



# Pre-Proposal Conference

City of St. Louis Treasurer's  
Office

Parking Division

October 22, 2013

# Purpose of the Pre-Proposal Conference

- Review the structure of parking operations
- Review the requirements of the Integrated Parking Technology Request for Proposals
- Identify elements of the RFP that needs clarification
- Identify partnerships for proposals

# Structure of Parking Operations



# History & Overview

- Treasury Operations
  - Process Payroll for City Employees
  - Chief Investment Officer
  - Chief custodian of all city funds
  - Custodian of Fire and Police Pension Funds
- Parking Division established in 1951 under then Treasurer John Dwyer
  - RsMO 82.485
- Parking Division
  - 10,000 metered spaces
  - 6 Garages, 2 Surface Lots
  - Approximately 150 employees

# Parking Meters (On-Street Parking Program)

- Currently 10,000 metered spaces
  - Rates set at \$0.75 - \$1.00 per hour
- Meter technology includes:
  - 9000+ Traditional single-space meters
  - Several Multi-Space Meters
  - Liberty single-space meter pilot program--installed May 2013
- Meter maintenance outsourced in 2009
- Meter and enforcement revenues in FY-2013-\$6.6m
  - 15% of Office revenues derive from parking meters
- General Fund-40% of Net Income

# On-Street Parking: Collections

- Citation Processing was outsourced in 2004
- Net citation revenues in Fiscal Year 2013-\$4.4m
- 365,000 Tickets were written in Fiscal Year 2013
  - Closure rate of 75%



# Parking Violations

Class	Parking Violation	Fine
Class 1	Parking meter and street cleaning violations	\$10.00
Class 2	Minor parking violations (e.g., no parking, buss, taxi, commercial zone, or yellow curb violation)	\$25.00
Class 3	Public safety parking violations (e.g., no stopping, double parking, tow away zone, fire hydrant, or traffic flow violation)	\$30.00
Class 4	Disabled parking violation	\$75.00
Class 5	Commercial vehicle parking violations	\$100.00

# Parking Violations

- Booting and Towing
  - Four unpaid delinquent tickets
- Our Office currently does not use:
  - Outbound Calling
  - Credit Reporting
  - DMV Reporting



# Guiding Principles of St. Louis Parking Operations

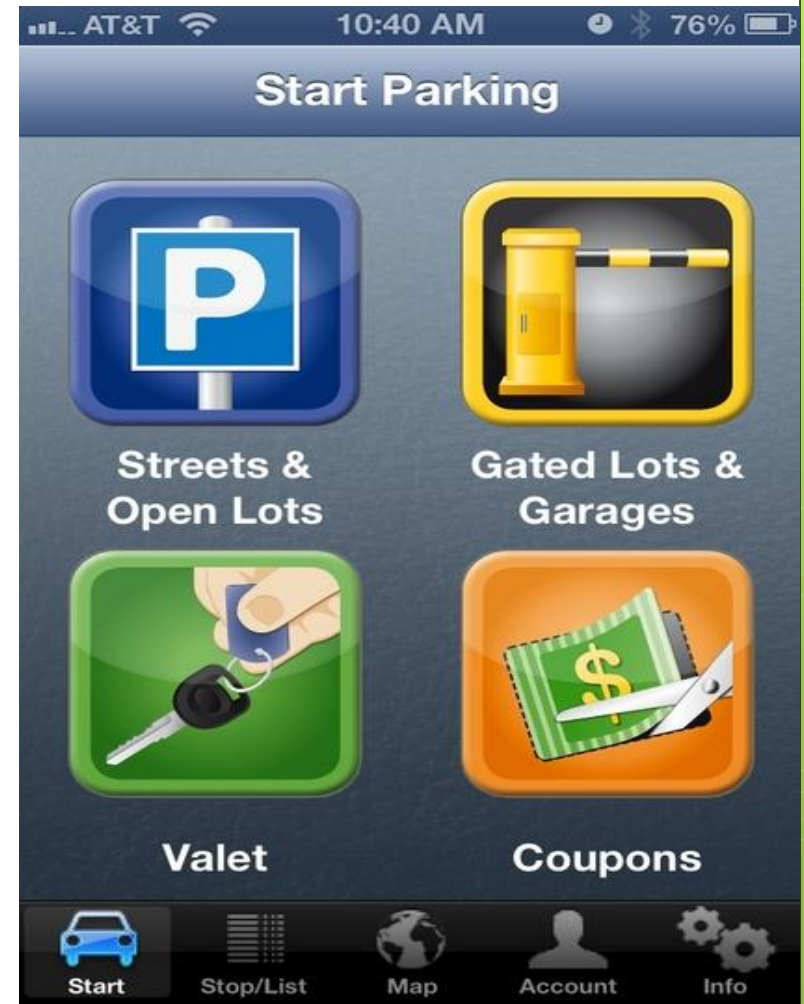
- Transparency and community engagement
- Parking is a public resource that should be used efficiently
- On-Street Parking should encourage turnover, which helps business in busy areas
- Off-Street Parking should be used for stays longer than 2 hours

# Integrated Parking System RFP

- Purpose is to provide a seamless, efficient, customer-friendly, and cost-effective operation for the City of St. Louis
- We **are not outsourcing** our entire operations like Chicago or Indianapolis
- We encourage joint proposals and proposals that incorporate MBE/WBE vendors

# Integrated Parking Management System RFP

- Technology Upgrade
  - Ability to pay for on- and off-street with more than cash
  - Auditing and accounting software
- Seamless Integration Between Citations and Processing
  - Two day lag time between ticket issuance and being uploaded to system



# Integrated Parking Management System RFP

- Proposals can incorporate existing meters and possible re-deployment of meters
- Ticket Issuance Devices
- License Plate Recognition Software
- Off-Street integration

# Citation Management

- Ticket Processing
- Staffing Parking Violations Bureau and fielding customer complaints
- Manage Reporting Software

# Schedule of Events

Event	Date
RFP Release	October 4, 2013
Pre-Proposal Conference	October 22, 2013
Vendors to Submit Questions	October 25, 2013
City Response to Questions	October 30, 2013
Proposals Due	3:00 PM November 22, 2013
Estimated Selection of Test Vendors for 6 Month Pilot	December 16, 2013
Pilot Projects Begin	January 13, 2014
Estimated Final Selection of Vendor/Vendors	June 27, 2014
Estimated Contract Negotiation & Approval	July 2014

# Proposal Requirements

- 20 pages (not including financial and reference information)
- Cost Benefit Analysis
- Functionality
- Maintenance and Service
- Payment Options
- Customer Service
- Marketing/Implementation
- Company Financial Information
- References

# Evaluation Criteria (Phase I)

Topic	Number of Points
Pricing	30
Ability to perform the required services	25
References	15
Technology and innovation	10
MBE/WBE participation	10
Value added services	10
<b>Total</b>	<b>100</b>



# Field Test

- Finalists will be selected to conduct six month field test in St. Louis
  - Vendors will manage 20-40 spaces
- Equipment will be provided by vendors free of charge
- Citizens will be provided with ample opportunity to provide feedback during and after the field test

# Evaluation Criteria (Phase II)

## Field Test

Topic	Number of Points
Customer user evaluations	20
Durability in St. Louis Climate	10
Collections	10
Enforcement	10
Back End Software	20
Maintenance and support	10
Equipment performance related to RFP response	20
<b>Total</b>	<b>100</b>

# Department Contact and Quiet Period

- Online Q&A
  - October 25, 2013
- Quiet Period
- Site Visits and Maps

**Questions?**