

City of St. Louis Treasurer's Office



Request for Proposals

Parking and Consulting Services Study

Proposals due no later than 3:00pm, June 9, 2014

1) Opening Statement

In late 2013 the City of St. Louis Treasurer's Office ("STLTO") publically requested proposals from qualified vendors to provide an integrated parking management system encompassing parking enforcement technology and citation management. The goal of an integrated parking management system is to provide a seamless, efficient, customer-friendly, and cost-effective parking operation for the City of St. Louis.

In preparation of selecting a vendor to operate an integrated parking management system, the STLTO seeks a consultant or qualified parking professionals to provide a comprehensive study assessing the City of St. Louis's parking system. Specifically, the consultant will produce a report evaluating St. Louis's current on and off-street parking programs and recommend improvements to this system.

The STLTO manages and directs parking operations for the City of St. Louis. Currently the STLTO operates approximately 9,700 single space meters, which generated over \$3 million in gross revenues in the last fiscal year. The STLTO and the St. Louis Police Department issue approximately 370,000 parking tickets annually. The STLTO also owns and operates six parking garages and several surface parking lots.

The study produced by the selected consultant will be used to reform the current St. Louis parking system and deploy new parking meters. Under the current system, STLTO has a contract with a vendor for parking meter management and a separate contract with another vendor for citation management. STLTO will select one company to provide both parking enforcement technology and citation management.

This RFP does not obligate the STLTO to complete the selection and contract award process for consultation services. STLTO reserves the right to: 1) accept or reject any and all Proposals; 2) request additional information from any or all Proposers to assist the STLTO in its evaluation process; 3) amend or withdraw this RFP prior to the announcement of the selected firm and 4) award the proposed services in whole or in part, to one or more firms. In case of an amendment to the RFP, all Proposers will be provided with a copy of any such amendment(s) and be afforded the opportunity to revise their Proposals in response to the RFP amendment.

Any questions about this RFP must be submitted in strict compliance with **Section 6** of the RFP.

2) Scope of Services

The consultant will provide a report with findings and recommendations on the following topics:

- Parking prices for both on-street usage and parking violations, including research on comparable cities and an analysis of different pricing structures, dynamic pricing, and graduated fines.

- Evaluate and analyze current parking demands, and identify current public shortfalls, as well as provide a parking utilization assessment of the current level of usage. Also identify peak demand and periods of the day when parking is at low demand.
- National and international best practices for on-street and off-street parking, enforcement, integration with other modes of travel, and urban design principles.
- Future deployment of parking meters, including options for incorporating existing meters, shrinking the footprint of parking meters, and setting forth a strategy for purchasing new parking meters.
- Guidelines for establishing and maintaining residential, City employee, and business permit parking zones.
- Principles for accommodating special events and construction in areas with parking meters.
- Evaluate a possible wayfinding system or software program to allow users to identify available parking spaces from a smart-phone application or website.

3) **Proposal Requirements and Format**

The RFP shall be limited to 20 pages 10 pages if both sides of the page are utilized). Examples of similar parking studies prepared by consultants shall not count towards the page limit. Proposals should include the following sections:

Part I: Project Vision and Approach

- a) An overview of the consultant's approach to completing the study
- b) A detailed task list
- c) Project schedule and timeline
- d) Anticipated costs and staff hours required to complete the project

Part II: Qualifications of and Experience of Consultant(s)

- e) Qualifications and experience of the consultant and/or consultant's firm
- f) Information on each of the team members proposed to staff the project
- g) Information on at least three similar projects, including references for each project. Specifically, proposals should include copies of similar reports prepared by the consultant(s). These past reports can be attached as exhibits to the proposals and they will not count towards the page limit.

4) **Schedule**

The following is a listing of key proposal and project milestones:

RFP Release	May 7, 2014
Vendors to Submit Questions	May 23, 2014
City Response to Questions	May 28, 2014
Proposals due	June 9, 2014
Selection Announced	June 16, 2014

5) Proposal Due Date and Location

RFP submittals are due no later than **3:00 PM on June 9, 2014** at the following location:

**City of St. Louis
Treasurer's Office
1200 Market Street, Room 220
St. Louis, MO 63103**

Late proposals may not be accepted and the envelope must be marked referencing the project: **Proposal for Parking and Consulting Services**. Proposers must supply three (3) hard copies of the proposal and one (1) electronic copy as a PDF file on a USB flash drive.

Public access to Proposals shall be governed by the relevant provisions of the Freedom of Information Act, State of Missouri Sunshine Law (RsMO 610.021), and regulations adopted pursuant thereto.

6) Department Contact / Requests for Clarification

Prospective responders may direct questions **in writing only** to:

Jared Boyd
Chief of Staff and Counsel
Email: boydja@stlouis-mo.gov
Fax: 314-622-1278

All questions are due no later than May 23, 2014. Questions will be answered in writing by May 28, 2014 and will be sent to all proposers and will be posted on our website at <http://www.stlouis-mo.gov/government/departments/treasurer/>. The department contact person is the only individual who can be contacted about the project by proposers before proposals are submitted. The department contact cannot vary the terms of the RFP.

7) Ownership of Materials

All research and development, background and support documentation created for and in the Parking and Consultant Services Study for the City of St. Louis Treasurer's Office shall become sole property of the Office and shall be provided to Jared Boyd, Chief of Staff and Counsel.

Additional Information

Parking Violations Bureau

<http://www.stlouis-mo.gov/government/departments/treasurer/parking-violations/>

Off-Street Parking

<http://www.stlouis-mo.gov/government/departments/treasurer/Off-Street-Parking.cfm>

Parking Fines Information

<http://www.stlouis-mo.gov/government/departments/treasurer/parking-violations/parking-violation-fines.cfm>

Integrated Parking Management System RFP and Pre-Proposal Conference

<http://www.stlouis-mo.gov/government/departments/treasurer/documents/Integrated-Parking-Technology-RFP-Pre-Proposal-Conference.cfm>