



GREENLEAF HOSPITALITY GROUP (GHG)
Parking Access and Revenue Control (PARC) System Review
Request for Proposal (RFP)

REQUEST FOR PROPOSALS (RFP)

Greenleaf Hospitality Group (GHG) is soliciting proposals for:

Project Name: Parking Access and Revenue Control System (PARC) Platform Review
RFP Issue Date: Monday, April 08, 2019
Proposal Due: Friday, May 03, 2019 11:59 pm ET

Greenleaf Hospitality Group, Inc. will be referenced as **GHG** and the solution provider or RFP participant will be referred to as **PROVIDER** throughout the remainder of this document for easier referencing and identification.

GHG has invited **PROVIDERS** to participate in the **REQUEST FOR PROPOSALS (RFP)** phase of our Parking Access and Revenue Control System (**PARC**) System which may result in a change to that platform with a go live date no later than **Tuesday, 09.03.2019**. GHG reserves the right to receive additional proposals from qualified bidders and will post the Request for Proposal to the Michigan Parking association, the National Parking Association, and the International Parking and Mobility Association, and as seen fit. The Go-Live date is considered non-negotiable and significant penalties will occur if it is not met.

The RFP response **MUST** clearly and completely answer the following key questions but also how the solution differentiates itself in the market to create the most value to GHG and its Customers.

1. Producing an optimal Customer Experience by focusing on **Ease of Use** so that the process of access and revenue collection and control is the most efficient and effective.
2. **Reliability** so that the Customer Experience above is consistent for both Customers but also people and processes supporting the PARC System.

GHG wants to provide both our own organization and **PROVIDERS** the ability to successfully plan and execute a signed contract by **Friday, 07.26.2019**.

All **PROVIDERS** **MUST** explicitly confirm via email (return receipt suggested) to PARC_RFP@ghgkz.com that this RFP request has been received and render a decision to participate or decline by **Friday, 04.19.2019**. If a **PROVIDER** does decline, please provide feedback as to why, to assist us in improving the process or potentially clarifying any issues.

All **PROVIDERS** shall complete and return all of the required information (**section 9**) in order for the proposal to be considered responsive. Failure to do so may result in the proposal being rejected as non-responsive.

Questions about this RFP should be directed under a cone of silence exclusively to PARC_RFP@ghgkz.com. Any other contact will be grounds for disqualification. Responses to questions will be released to all participating **PROVIDERS** under separate cover. **No questions will be answered after 5:00 pm, EDT Friday, 04.19.2019.**

Responses must be emailed to PARC_RFP@ghgkz.com, no later than 5:00 PM, EDT, **Friday, 05.03.2019**. Zip files or file extensions that could be removed by common email security and content filters will be considered non-responsive. If there is a content volume concern, utilize a confidential shared Google Drive, Dropbox link, or SFTP site.



Table of Contents

1. Terms and Conditions	3
2. Current Company/Business Overview	4
3. Problem, Opportunity and Project Goal Overview	5
4. Scope of Work	6
Proposal Selection Weighted Percentages	8
Proposal Selection & Implementation Timeline	9
5. Functional Specifications	10
6. Implementation Specifications	10
7. RFP Response Requirements	13
8. Key Operational Definitions	16
EXHIBIT A: Anti-collusion Attestation	18
EXHIBIT B: Litigation History Requirement:	19
EXHIBIT C: Provider Qualifications Survey	20
EXHIBIT D: Process Map: HIGH Level SIPOC	21
EXHIBIT E: CURRENT PAIN POINT Process Map: Requesting & Receiving Customer Support	22
EXHIBIT F: Existing PARC Environmental Photos	23
EXHIBIT G - Optional (Product Brochure)	23
EXHIBIT H - Optional (Technical Specifications)	23
EXHIBIT I – If Applicable (Litigation History)	23

Separate Documents (included in same RFP Response email)

- [R06 - Functional Requirements Response.xls](#)



1. Terms and Conditions

- 1.1 **This RFP is not a contract** - The purpose of this document is to solicit proposals from prospective Parking Access and Revenue Control (PARC) solution providers. If a solution is selected, contracts and purchase orders will be created. This document is in no way an agreement to purchase any product or services.
- 1.2 Use of documents provided by **GHG** - This document is to be used for the purposes of submitting a project proposal ONLY. Information provided within this document is confidential and should not be released to any third party without written consent from **GHG**.
- 1.3 Use of documents provided to **GHG** - Information provided as a response to this RFP will ONLY be used for the purposes of evaluating the solution presented.
- 1.4 Pricing - Unit pricing provided shall be valid from the date of RFP submittal until 12/31/20. **GHG** may elect to purchase additional units under the same or reduced pricing at any time until 12/31/20.
- 1.5 Changes to quantities - **GHG** reserves the right at any time to modify the quantity of hardware, software, and/or professional services provided by the **PROVIDER**. Per unit hardware/software/services pricing shall not change.
- 1.6 **PROVIDER** WILL review the complete schedule related to all deadlines incorporated that include RFP submission/decision, and GO LIVE dates to ensure the **PROVIDER** can be compliant.
- 1.7 Only RFPs that address **how** to fulfill the following requirements will be considered responsive:
 - 1.71 Provider must present PARC system for a 24/7/365 multi-use gated garage.
 - 1.72 PARC system must meet GHG's definition of PARC System (See **Key Operational Definitions**)
 - 1.73 PARC system must be proven and guaranteed to function effectively in the Great Lakes region's weather extremes from -0 to 120 degrees Fahrenheit.
 - 1.74 Must possess a service guarantee or service level agreement that meets or improves on the following schedule:
 - Initial Diagnostic estimate and action plan within two (2) hours of a reported issue that isn't repaired remotely
 - On-Site support will be provided within four (4) hours of a reported issue that requires on-site support.
 - Telephone/email support available 24/7/365
 - Failures that cannot be reasonably addressed or resolved require written action plans within eight (8) hours. Failures which cannot be resolved within the eight hour window may result in a penalty equivalent to 125% of any projected lost revenues
 - 1.75 Provide evidence of five (5) active multi use PARC Customers with at least one (1) including a hotel within a 500 mile radius of Kalamazoo, MI, or similar geographic environment and operation.
 - 1.76 Provide evidence of spare part inventory and ability to meet all requirements in 1.75 above.



2. Current Company/Business Overview

- Privately owned hospitality management company in Kalamazoo, Michigan, consists of a portfolio that includes:
 - Hospitality
 - Food & Beverage
 - Retail
 - Sports & Entertainment
 - Special Events
 - Parking
- Hotel
 - 340 Guest Rooms
 - 44,000 square feet across 22 meeting rooms
 - Part of the Radisson Hotel Group brand; privately owned and managed.
- Parking Garage
 - Attached 908 space gated and covered parking garage with eight (8) parking levels
 - Gate Controlled across all entrances and exits
 - Two (2) entrances
 - Three (3) exits
 - Two (2) Pay of Foot (POF) Devices which accept cash and/or credit cards
 - Customer payment is Credit Card only at lane exits
 - Credit Card Processing is processed with EMV devices.
 - Lost Ticket buttons and intercoms at all exits
 - On premise server environment
 - VOIP intercoms on all PARC stations/devices with integration into telephony system with call routing to the Hotel Operations Front Desk.
 - Multi use environment
 - Transient Hourly Customer with or without full or partial validation from a special event or an on-site restaurant and/or retail outlet(s), capable of paying cash, credit card
 - Hotel Customer(s)
 - Contract Monthly Customer(s)
 - Event attendee(s)
 - General Public
 - Current Interfaces
 - Property Management System (PMS) (Oracle Centrally Hosted Opera 5.5.0.19) - proximity guest room key, no room or posting verification (1st reader device at entrances and exits). Guest Room Access is managed through Assa Abloy's VINGcard - <https://www.assaabloy.com/en/com/>.
 - Monthly Contract proximity card reader (2nd reader device at entrances and exits)
 - Voice over IP integration into Hotel Telephony system (MITEL - <https://www.mitel.com/en-us>)
 - EMV Credit Card Processing (Elavon) - <https://www.elavon.com/our-services/enterprise/overview.html>
 - Incumbent Solution Provider Parking Boxx - <https://parkingboxx.com/>
 - Desired Interfaces
 - Automated Billing System
 - Automated Validation System and Delivery System
 - Additional Recommended Integrations
 - Open API (Future Property Management System (PMS))



3. Problem, Opportunity and Project Goal Overview

PROBLEM:

GHG is aware that parking revenues have not been fully maximized with the current equipment and method of operation. Slippage, customer service credits, failed equipment, operational challenges have all contributed to this issue.

GOAL:

Increase annualized parking revenue with improved net operating income, enhanced customer service, improved processes and trend analysis, innovative solutions with an elegant future-proof garage system.

THEORIES:

GHG believes that the lost parking revenues and degraded customer service is attributed to special causes:

- Increased gate lifts including but not limited to non-functioning or voice quality issues with the intercoms, inability for the readers to process tickets or validations, validation misprints (without barcodes or ticket number), no entrance tickets due to entry gate lifts, paper jams, confusing POF/PIL process or signage, Customer error due to lack of intuitiveness and/or ease of use, broken equipment due to severe weather/Customer damage and inconsistent validation equipment (i.e. individual device malfunction or a communications issue) lack of prompt vendor responses.
- Difficulty in verifying accuracy of system due to poor data integrity or accessibility to the data, inability to detect system stoppage, no built in reporting solution for gate lift tracking in terms of a reason versus just an "system event" itself, no PMS integration.
- Increased downtime due to delays in support response, lack of near or local service technicians, lack of spare parts or prompt solutions.
- Hotel room and event bookings may be lost or diminished due to parking issues far greater than lost parking revenues alone.

EXPECTATION:

GHG expects the Provider to present the best solution, solves the known and reasonably anticipated problems while addressing the following items and detailing what differentiates the Provider's solution from all others. GHG encourages innovation and creativity, without a set expectation of what this solution will look like, only how the new program would succeed. **It is not required to replicate the makeup of the existing PARC system.**

GHG has invited Providers, like yourself, to use your expert industry knowledge and experience in order to identify the best solution available today and tomorrow to meet and exceed our goals as stated.

- **People:** GHG will build a long term partnership with the Provider. GHG is committed to consider new technology/systems that support our Goal. We require a mutually beneficial partnership to support, feedback, and future improvements. Long term, GHG is willing to be an advocate for the Provider selected once that mutually beneficial partnership is functionally demonstrated.
- GHG is looking to reduce its soft costs with regard to employee and customer dissatisfaction with unreliable and complex parking experience, quality issues, disproportionate amount of labor hours spent on PARC management, manual verification and billing processes, and delays in support response.
- **Process:** GHG is looking for a PARC system that delivers an intuitive customer experience that focuses on ease of use, consistency, timeliness while streamlining the payment process. We are looking to reduce the amount of responsibility given to the Customer to use the system (i.e. reducing the quantity of tickets needed to exit, allowing for variable orders of use, reducing the number of station interfaces at PIL (i.e. proximity card, RFID cards, CC, etc.).
- Ultimately, the basics of a PARC system include access in and out and then revenue collection, we want to error proof the process to minimize the need for a Customer to stop the process flow or call for support which leads to a gate lift and lost revenue.



GREENLEAF HOSPITALITY GROUP (GHG)
Parking Access and Revenue Control (PARC) System Review
Request for Proposal (RFP)

- **Technology:** GHG is looking for PARC system proven to work in our 24/7/365 Great Lakes environment and effortlessly support GHG's ability to enable a consistent and positive customer experience. In the event there is a failure, the ability (i.e. knowledge, process and material) to restore to normal state is minimal.

4. Scope of Work

GHG is soliciting proposals from qualified firms with demonstrated experience in providing a scalable, future-proof, web-based solution for an Integrated Parking Access and Revenue Control (PARC) System including hardware and back-office software within a gated controlled multi use environment. GHG key use cases involve all of the following:

- Transient Hourly Customer with or without full or partial validation from a special event or an on-site restaurant and/or retail outlet(s), capable of paying cash, credit card
- Hotel Customer
- Contract Monthly Customer
- Event attendee(s)
- General Public

The scope of the required project shall include, but is not limited to, the design, development, programming, reliability testing, fabrication, unit testing, system testing, packaging, shipping, installation, start up, maintenance, training of staff and documentation of a PARC System that will provide for multiple credentials for access control and payment services.

GHG is expressly open to innovative concepts that may differ significantly from the current operational deployment. This flexibility includes an increase or decrease in the number and type of hardware, operating revisions, and use of new technologies and operational innovation, while providing a streamlined and auditable back-of-the-house.

The technical requirements for the project,(provided in Appendix A), describe the system concepts, operational and technical requirements and various procedures for the design, development, fabrication, programming, testing, installation and implementation of the various items of access control credentials and fee collection equipment.

The primary objectives are as follows:

- Reduce lost revenue due to gate lifts or other hardware failures
- Reduce Customer Support Calls from PARC System station/device.
- Improve the overall flow of traffic through any of the PARC System stations/devices.
- Reduce the overall downtime of the PARC System.
- Improve facility ingress and egress times
- Improve technology to reduce staff hours and enhance customer service.
- Improve administration and operations process through enhanced reporting and audit trail.
- Automate some of the Accounts Receivable functions (i.e. recurring payment processing).
- Automate or enhance validation processes
- Seize opportunities to enhance customer service, variety of options, and create new touch points to create the best first and last impressions to support the GHG primary mission.
- Ability for new system to be installed in tandem with current operating system to eliminate/reduce any "down" time.



GREENLEAF HOSPITALITY GROUP (**GHG**)
Parking Access and Revenue Control (PARC) System Review
Request for Proposal (RFP)

Under consideration for the new PARC System will be **PROVIDERS** new to **GHG** as well as our current **PROVIDER**. Proposals submitted will be inclusive of all requirements as described whether native to the system or integrated with third party products. **PROVIDERS** will be completely responsible for all work by third-party providers, subcontractors, or partners. Note that in this RFP we may have made certain assumptions regarding the final system configuration. These assumptions are based upon our current, limited knowledge.

We expect that RFP proposals may deviate from some of these assumptions to provide improved configurations and/or reduced costs while meeting all of our requirements but with explanation of why the solution will meet our goals and is the preferred format. **PROVIDERS** will also provide a list of Pro's and Con's for their proposed when compared to the current method of operation and current technology deployment. This is in no way intended as a slight to the current provider; acknowledging the age of the system and the enhancement in the industry during the past five (5) years.



Proposal Selection Weighted Percentages

The evaluation process includes the following assessment components below that allow us to better understand capabilities, evidence of successful results, return on investment over the life of the partnership agreement as well as identify and mitigate risks or tradeoffs.

- RFP responses (including the functional requirements matrix by ranking criteria)
 - MUST/REQUIRED/ NICE TO HAVE Requirements (40%)
 - Financial Value to GHG and our customers (20%)
- RFP Supporting Responses
 - Methodologies and solution approach
 - Support model systems & coverage
 - Success record to date
 - Delivery options and adherence to deliverable deadlines and pressure points
 - Initial and life of product costs
 - Planned logistical support in all phases and levels
 - Future use life and upgradability
- Live demonstration of the use cases and clear indication of the ability to satisfy the functional requirements. (25%)
- Customer Referrals (i.e. User Conference, Site Visit and/or Conference Call) and former customer comments (15%)

Additional points may be awarded at the discretion of the GHG Management and Committee in the form of a Final Scoring which would include:

- Final and best pricing post demonstration (10%)
- Evidence of deliverability as Specified (10%)
- Innovation and proof of concept understanding and likely success (5%)



Proposal Selection & Implementation Timeline

	Milestone Date	Start Date	End Date
1. RFP Released		04.08.2019	05.03.2019
<i>a. RFP Questions Due</i>	04.17.2019		
<i>B Questions/Addendum</i>	04.19.2019		
<i>c. RFP Final Response Due</i>	05.03.2019		
5. Round #1 Decision (Reduce to 3-5 PROVIDERs maximum)	05.10.2019		
6. Mandatory Finalist Demos (on site)		05.13.2019	05.31.2019
7. Customer Referral Site Visit		06.03.2019	06.21.2019
8. Project Team Delivers Final Recommendation and Cost/Benefit Analysis to Project Sponsors	06.24.2019		
9. Primary Solution selected by Sponsors for pilot	07.12.2019		
10. Contract Negotiation		07.15.2019	07.26.2019
11. Team Training/Soft Opening		08.19.2019	09.03.2019
12 Solution GO LIVE	09.03.2019		



5. Functional Specifications

PROVIDERS are required to complete the Functional Specifications Spreadsheet attached to this document as provided. **PROVIDERS** must respond to all tabular items using one of the response codes listed below.

Response Code	Definition
C	Compliant – Function or feature fully complies with GHG’s specification. Responses that are qualified by exceptions or limitations, etc. in the Compliance Matrix shall be considered the equivalent of “N” (does not comply).
E	Exceeds Requirements – Function or feature provided is both fully compliant, and exceeds GHG’s specification. The PROVIDER shall provide alternate requirement language to GHG’s requirement, to which they commit to fully comply. GHG can opt to use either the alternate requirement language <i>or the original language</i> – in both cases the PROVIDER will be understood to be fully compliant (“E”).
M	Complies with Modified Requirement – PROVIDER shall provide suggested alternate specification language in the comment’s column of the compliance matrix. The “M” will be equivalent to a response of “F” if GHG opts to change the specification as proposed, or to a response of “N” if GHG opts to not change the specification. If alternate specification wording is not proposed in conjunction with a “CM” response, the response shall be considered “N” (does not comply).
N	Not Compliant – PROVIDER does not comply with GHG’s specification.
X	Not applicable - Please provide comments as to justification. Example: If the solution is hosted in the Cloud vs. on premise, the requirement for Linux KVM compatibility would not be applicable.

PROVIDERS should provide a narrative on each specification they mark as “C,” “E,” “M,” “N,” or “X”. Providers should detail how their proposed solution meets, exceeds, or complies with modification for each specification. Specifications marked as “N” do not require further narrative.

Not all specifications listed in the functional requirements response document are required. Each **PROVIDER** should respond solely on accurately describing the capabilities of their proposed solution.

Please see the attachment that was included along with this document in the email, which is labeled

[“R06 - Functional Requirements Response.xls”](#).

6. Implementation Specifications

- 6.1. Clearly define the implementation project plan following the signing of a contract or master services agreement (MSA) for products and services, the dependencies between tasks, ownership, due dates relative to the required scheduled outlined in this document and the critical path.
- 6.2. Clearly define within the project plan supporting documentation the lines of responsibilities across the tasks and prerequisites for **GHG**, **PROVIDER** or Integration Partner/Supplier (i.e.



GREENLEAF HOSPITALITY GROUP (GHG)
Parking Access and Revenue Control (PARC) System Review
Request for Proposal (RFP)

Credit Card Gateway or Processor, Property Management System (PMS) Provider, Guest Room Access Provider)). Other examples are the following:

- 6.2.1. hardware installation
 - 6.2.2. cable installation
 - 6.2.3. structural modifications
 - 6.2.4. software licensing
 - 6.2.5. licensing, zoning, permits and inspections
 - 6.2.6. product training
 - 6.2.7. system testing
 - 6.2.8. user acceptance testing (UAT)
 - 6.2.9. programming
 - 6.2.10. establishing accounts
 - 6.2.11. data migration
 - 6.2.12. procuring hardware and software
 - 6.2.13. GHG's parking garage in question will be down at no time without written GHG approval.
- 6.3. Clearly defined process maps, object models and data flow diagrams illustrating how the key components of the PARC System interact with each other and GHG Staff and Customers. Please be as specific as possible with the PARC System equipment specifications so that GHG can understand the full capabilities of the **PROVIDER'S** solution. This may include any of the following dependent on the final solution proposed by the **PROVIDER**:
- 6.3.1. entrance lane equipment
 - 6.3.2. exit lane equipment
 - 6.3.3. cashier terminal
 - 6.3.4. barrier gates
 - 6.3.5. loop controllers/communications
 - 6.3.6. operating system
 - 6.3.7. back office software
 - 6.3.8. credit card processing
 - 6.3.9. alarms
 - 6.3.10. status reporting
 - 6.3.11. audit capability
 - 6.3.12. AV equipment
 - 6.3.13. pay-on-foot stations
 - 6.3.14. integration(s)
 - 6.3.15. online customer portals and special event reservation system
 - 6.3.16. integration and availability software platforms, etc.
- 6.4. Clearly define the warranty options, terms and common use cases illustrating examples of what is included or excluded. Verify the pricing model includes the basic warranty and extended warranty options. Examples of warranty terms must be provided in the response.
- 6.5. Clearly define Operations and Maintenance protocols so that the team will work with the **PROVIDER** to Operationalize the solution:
- 6.5.1. Life Expectancy Schedule for key parts



GREENLEAF HOSPITALITY GROUP (GHG)
Parking Access and Revenue Control (PARC) System Review
Request for Proposal (RFP)

- 6.5.2. Ordering replacement parts and timed delivery commitment
- 6.5.3. Installation of Replacement Parts or Supplies
- 6.5.4. Returning replacement parts
- 6.5.5. Standard on-site inventory recommendations to reduce downtime and costs
- 6.5.6. Submitting Support Cases, format and response timing
- 6.5.7. Preventative Maintenance Schedule and Procedure
- 6.5.8. Service Level Agreements (SLAs) and pricing for the next six (6) years
- 6.5.9. Software Maintenance
- 6.5.10. Hardware Maintenance
- 6.5.11. Change Management Protocols and Procedures
 - 6.5.11.1. Please provide system testing plan example or job aide
 - 6.5.11.2. Please provide user acceptance testing (UAT) plan or job aide
- 6.6. Clearly define the training and education plan for the **areas mentioned above** but also specifically the following areas which also included the intended audience, duration of the training and general methods utilized to conduct the training:
 - 6.6.1. operational demonstration testing of entire system
 - 6.6.2. programming maintenance
 - 6.6.3. setting up monitoring and alerts
 - 6.6.4. security access and setup
 - 6.6.5. lifting the gates remotely
 - 6.6.6. contacting an individual station via the intercom
 - 6.6.7. diagnosing common issues (i.e. hardware, software, credit card processing)
- 6.7. Clearly define a Marketing and education plan recommendation for communicating change, initial marketing updates, education monthly parkers & local companies with validations, and rollout of the new equipment.



7. RFP Response Requirements

- 7.1. The following section outlines **GHG's** expectations from each **PROVIDER** on the response to this RFP. Documentation provided by the **PROVIDER** as a response to this RFP must be returned to **GHG** in electronic format. Items marked **required** must be submitted as part of the solution proposal or the proposal could be disqualified from consideration.
- 7.2. Cover Letter
- 7.3. Executive Summary (Including why the **PROVIDER** should be selected.
- 7.4. Outline Complete with Page numbers
- 7.5. **Required** (name response **R01 - Organizational Qualifications Questionnaire**) - see section 7 of this document for the questions.
- 7.6. **Required** (name response **R02 - Solution Support Model Overview**) - Document outlining PROVIDER's commitment to support of the solution. Include Service Level Agreements PROVIDER will commit to as the solution long-term support PROVIDER. Detail hardware replacement/repair support expectations and turn-around times.
 - 7.6.1. Include your approach to post-implementation account and relationship management. In the response, please detail how the relationship will be managed (i.e. Governance structures for Operations, projects, etc.) Include examples. Elaborate on how you align to customer business strategies.
- 7.7. **Required** (name response **R03 - Customer References**)
 - 7.7.1. References of five (5) similar sized projects installed within the last five (5) years in similar multi use PARC environments. Include project name, owner, contact person, email, and phone number, description of project, and professional services provided. Detail why this installation was chosen as a reference. Discuss similarities and differences. References will be contacted.
 - 7.7.2. References of three (3) similar Business Customers in similar PARC environments that the PROVIDER has lost or separated their business relationship within the last seven (7) years. Include Customer Name, contact person, email, and phone number, description of project, professional services provided and reason for change. References will be contacted
 - 7.7.3. Planned visits to select Customer Referral sites to meet and see how they have deployed the solution at a high level and gauge the results. If internal policies make this request challenging or require more time to secure the proper referral, prioritize this task.
- 7.8. **Required** (name response **R04 - Project Implementation Plan and Critical Assumptions**) - Given your understanding of the current environment and goals, please elaborate on the high-level details on the timeline for implementation activities and goals alongside a timeline which is broken down by phases and includes a release schedule, deliverables, activities, dependencies, checkpoints and milestones for the given property locations and scope. In your response, please consider a data migration and potential system conversion for both a production and non-production environment. Confirm that all GHG data is the sole ownership and proprietary control of GHG
- 7.9. **Required** (name response **R05 - Pricing Model**) - Project cost document that breaks out unit pricing by phase for all hardware and software, training, implementation costs (with detail on what services will be provided) and any recurring support and/or licensing costs for the next six (6) years. To include pricing for support, maintenance and life expectancy as detailed (Section 6.4 and 6.5). Pricing for any third-party products identified in the proposal shall be included in this document. Include any tax and shipping. Pricing to include options for Pay-as-you-go, three (3) and five (5) year contract lengths as well as any short terms costs for Pilot phase of the project.



GREENLEAF HOSPITALITY GROUP (GHG)
Parking Access and Revenue Control (PARC) System Review
Request for Proposal (RFP)

- 7.9.1.1. In addition, if multiple delivery methods such as on premise, cloud or hosted, understanding that price and feature set variance, present clearly in the response. Some **PROVIDERS** have different versions of their solution that change the type of license for example that allow them to solve some of the environmental business challenges present, breakdown license type assumptions and details would also be required for **GHG** to have a solid understanding of the value proposition.
- 7.10. **Required** (name response **R06 - Functional Requirements Response**) - Completed Functional Requirements Spreadsheet (section 6) where specifications marked with “F,” “E” or “CM.” In the comment section of the spreadsheet, **PROVIDER** shall detail how their proposed solution meets, exceeds, or complies with modification for each specification. Functional Requirements Spreadsheet must be submitted electronically in Excel format (XLS or XLSX).
- 7.11. **Required** (name response **R07 – Integrators, Suppliers Contractor and 3rd Party List**) - List any organization outside of the **PROVIDER** itself that will be utilized.
- 7.12. **Required** (name response **R08 - PCI Certification and Overview**) - Due to the fact that there are multiple methods for an organization to be certified because of operational definitions, security designs that are enabled such as tokenization, use of partners and other 3rd parties and/or interpretation of the standards **PROVIDERS** need to clearly define the data flow, separation of responsibilities between all parties involved, current state of certification (self-audit, 3rd party auditor and/or Global Level 1 Provider on public web portal) and how their roadmap continues to sustain PCI standards, compliance and improvement. We have listed several business functional requirements in the R06 artifact, please make sure to answer all questions appropriately as some requirements are only relevant if other safeguards or mitigating counter measures are not actively in place today.
- 7.13. **Required:** (name response **R09 - Disaster Recovery and Business Continuity Planning Overview**) - This document will explain the critical assumptions around the **PROVIDERS** plans in these two (2) areas. It can apply to both on premise and Cloud based solutions as there are features available to aide in these efforts even if the execution becomes the main responsibility of GHG (on premise) or the **PROVIDER** (Cloud). The documentation should clearly state the Recovery Time Objective (RTO) and Recovery Point Objective (RPO) available under the provided plan.
- 7.14. **Required:** (name response **R10 - Info Security and Incident Response Plan** - This document will clearly explain the process, responsibilities, scope and critical assumptions around the solution and organization protects **GHGs** Customer and Business Data. The plan may differ based on the delivery method of the solution (on premise or Cloud). In the event **GHG** terminates the relationship, the documentation must include how **GHG’s** data could be extracted and then destroyed from the organization’s database.
- 7.15. **Required:** (name response **R11 - Implementation Specifications**) - See **Section 6**.
- 7.16. **Required:** (name response **R12 - Quality or Customer Satisfaction Guarantee Specifications**) - What measurable methods or terms are available to ensure the Provider’s products/service do what they are sold to GHG to do both at the time of installation but for the life of the relationship? What recourse is available to GHG if we are not satisfied? What level of fine or penalty is appropriate? What percentage of the total project award should be held for up to six months post installation as security? How is the Provider incentivized to remain engaged and standing behind the quality of their products, services and the relationship beyond the “invoice” and need for a reference.
- 7.17. **Required** (name response **R13 - Anti-collusion Attestation**) - See **Exhibit A**
- 7.18. **Required** (name response **R14 - Provider Qualification Survey**) - See **Exhibit B**



GREENLEAF HOSPITALITY GROUP (GHG)
Parking Access and Revenue Control (PARC) System Review
Request for Proposal (RFP)

- 7.19. **Required** (name response **R15 - Administrator Guide**) - Sample solution documentation (such as an administrator's guide).
- 7.20. **Required** (name response **R16 - End User Guide**) - Sample training documentation (such as an end-user guide).
- 7.21. **Required** (name response **R17 - Key Project Team Resumes or Bios**) - Resumes of key personnel who will work on this project.
- 7.22. **Required** (name response **R18 - Sample Report Screenshots**) – *Complete* Sample reports generated from the system.
- 7.23. **Required** (name response **R21 - ADA Specifications**) - Please describe how your system or products are meeting required ADA mandated specifications.

The final RFP email response must include ALL of the REQUIRED components. Each attachment should be labeled with the requirement number and name listed.



8. Key Operational Definitions

- **Accounts Receivable**
 - Accounts Receivable in this RFP is defined as a system for invoicing, payment processing, and inventory management (parking spaces, parking passes and tracking of outstanding balances due. This is primarily used for contract parking which includes local companies and GHG employees who pay for this service daily, monthly, quarterly or annually.
- **Customer**
 - Any person or organization that is attempting or does purchase any of GHG's parking services. This may include transient, special event, hotel and/or employees that do not necessarily need to be staying or attending an event at our hotel.
- **PARC Operator**
 - Anyone given access and authority from GHG that is supporting the PARC system, processes or technology and/or Customer utilizing the PARC services provided.
- **PARC System**
 - The base PARC system must be a real time computerized parking system for transient and credentialed customers to control access and collect parking revenues.
 - It must feature PCI compliant Entry and Exit stations designed for multiple uses including but not limited to ticket dispensing, access, and credit card functionality.
 - POF/PIL Pay Stations accepting entry tickets, expired exit tickets, validated tickets, and validation coupons. These should also calculate parking fees, accept and process credit cards, print and issue a receipt on request, and issue a paid exit ticket.
 - PCI compliant Fee Computers that perform automatic parking fee calculations for a complete on-line parking revenue control system.
 - Barrier gates that lowers to allow the boom to block vehicular access through a controlled point. When access is permitted the boom rises vertically to allow vehicles to pass.
 - PCI compliant software providing access control, revenue control, count monitoring, sign control and accounts receivable.
- **Parking Station (if proposed)**
 - **Entry Station** - The device that is present where a Customer enters into the garage. It allows an hourly transient entry parking ticket, swipe a monthly contract or hotel guest proximity card.
 - **Exit or Pay in Lane (PIL) Station** - The device that is present when a Customer exits the garage hourly transient parking ticket, swipe a monthly contract or hotel guest proximity card or full or partial validation ticket.
 - **Pay on Foot (POF) Station** - The device that is present where a Customer has the ability to pay for a parking ticket with cash, coin, credit card and/or validation ticket. Not all POF must accept cash, provide recommendations and pricing with and without the cash option
- **Validation Ticket**



GREENLEAF HOSPITALITY GROUP (GHG)
Parking Access and Revenue Control (PARC) System Review
Request for Proposal (RFP)

- This ticket is separate from the transient entry parking ticket that is issued at the Entry Station has the ability to provide several methods of discount to a Customer. The various types of full or partial discounts include all of the following:
 - Full Comp or 100% off or \$0 balance
 - Flat Rate Balance (i.e. \$5 flat fee regardless of parking ticket balance)
 - Percentage % (i.e. 50% reduction ticket balance incurred)
 - Minutes (i.e. subtracts balance by a set number of minutes, such as 4 hour/240 minute discount from a restaurant).
 - Flat \$ Amount (i.e. \$5 off regardless of the parking ticket balance)
 - Third party validations (off-site retailers, restaurants, etc.).
 - All validations must identify if they are (or can optionally be) prepaid, and have the option of expiration



EXHIBIT A: Anti-collusion Attestation

Greenleaf Hospitality Group, Inc. (GHG) prohibits collusion, which is defined as a secret agreement for a deceitful or fraudulent purpose.

I, _____ affirm that as a representative of _____ (PROVIDER) has not engaged in collusion with any GHG employee(s), other person, corporations or firms relating to this proposal. I understand collusive bidding is a violation of state and federal law and can result in fines, prison sentences and civil damage awards.

Signature: _____

Date: _____



EXHIBIT B: Litigation History Requirement:

NOTARY

GHG will consider a vendor's litigation history information in its review and determination of responsibility. All vendors are required to disclose to GHG all "material" cases filed, pending, or resolved during the last three (3) years prior to the solicitation response due date, whether such cases were brought by or against the vendor, any parent or subsidiary of the vendor, or any predecessor organization. If the vendor is a joint venture, the information provided should encompass the joint venture (if it is not newly-formed for purposes of responding to the solicitation) and each of the entities forming the joint venture. For purpose of this disclosure requirement, a "case" includes lawsuits, administrative hearings and arbitrations. A case is considered to be "material" if it relates, in whole or in part, to any of the following:

1. A similar type of work that the vendor is seeking to perform for GHG under the current solicitation;
2. An allegation of negligence, error or omissions, or malpractice against the vendor or any of its principals or agents who would be performing work under the current solicitation;
3. A vendor's default, termination, suspension, failure to perform, or improper performance in connection with any contract;
4. The financial condition of the vendor, including any bankruptcy petition (voluntary and involuntary) or
5. A criminal proceeding or hearing concerning business-related offenses in which the vendor or its principals (including officers) were/are defendants.

Notwithstanding the descriptions listed in paragraphs 1 – 5 above, a case is not considered to be "material" if the claims raised in the case involve only garnishment, auto negligence, personal injury, workers' compensation, foreclosure or a proof of claim filed by the Proposer.

For each material case, the PROVIDER is required to provide all information identified and submit as **Exhibit I**.

A Vendor is also required to disclose to GHG any and all case(s) that exist between GHG and any of the vendor's subcontractors/ sub consultants proposed to work on this project.

Failure to disclose any material case, or to provide all requested information in connection with each such case, may result in the vendor being deemed non-responsive. Prior to making such determination, the vendor will have the ability to clarify the submittal and to explain why an undisclosed case is not material.

6. Has the interested firm, its principals, officers, or predecessor organization(s) been debarred or suspended from bidding by any government or hotel entity during the last three (3) years? If yes, provide details.



EXHIBIT C: Provider Qualifications Survey

Please answer the following questions completely. This questionnaire should be returned with other documentation outlined in section 9 (RFP Response Expectations).

Firm Name: _____

Established: Year _____ State _____

Type of Organization (check one):

_____ Individual _____ Partnership

_____ Corporation _____ Other

Ownership (public, private, publicly traded, etc.):

Former firm name(s) if any, and years in business:

Home office business address and telephone number from where support will be provided:

If firm is a VAR or solution reseller, identify solution(s) the firm is representing:

Key personnel who will be working on this project:

Name and Title	Specialty	Years' Experience	Project Role
----------------	-----------	-------------------	--------------

Please list all team members.

Total number of firm personnel:

Professional _____ Non-professional _____



EXHIBIT D: Process Map: HIGH Level SIPOC

PARC - Process Map High Level SIPOC

	Supplier	Input	Process	Output	Customer
To Enter	<ul style="list-style-type: none"> Customer wants to ENTER garage for Parking Services 	<ul style="list-style-type: none"> Customer chooses an Access Method 	<ul style="list-style-type: none"> Customer pulls into entrance lane Activate access method System lifts gate and issues parking ticket (if applicable) Customer enters garage and locates a parking space 	<ul style="list-style-type: none"> Parking Ticket issued (if applicable) Access to Parking Garage Granted, Customer pulls into the garage. Parking Services provided to the Customer 	<ul style="list-style-type: none"> Customer (person wanting and/or utilizing parking services offered) GHG
To Exit	<ul style="list-style-type: none"> Customer wants to EXIT garage after utilizing Parking Services 	<ul style="list-style-type: none"> Customer chooses an Access Method 	<ul style="list-style-type: none"> Customer pulls into exit lane Activate access method for exiting gate System indicate balance if due System lifts gate arm Customer exits garage 	<ul style="list-style-type: none"> Accurate and Complete Payment for Parking Services Received (if applicable) Access for exit granted to the Customer 	<ul style="list-style-type: none"> Customer (person wanting and/or utilizing parking services offered) GHG



EXHIBIT E: CURRENT PAIN POINT Process Map: Requesting & Receiving Customer Support

Customer Journey: Requesting and /Receiving Customer Support Requests

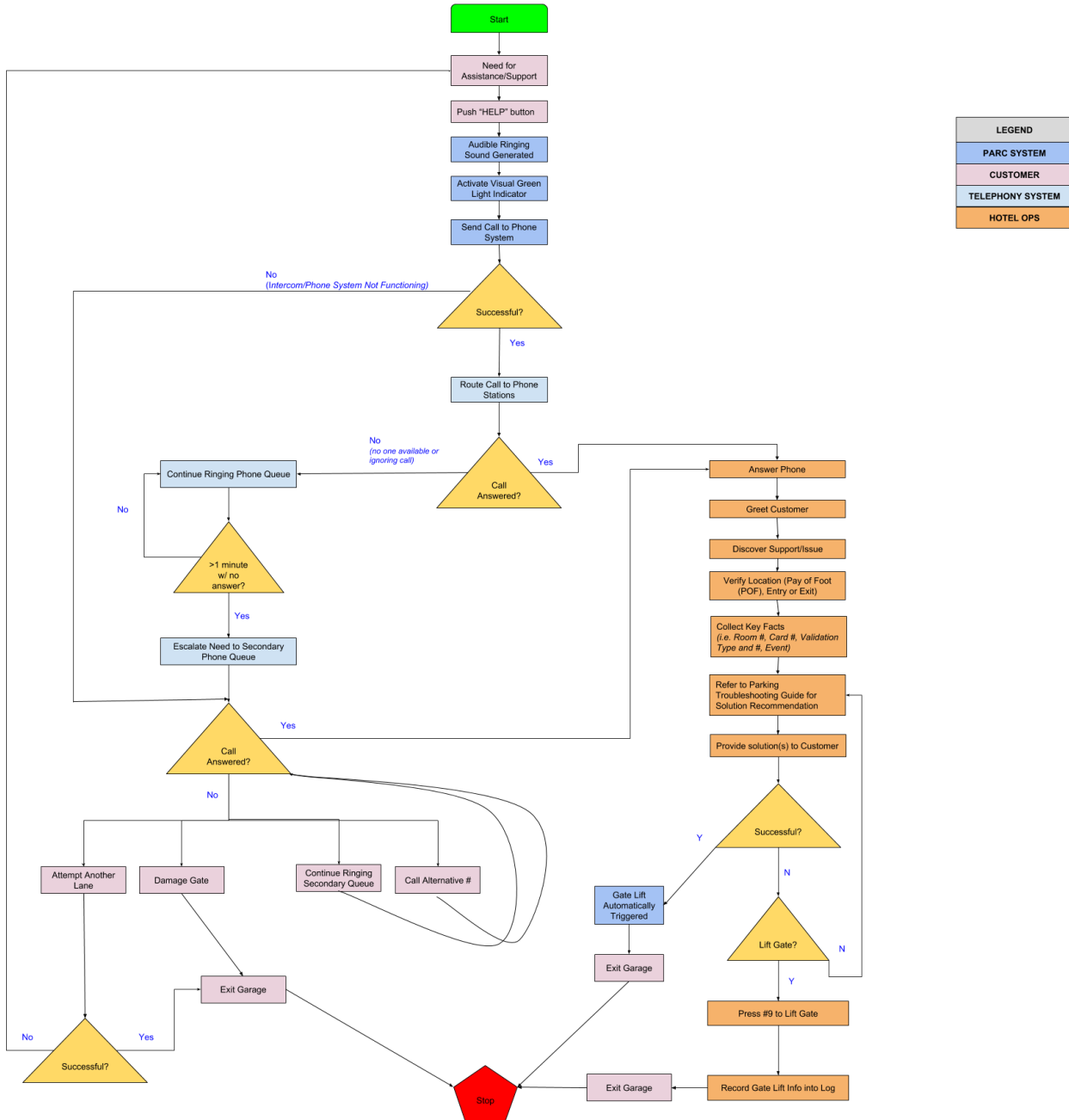




EXHIBIT F: Existing PARC Environmental Photos

Please click the link below to access all the images that are hosted on Google Drive share. This does require the **PROVIDER** to access the link while signed into an up to date Google Chrome Internet Browser. If there are any issues/concerns accessing the files please contact **GHG** via the email provided.

<https://drive.google.com/drive/folders/1WXicvS2JE2T0fnN0IGECawqahTwLKttU?usp=sharing>

EXHIBIT G - Optional (Product Brochure)

Product brochures or other marketing material for solutions provided in the response.

EXHIBIT H - Optional (Technical Specifications)

Technical specifications documentation for solutions provided in the response.

EXHIBIT I - If Applicable (Litigation History)

If any of the conditions are met then supporting disclosure information is required.