



**REQUEST FOR PROPOSALS
(RFP) # FY 2015-2016-016**

PARKING MANAGEMENT SERVICES

EXHIBIT I SCOPE OF WORK

**PREPARED BY:
CITY OF HALLANDALE BEACH
CITY MANAGER'S OFFICE AND
PROCUREMENT DEPARTMENT**

INTRODUCTION / INFORMATION**PURPOSE AND PROJECT SCOPE**

The City of Hallandale Beach is looking for a company that will partner with the City of Hallandale Beach to provide a first-class parking program for City residents and visitors. The objective of this RFP is to solicit proposals that will enable the City to determine which Proposer and proposed solution will best meet the City's needs.

Minimum Qualification Requirements – MQRs:

This RFP contains Minimum Qualification Requirements (MQRs) which the proposing firm must meet in order for the firm's response to be considered and evaluated. The firm awarded the Contract will be required to maintain the Minimum Qualification Requirements during the term of the Contract and any contract renewals.

NON-MANDATORY PRE-PROPOSAL CONFERENCE:

For this project the City is holding a non-mandatory pre-proposal conference. The Pre-Proposal Conference is held to explain in detail Exhibits I-III, which make up the RFP for this project. It is strongly encouraged that firms interested in proposing to this RFP attend the Pre-Proposal Conference. The Conference will explain the scope of work, the City's Local Vendor Preference and Community Benefit Plan. The Pre-Proposal Conference presents the opportunity for firms to clarify anything within the RFP and to ask questions directly to City Staff. The Procurement Department recommends that firms attend the Pre-Proposal Conference as a tool to be successful in responding to the City's projects.

THE CITY

The City of Hallandale Beach is a vibrant coastal community located in the southeast corner of Broward County on the Atlantic Ocean. The City encompasses 4.4 square miles and has a population of 38,273 residents. The City demographics continue to change as younger families move to Hallandale Beach for its location and quality of life attributes. Tourism plays an important role in the City's economy as the population during the peak winter season increases to 50,000 within the City. Home to 11 state of the art parks, including two beach parks and two gaming venues, the City hosts visitors year round.

Two (2) primary business corridors transverse the City:

1. Federal Highway – US-1
2. Hallandale Beach Boulevard – State Road 858

Hallandale Beach is unique in that it is home to two pari-mutuel gaming facilities, Gulfstream Park Casino and Race Track and Mardi Gras Casino. Parking at each of these leisure and commercial destinations takes place within their respective development, and is currently free of charge to the

PARKING MANAGEMENT SERVICES

EXHIBIT I – SCOPE OF SERVICES

public and employees. Parking at all other retail and commercial establishments along the City's business corridors also happens on-site. The City of Hallandale Beach does not have public on-street parking that services the commercial corridors.

The City also has a high concentration of mid-rise and high-rise condominiums. As required by Florida Building Code, all of the condominiums provide off-street parking for residents within the property.

The City's beach is approximately one (1) mile in length, and is flanked by a series of high-rise condominiums. There are four (4) beach access points for public access to the beach and two (2) parking lots for beach goers, North Beach Parking garage and South Beach Parking lot (See Exhibits # 1 and # 2). North Beach Park Parking garage has 100 parking spaces, including 5 ADA spaces. South Beach Park Parking lot has 111 parking spaces and 6 ADA spaces.

Joseph Scavo Park has metered off-street parking. There are approximately 5-10 metered parking spaces.

SALIENT ISSUES

There are concerns for insufficient (or inadequate) parking city-wide. These concerns have escalated as a result of increased residential and commercial development. Several residents have also raised concerns about limited payment options when using the pay stations at both North and South Beach Parks parking facilities. Other concerns that have surfaced relate to the oversaturation of residential parking areas (Diana Drive, Three Islands, Golden Isles Drive, N.E. 14th Avenue, & Atlantic Shores Blvd.) by visitors or employees of nearby condos or hotels.

Many of the mid- and high-rise condominiums within the City were built in the 1950's & 1960's. As such, the parking requirements for these buildings were significantly different at that time. Moreover, the City's demographics have also changed. According to the 2010 Census, the median age in Hallandale Beach is now 49. This shift to a younger population also impacts the number of drivers in the average household, hence the number of cars in the household. As a result of limited parking inventory in many of the City's multi-family buildings, residents of these buildings resort to parking in the public right-of-way on the surrounding streets.

Competing with residents for these on-street parking spaces are employees of nearby business establishments, making the demand for on-street inventory much greater. The City will be engaging the services of the consultant to address this issue by assessing the situation and providing recommendations based on best industry practices.

The City, through its AdHoc Parking Committee, conducted a City-wide Parking Needs Assessment in 2010, See Exhibit # 4. The information provided herewith might be useful to the proposer when preparing its response. The successful proposer will work with the AdHoc Parking Committee to ensure participation from the Community regarding the parking needs assessment and proposed solutions.

PARKING MANAGEMENT SERVICES

EXHIBIT I – SCOPE OF SERVICES

CITY PARKING OPERATIONS

The pay stations at North and South Beach Parks, manufactured by Cale America, Inc., provide a pay by phone application, whereby users download the application to their phones and pay for parking using their license plate as an identifier (pay by plate). These pay stations also take cash and credit cards for those that do not wish to use the pay by phone option. The machines are solar powered. These centralized pay stations also have an on-street application. The City has replaced the single-space meters on Three Islands Blvd, in front of Joseph Scavo Park. All pay stations are the Cale Web Terminal (CWT) using Merchant Connect Multi (MCM) version 4.2.8.

North Beach Park

Below is the information for parking spaces for North Beach Park:

North Beach Type of parking spaces	# of spaces
City Day time spaces (Valet after 7:00)	33
Valet only spaces	44
City reserved spaces	5 inside of a fenced area and 5 outside of a fenced area: 10 Total
Handicap spaces	5
Not labeled	8
Total Spaces	100

The City has a vehicle, boat and RV Storage Facility located at 310 Ansin Blvd. This facility has 137 parking spaces to lease. 113 spaces are available for lease. The Police has 23 spaces for use and there is 1 space for City vehicles. Of the 113 spaces, 32 spaces are 25 ft., 52 are 30 ft., and 29 are 40 ft. spaces. The facility is operated by the Finance Department for its billing and the Department of Public Work monitors the parking lot and performs maintenance. See Exhibit #3 Ansin Blvd. Parking Facility Layout.

PARKING ENFORCEMENT

The City's current practice has enforcement being done by police officers, public service aides, or volunteers as time permits, and collections/meter maintenance is done by public works staff. In each current function, parking is not the primary focus and takes away from City employees performing their core services. It is expected that outsourcing these functions will ensure enhanced parking enforcement (greater compliance), which will maximize the use of public parking spaces. Furthermore, by using a private parking operator, the City will gain access to the latest parking technology, and as a result of the proposed management agreement, will gain much needed industry knowledge to assist the City in long-term parking solutions.

The current inventory of metered parking for the City is a total of four (4) machines within the City:

One (1) at Scavo Park

One (1) at North Beach Park

Two (2) at South Beach Park

All pay stations are the Cale Web Terminal (CWT) using Merchant Connect Multi (MCM) version 4.2.8.

South Beach Park Parking lot has 111 parking spaces and 6 ADA spaces. The City is also interested in the possibility of utilizing South Beach Parking as overnight parking for nearby residents.

While the priority of this RFP is to identify a comprehensive solution for parking at North and South Beach Parking facilities, the consultant might also be engaged to assess parking conditions City-wide and to address the City's needs by providing a comprehensive approach to City-wide parking, allowing for incorporation of payment systems, enforcement, and even linkage to City's community bus service.

The Company shall provide overall management of all on – and off-street parking assets, including parking enforcement, meter maintenance, and revenue collections. In providing services, the Company will be responsible for and focus on the following areas and goals:

- a. Conduct needs assessment of parking facilities at North and South Beach Parks and provide recommendations based on the latest available technology;
- b. Enforce parking regulations in compliance with the City Code and existing private public partnerships;
- c. Furnish, install, and maintain meters (if desired) and pay and display parking systems;
- d. Manage a limited resource by creating turnover in public parking space;

PARKING MANAGEMENT SERVICES

EXHIBIT I – SCOPE OF SERVICES

- e. Maintain and manage traffic within certain residential areas by discouraging non-residents from parking on residential streets for extended periods of time; and,
- f. Conduct a needs assessment of other surface parking areas within the City as might be directed by City Administration.

1. General Services required:

- a. Assistance and consultation with the City as necessary in any design of, or modifications to the Parking program.
- b. Assistance in implementing the Parking program, including working with businesses, neighborhood groups and other organizations as needed.
- c. Purchase of any capital improvements including parking meters, and pay and display, support vehicles and computer equipment.
- d. Be available to respond to City calls when needed and attend group and/or City Commission meetings when asked by City.
- e. Installation and maintenance of parking equipment. Installation shall be in accordance with the standards by the City.
- f. Provide sufficient personnel to issue parking citations at a level of enforcement appropriate for the City of Hallandale Beach.
- g. Provide special training for all enforcement personnel. Provide training manual as verification.
- h. Provide towing and/or immobilization services as required by the City.
- i. Handle all customer services associated with the Parking program.
- j. Provide weekly, monthly and annual reports as required by the City.
- k. Any other services which the proposer is capable of providing.

2. Parking Meter and Parking Enforcement

- a. Manage approximately 100 total parking spaces at North Beach Park Facility, including 5 handicapped; 117 total parking spaces at South Beach Park, including 6 handicapped; and at Joseph Scavo Park, on street parking that is metered.
- b. Install and manage additional City-owned parking meters as instructed by the City. The City reserves the right to adjust the number of parking meters and spaces at its sole discretion.
- c. Proposer must know how to install and maintain parking meters.
- d. Must know how to use, install, and maintain pay stations.

PARKING MANAGEMENT SERVICES

EXHIBIT I – SCOPE OF SERVICES

- e. If directed by the City, develop a program of residential parking regulation, and issue residential parking permits.
- f. Enforce parking regulations relating to meters and other parking controls within Hallandale Beach. Enforcement activities will include electronic and paper ticketing, vehicle immobilization and towing. The City has a franchise agreement for towing services and such services must be through the City's towing company. The City may adjust the geographic locations and any other criteria for enforcement activities in its sole discretion.
- g. Enforce scofflaw regulations related to towing of vehicles that have three or more outstanding parking citations over 90 days old.
- h. Establish designated patrol routes for its enforcement officers. The City will provide the Company with adequate information regarding the location of meters and timed parking zones.
- i. Respond to requests from the City to suspend or emphasize enforcement along certain roads or in certain areas. The City also reserves the right to temporarily suspend enforcement along any street, or in any zone, according to the needs of the City. The City will make every effort to provide the Company 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.

3. Collection of Monies and Accounting (Daily Operations)

- a. Collect and account for all revenues from the meters installed. All monies collected from parking meters will be deposited daily, in accordance with approved guidelines established by the City, into an account authorized by the City.
- b. Ensure proper accountability and internal control of all monies collected.
- c. Provide any periodic or special financial and operational reports as requested by the City.
- d. If requested by the City, provide capability to use debit cards, keys, or similar devices at selected Meter locations.
- e. Should any monies collected by the Company be lost, stolen, unaccounted for, or otherwise removed without the authorization of the City from the custody and control of the Company prior to their deposit in the City's approved bank account, the Company shall deposit in said amount a like sum of money within ninety-six (96) hours of such loss, theft or removal. Should said loss, theft or removal be insured or otherwise secured by the Company, any payments made to the City on account thereof shall, if appropriate, be reimbursed to the Company. The Company will be liable for all mismanagement of funds.

4. Collection of Monies and Accounting (Citations)

The Clerk of Court receives the payments for the citations and sends the Police Department Court Liaison a check monthly. However, the City is willing to consider including those services as part of the overall parking management contract. In order for the City to evaluate the benefits of utilizing the City versus a Parking Management Service Provider, please itemize all costs and services associated with citation collections separately.

- a. Collect payments on citations from the public. Proposer should make available to customers a variety of payment options approved by the City, including but not limited to cash, check or credit card. The Company will also be responsible for processing payments on parking citations issued by the Hallandale Beach Police Department, and any other parking citations as requested by the City.
- b. Assist in the collection of all outstanding citations related to scofflaws. Outstanding citations may predate the contract period.
- c. Issue late notices for overdue payment of citations and provide follow-up collection services, or if the City has an existing contractual relationship with a preferred collection agency, to use the City's collection agency.
- d. Input all citation data on a daily basis as specified by the City. At the present, the City utilizes conventional paper citations.

5. Office Administration

- a. In order to encourage interaction between the contracted Service Provider and the Community, the City encourages the Service Provider to lease office space within the City. The Company will be responsible for procuring all equipment and supplies including computers, telephones, vehicles, auditing devices, coin sorters, etc. The office shall be open to the public during standard business hours similar to those of City Hall.
- b. Any equipment, material and supplies purchased by the Company and reimbursed by the City are the property of the City, and will not be used for any purpose other than the performance of the Services for the City. The Company shall maintain current records and provide an accounting of all equipment, material, and supplies furnished by the City for use by the Company. The Company will have full responsibility for safeguarding equipment and materials against Company employee negligence, theft, and vandalism.
- c. The Company shall be responsible for purchasing all materials necessary to carry out all operation functions. These include, but are not limited to, paper tickets and ticket books, envelopes, uniforms, office equipment and supplies, and inventory of spare parts for maintenance and repair of meters, and all other necessary equipment.
- d. The Company will coordinate with the City on purchasing any new equipment during the term of the Contract.

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.
- b. Supervisors and field personnel will maintain radio contact at all times to ensure appropriate oversight of parking enforcement activities.
- c. The Company will arrange for bonding of all personnel who handle monies at an amount acceptable to the City.
- d. The Company will ensure that all enforcement, parking meter maintenance and coin collecting personnel wear City-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 that must be worn at all times.
- e. All other employees of the Company providing services shall at all times be clearly identifiable by uniform, name badges, name tags, or identification cards.
- f. The Company shall employ persons who are fully trained, competent, and qualified with the skills and experience necessary to provide the services during the term of the Agreement.
- g. The Company is responsible for hiring, training, and supervising its staff members. Company staff members assigned to the services are employees of the Company.
- h. Company 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 Company.
- i. The Company 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 Company was discourteous, belligerent, profane, or in any way intimidating, either physically or verbally, the Company will submit a written report to the Project Manager within seven (7) 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 thorough training for enforcement and other personnel, including general information and directions to assist customers visiting Hallandale Beach.
- b. Respond in accordance with the City principles on customer service to public inquiries about the Parking Enforcement Services, ticketing and enforcement, or any other citizen concern. The Company will provide a high level of customer service by employing friendly, helpful, customer-oriented personnel.
- c. Assist the City in its efforts to inform the public about the Parking Program, Rules, and Regulations.
- d. Provide all enforcement personnel with an adequate supply of material regarding

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- City services for distribution to citizens requesting such information.
- 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 City Project Manager.
 - f. Provide customer service training in accordance with industry best practices. The training regimen will be subject to the approval of the City of Hallandale Beach.

8. Installation and Maintenance

- a. Install and maintain parking meters in accordance with the City's standards.
- b. Maintain all meters, pedestals, meter poles, heads and all other meter accessories in good working condition. Good working condition is defined as repairing/replacing any defective meter within 24 hours of a report of failure.
- c. Ensure poles and pedestals are clean, upright and painted. All Company employees will be required to immediately report any damaged, missing or malfunctioning meters or facilities to the appropriate supervisor.
- d. Implement and follow a regular preventive maintenance schedule for all parking meters.
- e. Keep a meter log of all complaints. The log will note date, meter number, location, problem and name of the person calling in the problem, the tag number of the car (if any), the date the mechanics checked the meter, the nature of the problem and the date it was corrected.
- f. The Service Provider will be liable for any lost, stolen, unaccounted for or damaged equipment.

9. Safety

Take adequate steps to ensure the safety and security of all personnel and property. The Company shall provide all 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 Company 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. Towing

- a. Use the City's towing contract with a City-wide towing fee set by the City Commission. The Company, as an agent for the City, is obligated to use the

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- appropriate towing company.
- b. Arranging towing and immobilization (booting) of vehicles.

12. Additional Services

- a. Change Company procedures as necessary to conform to revisions in the City's ordinances, parking regulations, policies and initiatives.
- b. Review City ordinances to ensure that they are appropriately reinforcing the desired outcome. Provide the City with recommendations if any ordinances are creating a negative impact to the parking program.
- c. Weekend and special event parking enforcement focuses on ticketing violations such as obstructing traffic, parking in a no parking zone, obstructing fire hydrants, and arranging for towing of illegally parked vehicles.
- d. The Service Provider is responsible for providing temporary signage and bagging Meters on a timely basis to alert the public to special event and other temporary or permanent changes in available on street parking spaces.
- e. Every parking Meter will need to be emptied at least weekly or more often, depending on parking volumes.
- f. Evaluate the parking rates and provide recommendations for rate changes to the City.
- g. Evaluate the areas of paid parking and provide recommendations for new paid parking areas to the City.
- h. The City may desire the Proposer to assist with the design, construction and/or operation a parking structure in the future. Details are unknown at this time but Proposers should state any experience

13. Reasonable Operating Expenses

The City will reimburse the Service Provider for all reasonable approved expenses as determined by the City. For this purpose, all salary increases for your staff must be preapproved by the City. Please identify your monthly reasonable expenses and provide a cost.

By the third Thursday in March of each year thereafter, the Service Provider shall submit a detailed budget outlining all anticipated expenses and revenue for the following fiscal year. For budget preparation the Service Provider must follow the City's fiscal year which starts October 1 and ends September 30.

MINIMUM QUALIFICATION REQUIREMENTS:

All firms responding to this RFP, in order to be eligible to respond to this RFP must demonstrate and submit with firm's response all of the Minimum Qualification Requirements (MQRs) stated below. Proposing firm must meet the (MQRs) stated below in order to be eligible to respond to this RFP.

Firm must provide a section with your firm's response labeled "Minimum Qualification Requirements" addressing all items stated below by #.

Your firm's non-compliance to the outline below will hinder the ability to find the responses of the MQRs to the RFP and could cost your firm to be determined non-responsive and disqualified from being eligible for evaluation and not be considered. Ensure the MQRs below are easily found and clearly addressed within your firm's response.

All firm(s) responding to perform the work for this project/RFP must provide and meet all the (MQRs).

1. Minimum Five Years Operating as the Primary Parking Facility Operator:

The proposing firm must have, throughout the past five (5) consecutive years (2011 through 2016), continuous and active operation as the primary parking facility operator managing facilities similar to the ones outlined in this RFP. The response to this requirement must be provided by completing the tables below. Please note that the years of experience can be for a single/one (1) project.

Provide a response to this MQR, item 1., by completing the table below to respond to the MQR.

Name of the Project # 1	
Date when Project # 1 started	
Date when Project # 1 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Information about this project	

Name of the Project # 2	
Date when Project # 2 started	
Date when Project # 2 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Information about this project	

Name of the Project # 3	
Date when Project # 3 started	
Date when Project # 3 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Information about this project	

Name of the Project # 4	
Date when Project # 4 started	
Date when Project # 4 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Information about this project	

Name of the Project # 5	
Date when Project # 5 started	
Date when Project # 5 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Information about this project	

2. General Manager:

The proposed General Manager must have five (5) years of management experience managing facilities similar to the one outlined in the RFP.

The response to this requirement must be provided by completing the tables below. Please note that the years of experience can be for a single/one (1) project.

Response to this MQR, item 2., must be provided by completing the table below.

Name of the Project # 1	
Name of General Manager assigned to Project # 1 and City for this RFP	
Date when Project # 1 started	
Date when Project # 1 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Project Manager specific role and job description for this project	

Name of the Project # 2	
Name of General Manager assigned to Project # 2 and City for this RFP	
Date when Project # 2 started	
Date when Project # 2 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Project Manager specific role and job description for this project	

Name of the Project # 3	
Name of General Manager assigned to Project # 3 and City for this RFP	
Date when Project # 3 started	
Date when Project # 3 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Project Manager specific role and job description for this project	

Name of the Project # 4	
Name of General Manager assigned to Project # 4 and City for this RFP	
Date when Project # 4 started	
Date when Project # 4 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Project Manager specific role and job description for this project	

Name of the Project # 5	
Name of General Manager assigned to Project # 5 and City for this RFP	
Date when Project # 5 started	
Date when Project # 5 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Project Manager specific role and job description for this project	

3. Years' in Business:

Proof of experience must be provided by providing a copy of the firm's Sunbiz. The Sunbiz for firm must show an incorporation date of five (5) years. The period of time to meet the five (5) years requirement must show a "date filed" of 2011 or earlier.

4. Licenses:

Proposing firm must provide copies of all applicable licenses with their response, if any. If none are required by County and State, you must so state in your firm's response.

MANAGEMENT FEE FORM:

Firm's must provide the price for services in the format below.

Evaluators will consider the amount of the Respondent's Management Fee Offer Form.

Each Respondent's Total Management Fee offer will be evaluated by comparing it mathematically to the other management fee offers received. The lowest offer will receive the maximum score. The response with the Highest Fee will receive scores based on the mathematical relationship they bear to the lowest offer.

Year # 1 Management Fee	\$
Year # 2 Management Fee	\$
Year # 3 Management Fee	\$
Year # 4 Management Fee	\$
Year # 5 Management Fee	\$
Assessment of City-wide parking needs. One time charge	\$
TOTAL YEARS # 1- # 5 MANAGEMENT FEES AND ASSESSMENT SERVICES	\$

I, _____, _____
Name of authorized Officer per Sunbiz Title

of _____
Name of Firm as it appears on Sunbiz

hereby attest that I have the authority to sign this notarized certification and certify that the above referenced information is true, complete and correct.

Signature

Print Name

EVALUATION PROCESS:

An Evaluation Committee may select the highest ranked proposers for oral interviews/presentations.

Oral interviews may be scheduled with the firm(s) as requested by the Evaluation Committee. The oral presentations are exempted from the public meeting requirements of s. 286.011 F.S., however will be recorded for public record purposes in accordance with sec. 119.07(1) F.S. as amended.

Oral presentations are to support what has been provided in the proposals by each firm or to exhibit or otherwise demonstrate the information contained therein for clarification purposes. No new information or material not already provided in the firm's proposal is to be presented during oral presentations.

After oral presentations, proposals will be evaluated and ranked by the Evaluation Committee to obtain the results for recommendation to award an Agreement.

- All firms that are submitting a response to this RFP, either through Joint Venture, a Joint Collaborative Proposal, etc., must submit a single response proposal. If the Proposal/Response is from more than one (1) firm, firms responding must meet all requirements as detailed in the RFP.

All proposals must be submitted in accordance with the Request for Proposals (RFP) document which may be obtained online at www.cohb.org/solicitations.

INSTRUCTIONS FOR SUBMITTAL OF RESPONSES

Firms are to submit responses only on a thumb drive that is searchable in adobe format. No hardcopy (paper) submittals or CDs will be accepted. In order to ascertain that the proposal information provided on the thumb drive contains data that allows the reviewer to perform an "edit" "find" search, your firm must test each thumb drive before it is submitted. Firms must make sure that the thumb drive is tested before submission. Do not place password on the thumb drives. Provide eight (8) thumb drives with your firm's submittal.

Section II, Submission of Proposals, outlines the format to be followed for responses to this RFP.

REFERENCES:

The City will conduct reference checks as a component of due diligence to determine the capability of firms to be able to perform the requirements of the project. The reference questions will be sent via email; therefore, please make sure that the references your firm provides are aware that they will be receiving a Reference Form from the City of Hallandale Beach to be completed by a deadline date.

Each firm responding to this RFP must provide five (5) verifiable references.

Do not provide more or less than five (5) references. The City will only contact the five (5) references provided.

Each firm must provide the following information for each of the references provided and ensure that the contact information you are providing has an up to date email address and will be accessible and able to respond to the request for reference.

- a. Client name, address, phone number, and email.
- b. Name and location of the project. Description of the scope of work.
- c. Role/Services your company provided.
- d. Date project commenced and current status.
- e. Size of project (size of parking facility)
- f. Management Fee.
- g. Present status of the project.
- h. Phone # for Reference (Project Manager).
- i. Updated email address for Project Manager.

The references provided will be sent, via email, a Reference Form to complete. Please make sure that the references your firm provides are aware they will be receiving a Reference Form via email from the City of Hallandale Beach to complete by a deadline date. Emails provided that are no longer in service and/or for which references are not received by the deadline requested will cost your firm's full receipt of the reference points as outlined.

DEFINITIONS

“Award” means the acceptance of a bid, offer or proposal by the proper authorized designee. The City Commission must approve all awards over the purchasing authority of the City Manager, with the exception of emergency purchases.

“City” the City of Hallandale Beach or the City Commission, a municipal corporation of the State of Florida.

“City’s Contract Administrator” means the City’s representative duly authorized by the City Commission and/or City Manager, to provide direction to the Consultant regarding services provided pursuant to this RFP and the Contract.

“Contract” and “Contract Documents” means the agreement for Agreement for this Project to be entered into between the City and the Successful Proposer/Contractor.

“Consultant” the individual(s) or firm(s) to whom the award is made and who executes the Contract Documents.

“Local City of Hallandale Beach Vendor” pursuant to Chapter 23, Procurement, Section 23-3 of the Code of Ordinances of the City of Hallandale Beach, Florida.

“Notice to Proceed” means the written notice given by the City to the Consultant of the date and time for work to start.

“Project Manager” means the Consultant’s representative authorized to make and execute decisions on behalf of the Consultant.

“Proposal” means the proposal or submission submitted by a Proposer. The terms “Proposal” and “Bid” are used interchangeably and have the same meaning.

“Proposer” means one who submits a Proposal in response to a solicitation. The terms “Proposer” and “Bidder” are used interchangeably and have the same meaning.

“Proposal Documents” the Request for Proposals, Instructions to Proposers, Technical specifications, plans and attachments and the proposed Contract Documents (including all Addenda issued prior to the opening of Proposals).

CONTRACT TERMS

The term of the Agreement shall be for a period of five (5) years, with option to renew, on an annual basis, for an additional three (3) years .

The Contractor shall not assign, transfer or sub-contract any work either in whole or in part, without prior written approval of the City.

The submittal responses shall be valid until such time as City Commission awards a contract as a result of this RFP.

City reserves the right, where it may serve the City of Hallandale Beach's best interest, to request additional information or clarification from Proposers.

Notwithstanding anything to the contrary contained herein, the City of Hallandale Beach reserves the right to waive formalities in any proposal and further reserves the right to take any other action that may be necessary in the best interest of the City. The City further reserves the right to reject any or all proposals, with or without cause, to waive technical errors and informalities or to accept the proposal which in its judgment, best serves the City of Hallandale Beach.

CONFLICT OF INTEREST

If you are an employee, board member, elected official(s) or an immediate family member of any such person, please indicate the relationship in the form provided in the Form's Section, Exhibit II. Pursuant to the City of Hallandale Beach Standards of Ethics, any potential conflict of interest must be disclosed and if requested, obtain a conflict of interest opinion or waiver from the City Commission prior to entering into a contract with the City of Hallandale Beach.

PROPOSAL FORMAT: The following format must be followed by firms submitting responses to the RFP.

The following criteria stated below is what the Evaluation Committee will utilize to rate your firm's response. Your firm's response must provide all information requested below items # 1 through # 17. Firm's non-compliance to the outline below will hinder the Evaluation Committee's ability to find the responses to the RFP and could cost your firm points for information that is not easily found. The information must be included in the thumb drives that are searchable in adobe format. No hardcopy paper submittals or CDs will be accepted.

Firms are to submit this information/responses only on eight (8) thumb drives that are searchable in adobe format. No hardcopy (paper) submittals or CDs will be accepted. In order to ascertain that the proposal information provided on the thumb drive contains data that allows the

reviewer to perform an “edit” “find” search, your firm must test each thumb drive before it is submitted. Firms must make sure that the thumb drive is tested before submission. Do not place password on the thumb drives. **Provide eight (8) thumb** drives with your firm’s submittal.

The outline for items # 1 through # 17 below must be followed.

The purpose of the proposal is to demonstrate the qualifications, competence, and capacity of the firms seeking to undertake the work for the City in conformity with the requirements of the specifications in the RFP. As such, the substance of the proposals will carry more weight than their form or manner of presentation.

The proposal should address all points outlined in the specifications of this RFP. The proposal should be prepared simply and economically, providing straightforward, concise description of the proposer’s capability to satisfy the requirements of the RFP.

In order to be eligible for evaluation, all firm(s) responses to this RFP must demonstrate and submit with firm’s response all of the Minimum Qualification Requirements (MQRs) stated below. Proposing firm(s) must meet the MQRs stated below in order to be eligible for evaluation of their response/submittal. If firm is proposing work to be provided by more than one (1) firm, **all proposed firms** must meet and provide the MQRs with the response/submittal.

While additional data may be presented, the information requested in items 1 through 17, must be included. Items 1-17 represent the criteria against which proposals will be evaluated.

1. Title Page

Provide the RFP # and title, the firm’s name; the name, address, telephone number and email of the contact person; and the date of the proposal.

2. Table of Contents

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

3. Cover Letter

The Proposal must include a letter of transmittal attesting to its accuracy, signed by an individual authorized to execute binding legal documents on behalf of the Proposer. The cover letter shall provide the name, address, telephone and facsimile numbers, and email address of the Proposer along with the name, address, telephone and facsimile numbers, and email address of the executive that has the authority to contract with the City. The

cover letter shall present the Proposer's understanding of the Services, a summary of the approach to be undertaken to perform the Services, as well as a summary of the costs to provide the Services. Each Proposer shall make the following representations and warranty in its Proposal Cover Letter, the falsity of which might result in rejection of its Proposal: "The information contained in this Proposal or any part thereof, including its Exhibits, Schedules, and other documents and instruments delivered or to be delivered to the City, is true, accurate, and complete. This Proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead the City as to any material facts."

Provide the names of the person who will be authorized to make representation for the Proposer, their titles, addresses and telephone numbers.

4. Executive Summary

The Proposer shall submit an executive summary, which outlines its Proposal, including the proposed general management philosophy. The executive summary shall, at a minimum, include an identification of the proposed Services team, responsibilities of the Service team, and a summary of the proposed Services. This section should highlight aspects of this Proposal, which make it superior or unique in addressing the needs of the City.

5. Minimum Qualification Requirements (MQRS)

Ensure that within this section your firm include the MQRS portion outlined and requested below.

All firm(s) responding to perform the work for this project/RFP must provide and meet all the (MQRs).

1. Minimum Five Years Operating as the Primary Parking Facility Operator:

The proposing firm must have, throughout the past five (5) consecutive years (2011 through 2016) continuous and active operation as the primary parking facility operator managing facilities similar to the ones outlined in this RFP. The response to this requirement must be provided by completing the tables below. Please note that the years of experience can be for a single/one(1) project. Provide a response to this MQR, item 1., by completing the table below to respond to the MQR.

Name of the Project # 1	
Date when Project # 1 started	
Date when Project # 1 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Information about this project	

Name of the Project # 2	
Date when Project # 2 started	
Date when Project # 2 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Information about this project	

Name of the Project # 3	
Date when Project # 3 started	
Date when Project # 3 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Information about this project	

Name of the Project # 4	
Date when Project # 4 started	
Date when Project # 4 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Information about this project	

Name of the Project # 5	
Date when Project # 5 started	
Date when Project # 5 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Information about this project	

2. General Manager:

The proposed General Manager must have five (5) years of management experience managing facilities similar to the one outlined in the RFP. The responses to this requirement must be provided by completing the tables below. Please note that the years of experience can be for a single /one (1) project.

Response to this MQR, item 2., must be provided by completing the table below.

Name of the Project # 1	
Name of General Manager assigned to Project # 1 and City for this RFP	
Date when Project # 1 started	
Date when Project # 1 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Project Manager specific role and job description for this project	

Name of the Project # 2	
Name of General Manager assigned to Project # 2 and City for this RFP	
Date when Project # 2 started	
Date when Project # 2 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Project Manager specific role and job description for this project	

Name of the Project # 3	
Name of General Manager assigned to Project # 3 and City for this RFP	
Date when Project # 3 started	
Date when Project # 3 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Project Manager specific role and job description for this project	

Name of the Project # 4	
Name of General Manager assigned to Project # 4 and City for this RFP	
Date when Project # 4 started	
Date when Project # 4 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Project Manager specific role and job description for this project	

Name of the Project # 5	
Name of General Manager assigned to Project # 5 and City for this RFP	
Date when Project # 5 started	
Date when Project # 5 was completed	
Name of entity for which services were provided to	
Updated contact name, phone and email	
Project Manager specific role and job description for this project	

3. Years' in Business:

Proof of experience must be provided by providing a copy of the firm's Sunbiz. The Sunbiz for firm must show an incorporation date of five (5) years. The period of time to meet the five (5) years requirement must show a "date field" of 2011 or earlier.

4. Licenses:

Proposing firm must provide copies of all applicable licenses with their response, if any. If none are required by County and State, you must so state in your firm's response.

6. **Background and Experience**

The Proposer shall provide a concise description of the company, including origin, state of incorporation, background, and current size. Include information concerning general organization and staffing as well as experience with similar projects.

Background, Capability and Skill:

Describe in detail the capability and skill of your organization to provide the services specified herein. The description of your firm's capability and skill should include, at a

minimum, the following:

- a. Background information about the organization, e.g., philosophy, ownership, size, facilities, location(s), length of time in business, etc.
- b. Proposer's management structure both at the corporate level and at the project level, e.g. number of each of the following: management, supervisory, non- supervisory personnel.
- c. Proposer's qualifications to perform the services, including all resources available to proposer for the performance of the contract.
- d. Qualifications of management and/or supervisors who will be assigned to this contract.
- e. Description of proposer's financial stability and other resources that most adequately ensure the delivery of services acceptable to the City.
- f. Provide organizational chart and staffing schedule showing maximum use of full- time permanent employees.
- g. Provide information on employee compensation packages that are available to project employees, to include, at a minimum, hourly wage, leave programs, employee performance incentives, etc. which all full-time permanent employees currently receive.
- h. Provide a detailed description of training, safety and certifications programs given to all employees. Include excerpts from training manual for enforcement and collections personnel.
- i. Describe any changes to the existing program to be recommended by your company including meter and citation rates.
- j. Describe any advanced technology or processes you would recommend to improve parking management.
- k. Describe any special amenities or programs you would propose to implement include any additional costs/charges that might be incurred through implementation of the program.

Experience:

- a. Describe your established parking management experience, which is related to the services to be provided in cities similar to Hallandale Beach.
- b. Detail any parking management contracts that have in the past five (5) years been terminated or cancelled, by either party, prior to the completion of the contract term. Describe the basis for termination.
- c. Detail all matters of litigation in which the company is currently involved.

7. **Proposed Solution**

Given the purpose of the Services and the City's goals as stated in this RFP, provide a creative solution to meet such goals. Following is a framework and questions to guide your organizations suggested solution. Please address the following as completely as possible. If you wish to add supplemental information, it shall be labeled "Supplemental Information."

Process

What steps will your organization take to ensure that the transition and implementation for the Services runs smoothly?

Transition Plan

The Company shall prepare and submit to the City for approval a comprehensive and detailed Transition Plan, which describes in detail all tasks and resources associated with the transition of Parking Services to the Company (the "Transition Plan") with minimum disruption to the City's operations.

Client Relationship Management

Describe the communications scheme that your organization will use to keep the City informed about the progress of the Services.

Risk Management

Describe the risks associated with this Contract. What contingencies have been built in to mitigate those risks?

8. **Pricing and Expected Operating Expenses**

Identify and provide a detailed breakdown of the fees charged to provide parking management services to the City. Fees should be listed both on a monthly and annual basis.

In an effort to minimize the cost to the City, Proposers are encouraged to outline more than one pricing structure for the City to evaluate. Some examples of alternative pricing structures may include revenue sharing, flat fee, and percentage based pricing.

9. Past Performance (References)

The City will conduct reference checks as component of due diligence to determine the capability of firms to be able to perform the requirements of the project. The reference questions will be sent via email, therefore, please make sure that the references your firm provides are aware that they will be receiving a Reference Form from the City of Hallandale Beach to be completed by a deadline date.

Each firm responding to this RFP must provide five (5) verifiable references for projects of similar scope as outlined in this RFP.

Do not provide more or less than five (5) references. The City will only contact the five (5) references provided.

Each firm must provide the following information for each of the references provided and ensure that the contact information you are providing has an up to date email address and will be accessible and able to respond to the request for reference.

- a. Client name, address, phone number, and email.
- b. Name and location of the project. Description of the scope of work.
- c. Role/Services your company provided.
- d. Date project commenced and current status.
- e. Size of project (size of parking facility)
- f. Management Fee.
- g. Present status of the project.
- h. Phone # for Reference (Project Manager). Updated email address for Project Manager.

The references provided will be sent, via email, a Reference Form to complete. Please make sure that the references your firm provides are aware they will be receiving a Reference Form from the City of Hallandale Beach to complete by a deadline date. Emails provided that are no longer in service and/or for which references are not received by the deadline requested will cost your firm's full receipt of the reference points as outlined.

10. **Bonding Capacity Letter**

Proposing firm must submit with their proposal a Bonding Capacity letter issued by a licensed surety company licensed in the State of Florida. This letter must stipulate that the proposing firm (name of firm) is bondable for a specific dollar amount to provide the services stipulated in this RFP and provide the RFP # and name.

11. **Legal Proceedings**

There are no points for this information.

- A. Arbitrations: any arbitration demands filed by or against your firm in the last five (5) years, and identify the nature of the claim, the amount in dispute, the parties, and the ultimate resolution of the proceeding.
- B. Lawsuits: List all lawsuits filed by or against, your firm in the last five (5) years, and identify the nature of the claim, the amount in dispute, the parties, and the ultimate resolution of the lawsuit.
- C. Other Proceedings: Identify any lawsuits, administrative proceedings, or hearings initiated by the National Labor Relations Board or similar state agency in the past five (5) years concerning any labor practices by your firm. Identify the nature of any proceeding and its ultimate resolution. Identify any lawsuits, administrative proceedings, or hearings initiated by the Occupational Safety and Health administration concerning the project safety practices of your company in the last five years. Identify the nature of any proceeding and its ultimate resolution.
- D. Bankruptcies: Has your firm or its parents or any subsidiaries ever had a Bankruptcy Petition filed in its name, voluntarily or involuntarily? (If yes, specify date, circumstances, and resolution).

12. **Customer Service Training**

Evaluators will consider the quality, comprehensive nature, and feasibility of the Respondent's response for this section for the proposed project.

13. **Transition Plan and Monthly Reports**

Evaluators will consider the quality, comprehensive nature, and feasibility of the Respondent's response for this section for the proposed project.

14. Management Fee Offer

Evaluators will consider the amount of the Respondent's Management Fee Offer Form. Each Respondent's Total Management Fee offer will be evaluated by comparing it mathematically to the other management fee offers received. **The lowest offer will receive the maximum score.** The response with the Highest Fee will receive scores based on the mathematical relationship they bear to the lowest offer.

The points will be calculated by dividing the lowest management fee proposed by the Management Fee of respondent being evaluated. The result will be multiplied by the criteria point to arrive at the score.

Example: Lowest Management Fee Proposed gets Total Points = 15 points

Lowest Management Fee proposed submitted is \$100,000 and the Respondent's Proposed Management Fee being evaluated is \$130,000 = So $\$100,000 / \$130,000 = .77$

$.77 \times$ total number of points for the Management Fee criteria, which is 15:

$.77 \times 15 = 11.55$, which would be the total number of points this Respondent's Management Fee would receive.

15. Revenue, Collections and Control:

Evaluators will consider the quality, comprehensive nature, and feasibility of the Respondent's response for this section for the proposed project.

16. Local City of Hallandale Beach Vendor Preference (LVP)

See Exhibit III for further details.

17. Community Benefit Plan

BONUS POINTS, See Exhibit III for further details.

PROPOSAL EVALUATIONS:

Criteria. Proposal packages will be evaluated as stated below.

The recommendation(s) for award shall be made to the City Commission, by the City Manager, to the responsible Proposer(s) whose proposal is determined to be the most advantageous to the City.

NUMBER	criteria listed	MAXIMUM Potential Points
1.	MINIMUM QUALIFICATION REQUIREMENTS (MQRs) – this criteria has no points. If your firm does not provide all the required MQRs information, your firm’s proposal will not be reviewed/evaluated and your firm’s submission will be disqualified.	Ensure your firm provides all the MQRs within your firm’s submittal
2.	Background and Experience	10
3.	Proposed Solution	10
4.	Pricing and Expected Operating Expenses	10
5.	Past Performance (References)	5
6.	Bonding Capacity	10
7.	Customer Service Training	5
8.	Transition Plan and Monthly Reports	10
9.	Management Fee Offer	15
10.	Revenue, Collection and Control	15
11.	Local City of Hallandale Beach Vendor Preference*	(2.5-10)
	TOTAL POINTS **	100
BONUS	Community Benefit Plan	(0-15)

*depending on tier level of the Local City of Hallandale Beach Vendor Preference the points may be 2.5, 5 or 10. (See Exhibit III)

**Total points may be less than 100 points depending on the applicable Tier criteria for the Local City of Hallandale Beach Vendor Preference. (See Exhibit III)

The criteria stated above will be utilized to rank proposer(s).

Oral interviews may be scheduled with the firms the Evaluation Committee determines be invited to this process. The oral presentations are exempted from the public meeting requirements of s. 286.011 F.S., however will be recorded for public record purposes in accordance with sec. 119.07(1) F.S. as amended.

SUBMITTAL DUE DATE:

RESPONSES ARE DUE: JUNE 2, 2016 NO LATER THAN 11:00AM.

RESPONSES MUST BE SUBMITTED IN A SEALED ENVELOPE AND MUST BE MAILED OR HAND DELIVERED TO THE ADDRESS IN THE BOX BELOW. SEALED ENVELOPES MUST BE LABELED AS FOLLOWS:

CITY OF HALLANDALE BEACH
CITY CLERK'S DEPARTMENT – EXECUTIVE OFFICES
PLACE THE NAME OF YOUR FIRM HERE
400 SOUTH FEDERAL HIGHWAY – 2ND FLOOR
HALLANDALE BEACH, FL 33009
TITLED: RFP # FY 2015-2016-016
PARKING MANAGEMENT SERVICES

NON-MANDATORY PRE-PROPOSAL CONFERENCE:

The Pre-Proposal Conference is held to explain in detail Exhibits I-III, which make up the RFP for this project. It is strongly encouraged that firms interested in proposing to this RFP attend the Pre-Proposal Conference. The Conference will explain the scope of work, the City's Local Vendor Preference and Community Benefit Plan. The Pre-Proposal Conference presents the opportunity for firms to clarify anything within the RFP and to ask questions directly to City Staff. The Procurement Department recommends that firms attend the Pre-Proposal Conference as a tool to be successful in responding to the City's projects.

Non-Mandatory Pre-Proposal Conference is being held May 10, 2016 at 11:00 am, City Hall Commission Chambers, 400 South Federal Highway, Hallandale Beach, FL 33009.

LAST DAY FOR QUESTIONS:

Any questions are to be submitted via email to alues@cohb.org by no later than May 13, 2016 no later than 11:00 A.M.

5% BID GUARANTEE

As per Procurement Code Section 23-12 (2) Security Bonds: Each proposer must provide with the submission a Proposal Guarantee/Bond in the form of a Certified Check, or Cashier's Check, or Bid Bond in the amount of five (5%) of the Proposed Bid Price payable to the City of Hallandale Beach. These funds are not cashed. These funds are retained guaranteeing the firm submitting the proposal will not withdraw the proposal for such period of time as the Board of Directors provides a Resolution for award of contract. Per Procurement Code Section 23-3, if firm withdraws the proposal, or awarded firm does not furnish bonds as required, and does not accept a contract that is awarded, the Proposal Guarantee Bond is forfeited.

INSURANCE REQUIREMENTS:

The awarded firm(s) will be required to obtain and maintain the insurance requirements as set forth in the attached agreement, for the life of the contract. The Certificate of Insurance will be required to be provided within the time specified in the notification provided by the Procurement Department after award of contract by the Commission.

The awarded firm shall furnish the required Certificate(s) of Insurance within the time specified in the Notification provided by the Procurement Department. The requirements for insurance are stated in Exhibit II, Article 5.

QUESTIONS REGARDING RFP:

For information pertaining to this Request for Proposals (RFP), contact the Procurement Department (954) 457-1333. Such contact shall be for clarification purposes only. Changes, if any, to the scope of the services or proposal procedures will be transmitted only by written addendum.

REQUEST FOR PROPOSAL (RFP) TENTATIVE SCHEDULE

THE DATES SHOWN BELOW ARE TENTATIVE AND ARE NOT BINDING AND MAY BE SUBJECT TO CHANGE.

RFP DOCUMENT RELEASED	APRIL 22, 2016
NON-MANDATORY PRE-PROPOSAL CONFERENCE	MAY 10, 2016 11 AM COMMISSION CHAMBERS
QUESTIONS	ALL QUESTIONS MUST BE EMAILED BY NO LATER THAN MAY 13, 2016 BY NO LATER THAN 11 AM
RFP DEADLINE FOR RECEIPT OF PROPOSALS	<u>JUNE 2, 2016</u> <u>BY NO LATER THAN 11 AM</u>
EVALUATION OF PROPOSAL/SELECTION OF FIRMS	JUNE 8 THROUGH JUNE JULY 29, 2016
ORAL INTERVIEWS – (IF REQUIRED)	JUNE 20 THROUGH JULY 29, 2016
CONTRACT AWARD BY CITY COMMISSION – ESTIMATED	TO BE DETERMINED
PROJECT START DATE – ESTIMATED	TO BE DETERMINED