMENT FIRM.
2. Selected MANAGEMENT FIRM will follow Town purchasing guidelines for reimbursable purchases.
3. If TOWN reimburses MANAGEMENT FIRM for the purchase of any equipment, that equipment shall be the property of the TOWN at the end of the contract.

End of Part II

**RFP FORM A - QUALIFICATIONS STATEMENT AND
OTHER BID SPECIFICS**

Note: This form is available in PDF format on the TOWN's web site or in Word format from the Finance Director upon request.

MANAGEMENT FIRM: _____

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The MANAGEMENT FIRM guarantees the truth and accuracy of all statements and the answers contained herein.

1. State the full and correct name of the partnership, corporation or trade name under which you do business and the address of the place of business. (If a corporation, state the name of the president and secretary. If a partnership, state the names of all partners. If a trade name, state the names of the individuals who do business under the trade name.)
 - The correct and full legal name of the MANAGEMENT FIRM is:
 - The business is a (Sole Proprietorship) (Partnership) (Corporation).
 - The names of the corporate officers, or partners, or individuals doing business under a trade name, are as follows:
2. Please describe your Company in detail.
3. The address of the principal place of business is:
4. Company telephone number, fax number and e-mail addresses:
5. Number of employees:
6. Name of employees to be assigned to this Project:
7. Company identification numbers for the Internal Revenue Service:
8. How many years has your organization been in business? Does your organization have a specialty?
9. List the last three project of this nature that the firm has completed? Please provide project description, reference and cost of work completed.
10. Have you ever failed to complete any work awarded to you? Where and why?
11. Provide detailed operation experience with pay stations to include the number of pay stations the MANAGEMENT FIRM has purchased and installed over the last 5 years, as well as, the number of pay stations the MANAGEMENT FIRM currently provides services for collection and maintenance.

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12. Provide detailed monthly cost the MANAGEMENT FIRM will charge the TOWN for the following services (or similar compatible service) with the discounts that the MANAGEMENT FIRM may receive from pay station vendors that will be passed along to the TOWN.
 - Enterprise Management Software
 - Connectivity / Utility requirements for connectivity
 - Purchase price of a new pay station and any discounts
 - Percentage discount on any replacement parts needed to service machines
13. Detail any recommended capital equipment purchases and the benefits that may be of interest to the Town.
14. Detail any web based platforms the MANAGEMENT FIRM recommends that will provide additional service to parking patrons.
15. Detail your “in” and “out” of state look up process. Is there a cost? Who pays the cost? Will it be charged monthly or annually?
16. Detail your “pay by cell” experience and your recommendation for a system for use in the TOWN. Detail the costs that you will pass along to the Town and to the end user.
17. If applicable, detail and explain the vendor you recommend for a competitive parking enforcement and citation management platform. Detail the monthly and annual cost for the program. Will costs for this platform be incurred by the Town in the months where no enforcement takes place (November through February)?
18. Detail and explain any form of online citation payment platform that the MANAGEMENT FIRM can provide for the payment of citations online with real-time credit card processing. What is the monthly cost? What is the annual cost? Will there be a cost for this service during months on no enforcement activity? Will there be a cost to the end user?

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19. Provide the following information concerning all contracts/proposals **in progress** as of the date of submission of this Proposal for your company, division or unit as appropriate.

Name of Project	Contract with:	Contract Amount	Estimated Completion Date	% of Completion to Date

(Continue list as necessary)

13. Provide the following information for any subconsultants you will engage if awarded the contract.

Sub-MANAGEMENT FIRM Name	Address	Work to be Performed

The foregoing list of subconsultants may not be amended after award of the contract without the prior written approval of the Town Administrator, whose approval shall not be unreasonably withheld.

RFP Form B - REFERENCES

MANAGEMENT FIRM: _____

THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The MANAGEMENT FIRM guarantees the truth and accuracy of all statements and the answers contained herein.

Give names, addresses and telephone numbers of four individuals, corporations, agencies, or institutions for which you have performed work similar to what is proposed in this RFP:

1. Name of Contact _____
Title of Contact: _____
Telephone Number: _____ Fax Number: _____
Email: _____

2. Name of Contact _____
Title of Contact: _____
Telephone Number: _____ Fax Number: _____
Email: _____

3. Name of Contact _____
Title of Contact: _____
Telephone Number: _____ Fax Number: _____
Email: _____

4. Name of Contact _____
Title of Contact: _____
Telephone Number: _____ Fax Number: _____
Email: _____

RFP Form C - PRICE PROPOSAL

FORM C

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

Name of MANAGEMENT FIRM: _____

Name of authorized representative of MANAGEMENT FIRM: _____

Project Cost:

MANAGEMENT FIRMS have the following options of documenting their compensation proposals:

- a. Management Services Fee: Under this proposal, the MANAGEMENT FIRM would propose an all-inclusive flat fee for all services provided. Please provide a detailed budget on another page.
- b. Management Services Fee plus Reimbursements: Under this proposal, the MANAGEMENT FIRM would propose a base fee for management services and document the MANAGEMENT FIRM's direct operating expenditures that would be 100% reimbursed. Please provide a detailed budget on another page.
- c. Other Fee Structure: MANAGEMENT FIRM can structure the contract using another proposed structure if it better describes the MANAGEMENT FIRM's plan; however, equipment and other costs to the Town must be delineated.
- d. The Town reserves the right to decide which cost of service structure is most beneficial to the Town.

In all pricing options, the MANAGEMENT FIRM may propose an incentive formula based on its ability to generate or increase net operating income to TOWN. The formula must exclude revenue increases that are not attributable to the efforts of the MANAGEMENT FIRM. All bids shall be accompanied by a detailed financial analysis of all Town expenditures and anticipated revenues associated with the contract, as well as a projected cash flow statement and an estimated ending net position.

**RFP FORM D - MANAGEMENT FIRM'S
CERTIFICATION**

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

Note: This form is available in WORD format from the TOWN upon request.

The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

Name of MANAGEMENT FIRM: _____

I have carefully examined the Request for Proposal referenced above ("RFP") and any other documents accompanying or made a part of this RFP.

I hereby propose to furnish the goods or services specified in the RFP. I agree that my proposal will remain firm for a period of 180 days in order to allow the TOWN adequate time to evaluate the proposals.

I certify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

The firm and/or MANAGEMENT FIRM hereby authorizes the TOWN of Sunset Beach, its staff or consultants, to contact any of the references provided in the proposal and specifically authorizes such references to release, either orally or in writing, any appropriate data with respect to the firm offering this proposal.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the TOWN or any other MANAGEMENT FIRM is interested in said proposal; and that the undersigned executed this MANAGEMENT FIRM's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

If this proposal is selected, I understand that I will be expected to execute the TOWN's standard professional services contract or one provide by the MANAGEMENT FIRM, in the form approved by the TOWN Attorney.

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Town of Sunset Beach, NC

Name of Business _____

By:

Signature _____

Printed Name and Title _____

Mailing Address:

Phone Number _____

State of _____; County of _____

Sworn and subscribed before me this _____ day of _____, 2015.

Notary Public:

Signature _____

Printed Name _____

My Commission Expires: _____



Town of Sunset Beach, NC

**REQUEST FOR PROPOSALS
PARKING MANAGEMENT SERVICES**

The Town of Sunset Beach is requesting proposals from companies to manage the following:

Management, Operation and Enforcement of parking activities in the Town of Sunset Beach.

Interested MANAGEMENT FIRMS must submit proposals by 2:00 P.M. on February 25, 2015. A complete bid package can be reviewed online at www.sunsetbeachnc.gov or can be received by calling the Sunset Beach Finance Director at (910) 579-6297.