

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

PARKING MANAGEMENT SERVICES



CLOSED BID SUBMITTAL TO:

Town of Wrightsville Beach
Attn: Parking Management Services
Post Office Box 626
321 Causeway Drive
Wrightsville Beach, NC 28480

Opening Location and Due Date:

Wrightsville Beach Town Hall
October 16, 2020
2:00 pm

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

PARKING MANAGEMENT SERVICES

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

The TOWN will receive sealed proposals until 2:00 p.m. (local), October 16, 2020, in Town Hall, 321 Causeway Drive, Wrightsville Beach, NC 28480.

The TOWN’s contact information for this RFP is:

Tim Owens, Town Manager
Post Office Box 626
321 Causeway Drive
Wrightsville Beach, NC
Telephone: 910-239-1770
Email: towens@towb.org

RFP documents may be obtained via the Internet at the TOWN’s website at www.townofwrightsvillebeach.com or by contacting Town Manager Tim Owens at (910)239-1770.

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

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PART I - STATEMENT OF WORK

A. OBJECTIVE

The TOWN is an oceanfront community with a permanent population of about 2,500 that increases to an estimated 15,000+ during the Summer months. The TOWN's tourism industry is extremely important to its economic base. It is important that the Town provide visitors with adequate beach parking, as well as, parking for businesses. The Firm selected for the task must be accountable for all parking related activities and of the highest professional integrity.

The TOWN is seeking proposals from qualified firms, hereinafter referred to as "the **PROPOSER**," to provide all personnel, materials and services necessary to provide Parking Management Services for the TOWN's entire public parking program. The TOWN intends to enter into a two year contract with three possible one-year extensions in accordance with the terms, conditions, and specifications contained in this Request for Proposals.

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

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B. GENERAL INFORMATION ABOUT PARKING IN TOWN

The TOWN must balance the parking needs of the year round resident with the competing needs of businesses and beach visitors. Sound parking management practices and enforcement are crucial to striking a balance between these interests. The two main elements of the Parking program are **parking lots and on-street parking** which will be detailed in this section.

TOWN PARKING PROGRAM AND SPECIFICS

The Town of Town of Wrightsville Beach has a variety of typical parking facilities throughout the Town with parking primarily near the Town’s oceanfront.

IMPORTANT PARKING FACTS

- The Town sells approximately 3200 Tax Decals and 2800 residential parking tags
- The Town currently owns 25 Parkeon pay stations with 2 on order and 1 T2 pay station
- The Town currently uses 300 IPS meters and 100 POM meters
- The Town currently uses “Pay by Phone” Technology to accommodate parking patrons.
- The Town currently owns 1 pick-up truck and 5 enforcement golf carts.
- All equipment and supplies are the property of the Town of Wrightsville Beach.
- The current parking contractor leases 5 Clancy Handheld Meter Devices
- Parking enforcement in the Town begins on March 1st of each year and ends on October 31st except where otherwise posted.
- Parking is enforced from 9:00am to 7:00pm (7 days a week) unless otherwise posted with the exception of those lots where parking is enforced from 9:00am to 8:00pm.
- Paid parking will be enforced from 9:00am to 8:00pm in the following parking lots:
 - South Lumina Parking Lot (near the Oceanic Restaurant)
 - East and West Salisbury Street Parking Lots (adjacent to Johnny Mercer’s Pier)
 - North Lumina Parking Lot (“L” shaped lot)
 - North Wrightsville Beach Parking Lot (adjacent to Shell Island)
 - Wynn Plaza - Paid parking will be enforced from 9:00am to 6:00pm
- Paid Parking is \$5.00 per hour or \$25 per day
- The Parking Program generated (FY16/17)\$3,143,226, (FY17/18)\$3,033,023, (FY18/19)\$3,411,148, and (FY19/20)\$3,167,263
- Parking can be paid by phone, pay station, or meters throughout Wrightsville Beach
- There are 44 Public Beach Accesses
- The Parking Office hours are 8:00 am to 5:00 pm Monday thru Sunday from March 1st to October 31st. From November 1st to February 28th/29th, the hours will be 8:00am to 5:00pm Monday thru Friday.
- Property owners in Wrightsville Beach can purchase up to 2 residential parking permits for \$50 each.
- Property owners can also buy up to 2 vehicle tax decals which will allow vehicles to be parked on most on-street parking spaces for no charge.

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- Residential Parking Permits and vehicle tax decals are valid in the following locations:
 - Jack Parker Boulevard Lot
 - On-street metered spaces, unless otherwise noted on meter
- Non-metered streets on Harbor Island will be parking by residential parking permit and/or vehicle tax decal only
- Harbor Island Parking will be enforced from March 1st to October 31st from 9:00am to 7:00pm
- Other parking passes are available including:
 - Daily Pass - Available from pay stations for \$25 per day
 - Weekly Pass - Available at the parking office for \$150 per week
 - Contractor Pass - Available at the parking office for \$10.00/Per Day/Per Vehicle

<u>TYPES OF PARKING</u>	<u>TOTAL NUMBER</u>
• Metered On-Street Parking Spaces	1148
• Town Off-Street Paid Lots (11 Lots)	
○ North Wrightsville Beach Lot	30
○ Ocean View Lot	30
○ North Lumina Lot	97
○ Moore's Inlet Lot	61
○ Salisbury Street Lots	197
○ South Wrightsville Beach Lot	85
○ Jack Parker Lot	36
○ Wynn Plaza Lot	21
○ Town Hall Lot	40
○ Wrightsville Beach Park Lot	104
○ <u>Museum Lot</u>	<u>22</u>
Total	1835

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C. SCOPE OF WORK

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

- Promote traffic and pedestrian safety
- Encourage compliance with the Town's parking regulations in a fair, professional and friendly manner
- Support the on-street and off-street parking facilities by equitably and consistently enforcing parking regulations
- Provide installation and maintenance of parking meters and pay stations.
- Provide and remain accountable for citation issuance and collection, all revenue collection, and past due collections
- Professional Staffing of all aspects of the Parking Program.

The successful PROPOSER shall provide overall management of all TOWN parking system assets, including but not limited to parking enforcement, meter maintenance, revenue collection, citation management, complaint resolution, coordination on parking matters with local businesses, and event parking planning. In addition, the PROPOSER shall provide parking data, analysis, and recommendations on rates, expansion of parking spaces and other parking matters.

1. General Parking Services required:

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

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1. Parking Meter and Parking Enforcement

- a. Manage enforcement of parking in TOWN-owned metered parking lots
- b. Install and manage additional TOWN-owned parking meters that may be installed by the TOWN; the TOWN reserves the right to adjust the number of parking meters and spaces at its sole discretion.
- c. PROPOSER to provide computer hardware and software that will enable PROPOSER's staff to enter, issue and process parking citations.
- d. Install and maintain parking meters.
- e. Maintain Pay Stations and manage their data.
- f. Enforce parking regulations relating to meters and other parking controls within the TOWN. Enforcement activities will include electronic ticketing and may include arranging for towing or immobilization of vehicles.
- g. Establish designated patrol routes for its enforcement officers. The TOWN prefers the use of low speed road ready golf cards for enforcement.
- h. Respond to requests from the TOWN to suspend or emphasize enforcement along certain roads or in certain areas. The TOWN also reserves the right to temporarily suspend enforcement along any street, or in any zone according to the needs of the TOWN. The TOWN will make every effort to provide the PROPOSER adequate notice concerning the location and duration of any such suspension or higher level of enforcement.
- i. Enforce parking regulations for special events, including festivals, events, weather emergencies, etc.
- j. Ensure adequate staffing to meet the enforcement and maintenance needs of the Town's parking program.
- k. Reprogram parking meters and pay stations when rates are changed by TOWN.

2. Parking Meter Replacement

The TOWN reserves the right to explore meter replacement options, including financial alternatives that may be in the best interest of the TOWN. The PROPOSER agrees to work with the TOWN to find the best prices for the equipment and lowest financing rate available. Should the TOWN choose to finance the meters through the PROPOSER, the cost of the equipment will be reimbursed by the TOWN over the term of the agreement in equal monthly installments agreeable to both parties. However, it is typical for the Town to purchase meters with cash or using a conventional lending institution with better rates.

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3. Collections of Monies and Accounting (Daily Operations)

- a. Collect and account for all revenues from the meters installed. The collection of single space meters and pay stations are required to be completed at least 2 times weekly and before the meter is 95% full to ensure no downtime.
- b. Ensure proper accountability and internal control of all monies collected.
- c. Provide any periodic, financial and operational reports as requested by the TOWN.
- d. Provide samples of current financial and operational reports PROPOSER uses.
- e. PROPOSER to provide cashier staffing and services as needed.
- f. Should any monies collected by the PROPOSER be lost, stolen unaccounted for or otherwise removed from the custody and control of the PROPOSER prior to its deposit in the TOWN's approved bank account, the PROPOSER shall deposit a like sum of money in the Town's bank account within ninety-six (96) hours of such loss, theft or removal. Should said loss, theft or removal be insured or otherwise secured by the PROPOSER, any payments made to the TOWN on account thereof shall, if appropriate, be reimbursed to the PROPOSER. The PROPOSER will be liable for all mismanagement of funds by PROPOSER, its employees or agents.

4. Collections of Monies and Accounting (Citations)

- a. The PROPOSER shall be responsible for collecting payments on citations from the public. PROPOSER should make available to the customers a variety of payment options approved by the TOWN, including but not limited to cash, check or credit card. The PROPOSER will also be responsible for processing payments of parking citations. Provide details of accounting for monies collected.
- b. Issue late notices (specify how many, when) for overdue payment of citations and provide follow-up collection services.
- c. Utilize automated technology to issue citations and manage records of citations.
At present, the TOWN uses Clancy Handheld Equipment, a handheld computer to issue citations, which are then downloaded and processed for collection.

5. Office Administration

- a. The PROPOSER shall be responsible for purchasing all materials necessary to carry out all operation functions. These include but are not limited to paper tickets, ticket books, envelopes, uniforms, office equipment and supplies, spare parts for maintenance and repair of meters and all other necessary equipment. Successful proposer will be provided a list of TOWN owned spare parts for meters and

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available tools.

- b. All purchases for reimbursement of equipment or supplies must be accompanied by receipts. PROPOSER to maintain records of equipment and supplies and provide accounting for TOWN. All purchases submitted for reimbursable must have followed the TOWN purchasing policy.

6. Personnel Administration

- a. Parking enforcement personnel will demonstrate high ethical standards of conduct and will observe all written rules and regulations concerning their work assignments as provided by the PROPOSER.
- b. PROPOSER is required to do background checks and drug testing on all employees prior to employment and provide proof of such to the TOWN when asked.
- c. Supervisors and field personnel will maintain contact as appropriate to ensure oversight of parking enforcement activities.
- d. The PROPOSER will arrange for bonding of all personnel who handle monies at a rate acceptable to the TOWN.
- e. The PROPOSER will ensure that all enforcement, parking meter maintenance and coin collecting personnel wear TOWN approved uniforms and be properly groomed while on duty. The uniform must display approved insignia that clearly identifies the wearer as being responsible for enforcing parking violations, managing parking facilities or servicing parking meters. The uniform will also have a clearly visible and readable nametag at all times.
- f. All other employees of the PROPOSER providing services shall at all times be clearly identifiable by uniform, name badges, name tags, or identification cards.
- g. The PROPOSER shall employ persons who are fully trained, competent, and qualified with the skills and experience necessary to provide the services during the term of this Agreement.
- h. The PROPOSER is responsible for hiring, training, and supervising its staff members. PROPOSER staff members assigned to the services are employees of the PROPOSER.
- i. PROPOSER 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 PROPOSER.
- j. The TOWN reserves the right to adjust staffing requirements at its discretion.
- k. The TOWN may request PROPOSER to transfer an employee to another location and PROPOSER shall comply within two weeks.
- l. The PROPOSER 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 PROPOSER was discourteous, belligerent, profane, or in any way intimidating, either physically or verbally, the PROPOSER will submit a written report to the Town 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

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

8. Installation and Maintenance

- a. North Carolina experience and management is preferred.
- b. Meters and Pay Stations are each required to be functioning properly no less than 90% of the time.
- c. Install and maintain parking meters and pay stations that are not under warranty.
- d. Ensure the appropriate maintenance and repair of equipment under warranty.
- e. Maintain all operational 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.
- f. Ensure poles and pedestals are clean and upright. All PROPOSER employees will be required to immediately report any damaged, missing or malfunctioning meters or facilities to the appropriate supervisor.
- g. Implement and follow a regular preventive maintenance schedule for all parking meters and pay stations.
- h. Keep a meter log of all complaints regarding meters. The log shall note date, meter number, location, problem and name of the person calling in the problem, the tag number of the car (if any), the date the mechanics checked the Meter, the nature of the problem and the date it was corrected.
- i. Keep the pay stations supplied with paper for receipts to ensure there is no down time.
- j. The PROPOSER may utilize the TOWN's equipment and/or provide its own to provide meter maintenance.

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- k. The PROPOSER will be liable for any lost, stolen, unaccounted for or damaged equipment that is the property of the TOWN unless it is considered no fault of the PROPOSER.

9. Safety

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

10. Special Events

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

11. Miscellaneous Items

- a. Change PROPOSER procedures as necessary to conform to revisions in the TOWN's ordinances, parking regulations, policies and initiatives.
- b. Review TOWN ordinances to ensure that they are appropriately reinforcing the desired outcome. Provide the TOWN with recommendations if any ordinances are creating a negative impact to the parking program.
- c. While on patrol, instruct employees to pick up visual litter in the parking areas, or inform Operations if the volume or problem exceeds their ability.
- d. The PROPOSER 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. At least annually, evaluate the parking rates and provide recommendations for rate changes to the TOWN.
- f. Evaluate the areas of paid parking and provide recommendations for new paid parking areas to the TOWN.

12. TOWN'S Flexibility

- a. The TOWN may adjust the geographic locations and any other criteria for enforcement activities at its sole discretion.

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- b. The TOWN retains the right to define the hours of enforcement.
- c. Equipment & supplies paid for by TOWN, or for which the TOWN reimburses the successful PROPOSER, shall become property of TOWN.

13. Reimbursable Operating Expenses

The TOWN will reimburse the PROPOSER for all approved expenses as determined by the TOWN. The Proposer will be expected to submit a monthly expense report and include acceptable documentation for expenses. The TOWN agrees to reimburse actual expenses with no surcharges. To this end, the PROPOSER is to include in its proposal the following costs:

- a. The full hourly rate for enforcement personnel and the number of hours proposed per month and a shown on the attachment.
- b. The full hourly rate and number of hours per month for collection services for all meters and pay stations.
- c. The full hourly rate and the number of hours per month to maintain meters and parking facilities.
- d. All other expenditures as outlined in this document

14. Annual Budget Process

By the 30th day of February of each year after this contract is executed, the PROPOSER shall submit a detailed budget outlining all anticipated expenses and revenue for the upcoming fiscal year. For budget preparation and reporting purposes, the PROPOSER shall follow the TOWN's fiscal year, which starts July 1 and ends June 30.

15. Cost of Service

PROPOSERS have several optional ways of documenting their compensation proposals:

- a. Management Services Fee. Under this proposal, the PROPOSER would propose an all-inclusive flat fee for all services provided.
- b. Management Services Fee plus Reimbursements. Under this proposal, the PROPOSER would propose a base fee for management services and document the PROPOSER's direct operating expenses that would be 100% reimbursed.

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

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D. TECHNICAL REQUIREMENTS

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

- a. Citation management
- b. Collections across state lines
- c. Meter collection
- d. Meter maintenance – Parkeon Pay Stations Preferred
- e. Parking Enforcement
- f. Municipal parking management and operations is preferred

E. INSURANCE AND LICENSES

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

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

END OF PART I

PART II: RFP GENERAL INFORMATION

A. DEFINITIONS

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

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

TOWN shall mean the TOWN of Wrightsville Beach, TOWN Council or TOWN Manager, as applicable, and any officials, employees, agents and elected officials.

Contact information for the purpose of this RFP shall mean:

Tim Owens, Town Manager
P.O. Box 626
321 Causeway Drive
Wrightsville Beach, NC 28480
Telephone: 910-239-1770
Email: towens@towb.org

B. INVITATION TO PROPOSE; PURPOSE

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

C. CONTRACT AWARDS

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

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

D. PROPOSAL COSTS

Neither the TOWN nor its representatives shall be liable for any expenses incurred in connection with preparation of a response to this RFP. Proposers should prepare their

proposals simply and economically, providing a straightforward and concise description of the PROPOSER's ability to meet the requirements of the RFP.

E. INQUIRIES

The TOWN will not respond to oral inquiries. Proposers may mail, electronic mail or fax written inquiries for interpretation of this RFP to the attention of the TOWN Manager. Please mark the correspondence "Parking Management Services – Wrightsville Beach".

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

F. DELAYS

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

G. PRE-PROPOSAL MEETING

None have been scheduled. PROPOSERS may request a meeting with the Town Manager to discuss the project in further detail or contact the Town Manager by phone.

H. PROPOSAL SUBMISSION

Proposers shall submit one (1) original and three (3) copies of the proposal together with an electronic copy of the proposal in PDF format in a sealed, opaque package.

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

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

To: TOWN OF WRIGHTSVILLE, NC
Attn: Tim Owens, Town Manager
Project: Parking Management Services
Submitted by: _____
Address: _____

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

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

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

I. PROPOSAL FORMAT

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

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

PROPOSERS shall prepare their proposals using the following format:

1. Letter of Transmittal

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

2. Title Page

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

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

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

4. Section 1 - Organization Profile and Documentation
This section of the proposal must describe the PROPOSER, including the size, range of activities, and experience providing similar services.

Each PROPOSER shall include in Section 1:

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

5. Section 2 – Compensation / Budget
The proposal shall document the proposed fees and budget on RFP Form C.

6. Section 3 – Experience
Include a description of the primary individuals responsible for supervising the work including the percentage of time each primary individual is expected to contribute to this work.

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

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

7. Section 4 - Approach to Providing Services
This section of the proposal should explain the Scope of Work as understood by the PROPOSER and detail the approach, activities and work products to be provided. Specifically, the TOWN requests the following be detailed in the response:
- a. Provide samples of weekly and monthly reports the PROPOSER currently uses or proposes to use.
 - b. Provide specifics on enforcement technology and process.
 - c. Provide specifics on PROPOSER's citation collections technology and process.

- d. The vendor shall describe the frequency in which the meters will be emptied and what cash controls will be in place.
- e. A Staffing plan and management structure shall be submitted.

- 8. Section 5 - Additional Information
Any additional information that the PROPOSER considers pertinent for consideration should be included in this section.

J. PROPOSAL – Procedural Information

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

K. PUBLIC RECORDS

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

L. IRREGULARITIES; REJECTION OF PROPOSALS

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

M. EVALUATION METHOD AND CRITERIA

1. General

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

- A. ability to meet operational and management requirements of this RFP;
- B. availability of qualified personnel
- C. compensation proposed for services
- D. expertise of personnel to be assigned to TOWN and of PROPOSER's regional and state management personnel;
- E. financial resources and capabilities;
- F. past contracts with other governmental jurisdictions;
- G. past performance records;

- H. qualifications of PROPOSER;
- I. references;
- J. related experience in North Carolina;
- K. technical soundness of proposal; and,
- L. time frames.

2. Selection

The TOWN Manager will conduct the selection process. The TOWN Manager, or designee, will review all proposals received and establish a list of selected PROPOSERS deemed to be the most qualified to provide the service requested based in part on the criteria set forth above. The TOWN Manager may submit a recommended firm or a "short list" or a combination of a recommended firm and the "short list" to the TOWN Board and the TOWN Board shall make a final award. The TOWN Manager may request oral presentation from the PROPOSERS. PROPOSERS are advised that the TOWN reserves the right to conduct negotiations with the most qualified PROPOSER, but may not do so. Therefore, each PROPOSER should endeavor to submit its best proposal initially.

N. REPRESENTATIONS AND WARRANTIES

In submitting a proposal, PROPOSER warrants and represents that:

1. PROPOSER has examined and carefully studied all data provided, and any applicable Addenda; receipt of which is hereby acknowledged.
2. PROPOSER has visited the relevant site, if any, and is familiar with and satisfied as to the general, local and "site" conditions that may affect cost, progress, and performance of goods and/or services in their proposal.
3. PROPOSER is familiar with and is satisfied as to all federal, state and local laws and regulations that may affect cost, progress and performance of the goods and/or services in their proposal.
4. If applicable, PROPOSER has obtained and carefully studied (or assumes responsibility for having done so) all documents available related to the subject of the RFP and performed any examinations, investigations, explorations, tests, studies and data concerning conditions that may affect cost, progress, or performance of the goods and/or services that relate to any aspect of the means, methods, techniques, sequences, and procedures to be employed by PROPOSER, including safety precautions and programs incident thereto.
5. PROPOSER has given TOWN written notice of all conflicts, errors, ambiguities, or discrepancies that PROPOSER has discovered in this RFP and any addenda thereto, and the written resolution thereof by the TOWN is acceptable to PROPOSER.

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6. The RFP is generally sufficient in detail and clarity to indicate and convey understanding of all terms and conditions for the performance of the proposal that is submitted.
7. No person has been employed or retained to solicit or secure award of the contract upon an agreement or understanding for a commission, percentage, brokerage or contingent fee, and no employee or officer of the TOWN has any interest, financially or otherwise, in the RFP or contract.

O. TOWN Contract

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

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

1. PROPOSER shall give some consideration for employment to current TOWN residents if they meet the requirements and employment standards of the PROPOSER.
2. Selected PROPOSER will follow Town purchasing guidelines for reimbursable purchases.
3. Selected PROPOSER may utilize the existing Parking office, meter repair area and trucks, golf carts and other Equipment owned by the Town.
4. If TOWN reimburses PROPOSER for the purchase of any equipment, that equipment shall be the property of the TOWN at the end of the contract.

End of Part II

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

Note: This form is available in WORD format on the TOWN's web site or from the TOWN Manager upon request.

PROPOSER: _____

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

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

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

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11. Provide detailed operation experience with pay stations to include the number of pay stations the PROPOSER has purchased and installed over the last 5 years, as well as, the number of pay stations the PROPOSER currently provides services for collection and maintenance.
12. Provide detailed monthly cost the PROPOSER will charge the TOWN for the following services (or similar compatible service) and the discounts that the PROPOSER may receive from current vendors and will be passed along to the TOWN.
 - Enterprise Management Software
 - Extended Warranty Agreements
 - Purchase price of a new pay station and any discounts
 - Percentage discount on any replacement parts needed to service pay stations
13. Detail any recommended capital equipment purchases and the benefits that may be of interest to the Town.
14. Detail any web based platforms the PROPOSER recommends that will provide additional service to parking patrons.
15. Detail your “in” and “out” of state look up process. Is there a cost? Who pays the cost? Will it be charged monthly or annually?
16. Detail your “pay by cell” experience and your recommendation for a system for use in the TOWN. Detail the costs that the PROPOSER will pass along to the Town and to the end user.
17. Detail and explain the vendor you recommend for a competitive parking enforcement and citation management platform. Detail the monthly and annual cost for the program. Will costs for this platform be incurred by the Town in the months where no enforcement takes place (November through March)?
18. Detail and explain any form of online citation payment platform that the PROPOSER can provide for the payment of citations online with real-time credit card processing. What is the monthly cost? What is the annual cost? Will there be a cost for this service during months on no enforcement activity? Will there be a cost to the end user?

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RFP Form B - REFERENCES

Note: This form is available in WORD format on the TOWN's web site or from the TOWN Manager upon request.

PROPOSER: _____

THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE. The PROPOSER guarantees the truth and accuracy of all statements and the answers contained herein.

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

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

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

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

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

RFP Form C - PRICE PROPOSAL

FORM C

Note: This form is available in WORD format on the TOWN's web site or from the TOWN upon request. **THIS**

FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE. The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

Name of PROPOSER: _____

Name of authorized representative of PROPOSER: _____

Project Cost:

PROPOSERS have the following options of documenting their compensation proposals:

Management Services Fee. Under this proposal, the PROPOSER would propose an all-inclusive flat fee for all services provided. **Please provide detailed budget proposal on separate page.**

Management Services Fee plus Reimbursements. Under this proposal, the PROPOSER would propose a base fee for management services and document the PROPOSER's direct operating expenses that would be 100% reimbursed. **Please provide detailed budget proposal on separate page.**

In both pricing options, the PROPOSER may propose an incentive formula based on its ability to increase net operating income to TOWN. A formula must exclude revenue increases that are not attributable to the efforts of the PROPOSER such as rate increases, TOWN installed pay stations, new businesses or the number of visitors to the community.

RFP FORM D - PROPOSER'S CERTIFICATION

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

PROPOSER: _____

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE. The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

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

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

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

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

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

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

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Name of Business

By: _____
Signature

Print Name and Title

Mailing Address

State of _____

County of _____

Sworn to and subscribed before me this ____ day of _____, 2011.

Notary Public

My Commission Expires:



Town of Wrightsville Beach, NC
REQUEST FOR PROPOSALS
PARKING MANAGEMENT SERVICES

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

Management, Operation and Enforcement of all on-street parking and parking lot activities in the Town of Wrightsville Beach.

Interested contractors should submit proposals **by 2:00 P.M. on October 16, 2020.** A complete bid package can be reviewed on-line at www.townofwrightsvillebeach.com or can be received by calling the Wrightsville Beach Town Manager at (910)239-1770.