

Request for Proposals



Pay by Cell Services

RFP#: 1415-06

City of Urbana, Illinois
Public Works Department
706 S. Glover Avenue
Urbana, Illinois
(217) 384-2342

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Notice to Proposers- Pay by Cell Services

I. GENERAL INFORMATION

The City of Urbana is seeking a pay by cell system that enables parking payments for the City's on and off-street parking meters via phone, mobile application "app", and/or text. Proposals will be accepted at the Public Works Department, 706 South Glover Avenue, Urbana, Illinois, Monday through Friday, 8:00 a.m. to 5:00 p.m. Proposals will be accepted up to and no later than 3:00 p.m., Thursday, January 15, 2015. Questions about this project and requests to visit the site should be directed to:

Vince Gustafson, Public Facilities Supervisor
(217) 384-2318
vhgustafson@urbanaininois.us

A. Background

The City of Urbana is a progressive, growing community with a population of 41,250 located in east central Illinois and is home to the University of Illinois. The City offers a unique combination of small Midwestern town with the amenities typically associated with a large urban city. Information about the community is available on our website located at www.urbanaininois.us.

Currently, the City of Urbana, Illinois on and off-street paid parking is managed via Duncan single space, coin operated meters (approximately 1,150 of these models). The City of Urbana currently manages approximately 1,150 metered spaces with different time limits and two separate rate structures. The campus district (approximately 679 meters) carries a rate of one dollar (\$1.00) per hour. The business/hospital district and remaining metered City parking lots carry a rate of twenty-five cents (\$0.25) per hour. The hourly rate could become variable in the future, so the proposer needs to recognize that eventuality. Parking enforcement is conducted by the City utilizing Bluebird Pidion BIP1300 handhelds and interfaced with DCA International PinForce Mobile software/database. This technology may also change in the future and the vendor will need to accommodate that potential change. Officers currently do not utilize 'live Wi-Fi' connection; rather, they download at appropriate intervals.

B. Project Goal

The City of Urbana's goals for this project are to:

- Select a vendor with expertise in providing pay-by-cell parking services, particularly in municipal parking environments at no net cost to the City

- Obtain the best quality program to maximize customer convenience and add considerable parking payment options
- Choose a vendor that charges a reasonable convenience fee for services offered
- Employ a system where rates and operational schedules can be programmed and re-programmed easily and quickly in a manner that does not require any down-time
- Allow for regular reporting to provide information on trends, productivity, and performance
- Require the vendor to install all pay-by-cell related signs, decals and other information and to also develop, coordinate and execute (with the assistance of the City) a marketing campaign to increase use of functionality
- Select a vendor that can offer and develop added value services to users of the system

The City of Urbana anticipates the selected vendor will agree to a trial period, of no less than 90 days on a portion of the existing metered spaces.

II. SCOPE OF SERVICES

- A. **Minimum Qualifications-** The following are minimum qualifications that the Vendor must meet in order for their proposal to be eligible for evaluation:
- a. The Vendor will have a minimum of three years' experience in operating a pay-by-cell option that includes at least two municipal on-street parking systems in North America.
 - b. The Vendor will be capable of launching the service in selected areas of the City of Urbana by April 1, 2015.
- B. **Mandatory Technical Requirements-** The following is the mandatory technical requirements that the Vendor must meet for the proposal to remain eligible for consideration. The vendor must clearly show that the service meets this mandatory technical requirement.
- a. The Vendor's pay-by-cell service shall be PCI DSS (Payment Card Industry Data Security Standard) certified. Proposers shall submit a PCI DSS and PCI-PA DSS Level 1 compliant certificates with their proposal documents.
 - b. The City of Urbana would prefer that Vendors provide us with an attestation by an objective third party, stating that the application has been tested for common security vulnerabilities as articulated by the Open Web Application Security Project (OWASP) Top 10. The testing/attestation expenses will be borne solely by the vendor and not the City.
- C. **Statement of Work and Specifications-** The Vendor shall work under the direction of, and in coordination with, the City of Urbana, Illinois authorized representatives in providing the services described hereafter. The Vendor shall indicate with its proposal its ability to comply with these services.
- a. The Vendor will ideally provide the following types of registration options: Live-body phone call during paid parking hours, smartphone application, and mobile and desktop web. The Vendor is encouraged to provide registration options in other technologies as well.
 - b. The Vendor will ideally provide the following payment options for registered customers: Integrated Voice Response (IVR), Short Message Service (SMS), smartphone application and mobile web. The Vendor is encouraged to provide payment options in other technologies as well. The Vendor should describe all end user payment options the RFP response.
 - c. The Vendor shall provide toll-free live customer service telephone support during paid parking hours. 24/7 customer support is encouraged.

- d. The Vendor may charge customers a convenience fee to recoup sign/graphic decal production and installation, enforcement integration or implementation, and other appropriate costs. The fee must be clearly communicated at registration and at time of transaction. The Vendor agreement with the City will set the terms for any changes to the convenience fee.
- e. The Vendor shall establish a system that is capable of recognizing different rates, hours of operation, and maximum time limits for paid parking block faces based on day of week, time of day, etc. The system should disallow parking transactions on City of Urbana holidays and other times when parking is not expected to be paid.
- f. The Vendor shall have a system that can recognize changes to parking rates, hours of operation and maximum time limits within 5 days of notification by the City of Urbana. The City shall have the ability to make the changes in the system.
- g. The City of Urbana intends this program to allow parking payments at unoccupied parking spaces within paid parking areas following all the posted sign regulations. The intent is for customers to be able to specify the amount of time to purchase. There is no requirement to allow the customer to request a refund for paid time unused. The program is also not intended to be used as an online reservation system of spaces.
- h. The Vendor is strongly encouraged to provide a merchant validation system which will allow merchants to pay for customer parking.
- i. The Vendor shall provide a method of real-time enforcement that is either integrated into the existing system or provides for an alternative enforcement method. If another method is utilized (tablet, smart phone, etc.) the City of Urbana can provide such methods in sufficient numbers to allow adequate enforcement.
- j. The Vendor shall provide the City of Urbana with designs for all informational materials including public right of way signs, decals and all marketing materials for review and approval.
- k. The Vendor will be responsible for installation of all pay-by-cell related signs, decals and other information. This includes but is not necessarily limited to a meter sticker with at minimum a meter number, phone, and pay-by-cell system logo. The Vendor will agree to utilize pre-existing meter numbers that currently correspond with meter location. Vendor shall have replacement signage and decals available in the event of damage or vandalism.
- l. The Vendor shall be responsible for developing and providing to the City an implementation schedule within 15 days of contract award. The plan shall include a schedule for the sign and meter markings installation and all other tasks necessary for implementation.
- m. The Vendor shall develop and submit a marketing plan within 30 days of contract award with the purpose of educating users about the system and promoting this payment option. The Vendor shall include examples and recommendations for marketing and promotion with the RFP response.
- n. The Vendor shall be responsible to manage accounts, transactions and customer service issues related to pay by cell payment process. The Vendor shall provide an easy to use customer account management website where the customer can track usage, time, date and other relevant account information. Customers shall not be subject to spam or other emails unless authorized by the City of Urbana and as accepted by the customer. No customer data can be used, sourced or solicited by/from the Vendor for any reason unless with the City of Urbana's written authorization. At contract termination, any customer data shall be deleted and/or returned to so that it cannot be sold or used after the contract expires.
- o. The Vendor shall provide secure administrative password access to the back office system to authorized City of Urbana personnel for financial accountability, reporting, querying, revenue

reconciliation and adjudication. Accessed data should not include customer's personal payment information

- p. The Vendor shall supply reports for account registration and use, customer service issues, revenue and any additional reports necessary to properly evaluate program progress. The Vendor shall describe reporting options in response to RFP.
- q. The Vendor shall provide onsite or web-based training and manuals for the authorized City of Urbana personnel to navigate and utilize the back office system and parking enforcement technology. Real-time user support should also be available.
- r. Vendors are strongly encouraged to have bi-lingual customer service professionals to assist non-English speakers with registration and user issues.

III. PROPOSAL SUBMISSIONS

Proposals will be evaluated on the basis of all information provided. To evaluate capability for completing the work as outlined in this RFP each proposal should provide detailed responses to each of the following requirements as listed here:

A. Company Overview

- a. Provide a detailed overview of your company and your understanding of this project.
- b. Proposers should adequately address each item listed in Scope of Services.
- c. Proposer should adequately address the end user experience; including but not limited to:
 - i. How to register/login, pay for parking session, extend parking session, etc;
 - ii. How the system interacts with the end user with various notifications
 - iii. How the end user manages account and preferences as well as seeks support.

B. Experience and Qualifications

- a. Detail the experience of firm. Include references and contact information. References should include municipalities of similar size which have deployed your solution.
- b. Outline qualifications of all proposed project team members.

C. Cost

- a. Provide a separate 'price/rate sheet' depicting the convenience fees, implementation fees, annual maintenance fees and any other charges you will assess.
- b. The stipulated price must include all expenses; no additional amount will be paid.

D. Equal Employment Opportunity and Drug Free Workplace Act

- a. The City of Urbana will require that each respondent provide certain statistical data concerning employee composition on race, color, job description and compensation. This information will be reviewed by the City Human Relations Commission to determine compliance with the City's Equal Employment Opportunity ordinance. The respondents shall also comply with the Drug Free Workplace Act. The required forms are included as part of the RFP and must be completed and returned with the proposal.

Five (5) hard copies, or one electronic version, of the submission must be delivered to the address below by 3:00pm on Thursday, January 15, 2015:

Vince Gustafson, Public Facilities Supervisor
Public Works Department
706 S. Glover Avenue
Urbana, IL 61802
vhgustafson@urbanaininois.us

IV. SELECTION PROCESS

City staff will select a firm whose proposal is considered the best value to the City of Urbana. Critical factors in that selection will include responsiveness of the proposal to this Request for Proposal (RFP), description of approach to the services, relevant project experience, qualifications of the responding firms and principal assigned staff, readiness to undertake the required services, associated costs, and client references. A public proposal opening will not be conducted, but all respondents will receive confirmation that a response was received, and all respondents will be notified of the selection results. The City reserves the right to reject any or all proposals, and to request written clarification of proposals and supporting materials. The City reserves the right to accept the proposal most favorable to the project after all proposals have been examined and evaluated.

Interviews may be conducted in-person with one or more responsible entities that have submitted proposals in order to clarify certain elements, if such information cannot be satisfactorily obtained by phone or via e-mail.

<p style="text-align: center;">CITY OF URBANA HUMAN RELATIONS DIVISION 400 SOUTH VINE ST. URBANA, ILLINOIS 61801 (217) 384-2466 (phone); 384-2426 (fax) terent@city.urbana.il.us</p>	Office Use Only (05/13)	
	Requested by:	Date:
	Approved by:	Date:
	Certification	
	Date:	
Certificate Expiration Date:		

EQUAL EMPLOYMENT OPPORTUNITY (E.E.O.) WORKFORCE STATISTICS FORM

Please complete the sections below as instructed. Failure to properly complete this form may result in a delay or denial of eligibility to bid or do business with the City of Urbana.

Section I. Identification

1. Company Name and Address:

Name:

d/b/a:

Address:

City/State/Zip:

Telephone Number(s) include area code:

Check one of the following

Corporation	Partnership	Individual Proprietorship	Limited Liability Corp.
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FEI Number:	Social Security Number:
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2. Name and Address of the Company's Principal Office *(answer only if not the same as above)*

Name:

Address:

City/State/Zip

3. Major activity of your company (product or service):

4. Project on which your company is bidding:

5. City of Urbana contact staff assigned to contract:

SECTION II. Policies and Practices

Description of EEO Policies and Practices		YES	NO
A.	Is it the Company's policy to recruit, hire, train, upgrade, promote and discipline persons without regard to race, color, creed, class, national origin, religion, sex, age, marital status, mental and/or physical disability, personal appearance, sexual preference, family responsibilities, matriculation, political affiliation, prior arrest, conviction record, or source of income ?		
B.	Has someone been assigned to develop procedures, which will assure that the EEO policy is implemented and enforced by managerial, administrative, and supervisory personnel? If so, please indicate the name and title of the official charged with this responsibility. Name: _____ Title: _____ Telephone: _____ Email: _____		
C.	Does the company have a written Equal Employment Opportunity plan or statement? Note: If no, a copy of an E.E.O statement is enclosed. You must attach an EEO Statement in order to be considered eligible to do business with the City of Urbana. Questions? (217) 384-2466 or terent@city.urbana.il.us.		
D.	Has the company developed a written policy statement prohibiting Sexual Harassment? You must attach a copy of your company's Sexual Harassment Policy in order to be considered eligible to do business with the City of Urbana.		
E.	Have all recruitment sources been notified that the company will consider all qualified applicants without regard to race, color, creed, class, national origin, religion, sex, age, marital status, mental and/or physical disability, personal appearance, sexual orientation, family responsibilities, matriculation, political affiliation, prior arrest, conviction record, or source of income?		
F.	If advertising is used, does it specify that all qualified applicants will be considered for employment without regard to race, color, creed, class, national origin, religion, sex, age, marital status, mental and/or physical disability, personal appearance, sexual orientation, family responsibilities, matriculation, political affiliation, prior arrest, conviction record, or source of income?		
G.	Has the contractor notified all of its sub-contractors of their obligations to comply with the Equal Opportunity requirements either in writing, by inclusion in subcontracts or purchase orders?		
H.	Is the company a state certified minority/women owned business? If yes, please attach a copy of state certification.		
I.	Does the company have collective bargaining agreements with labor organizations?		
J.	Have the labor organizations been notified of the company's responsibility to comply with the Equal Employment Opportunity requirements in all contracts with the City of Urbana?		
K.	Does your company perform construction, rehabilitation, alteration, conversion, demolition or repair of buildings, highways or other improvements to real property? (If yes, please complete Table B.)		
L.	Are you currently seeking to renew an existing or expired Urbana EEO certification? (If yes, you need to complete Table C.)		

SECTION III. Employment Information

Please complete the company work force analysis on the bottom of this page. Use the number of employees as of the most recent payroll period. **You must complete this form in its entirety, as instructed and submit your organization's (1) EEO Statement and (2) Sexual Harassment Policy in order to be eligible to do business with the City of Urbana. For detailed descriptions of the Job Classifications see attached descriptions.** If minorities and females are currently underepresented in your workforce, please attach a copy of an explanation of your plan to recruit and hire qualified minorities and females.

TABLE A – TOTAL CONTRACTOR/VENDOR WORKFORCE

Job Categories	Overall Totals		White (Not of Hispanic Origin)		Black or African-American (Not of Hispanic Origin)		Hispanic or Latino		Asian or Pacific Islander		American Indian or Alaskan Native	
	M	F	M	F	M	F	M	F	M	F	M	F
Officials & Mgrs												
Professionals												
Technicians												
Sales Workers												
Office & Clerical												
Craft Workers (Skilled)												
Operatives (Semi-Skilled)												
Laborers (Unskilled)												
Service Workers												
TOTAL												
M = MALE, Column B is sum of Rows D, F, H, J and L.												
F = FEMALE, Column C is sum of Rows E, G, I, K and M.												
Date of above Data: _____												

TABLE B* – EMPLOYEES TO BE ASSIGNED TO CITY OF URBANA CONTRACT

Job Categories	TOTAL EMPLOYEES		BLACK EMPLOYEES		HISPANIC EMPLOYEES		OTHER MINORITY EMPLOYEES	
	M	F	M	F	M	F	M	F
Officials & Mgrs								
Professionals								
Technicians								
Sales Workers								
Office & Clerical								
Craft Workers (Skilled)								
Operatives (Semi-Skilled)								
Laborers (Unskilled)								
Service Workers								
TOTAL								

*Totals included under Table B should be a projection of numbers of persons to be employed in the performance of the City contract.

For Contractors:

Data provided in Table B will be verified by worksite inspections.

TABLE C WORKFORCE TURNOVER SINCE PREVIOUS EEO REPORT**

Job Categories	TOTAL EMPLOYEES SEPARATED		MINORITY EMPLOYEES SEPARATED		TOTAL EMPLOYEES HIRED		MINORITY EMPLOYEES HIRED	
	M	F	M	F	M	F	M	F
Officials & Mgrs								
Professionals								
Technicians								
Sales Workers								
Office & Clerical								
Craft Workers (Skilled)								
Operatives (Semi-Skilled)								
Laborers (Unskilled)								
Service Workers								
TOTAL								

SECTION IV. Certification

By signing below, the company certifies that it has answered all of the foregoing questions truthfully to the best of its knowledge and belief and agrees that it/he/she will comply and abide by the City of Urbana's Code of Ordinances (Section 2-119).

Signature

Typed Name and Title

Date

SECTION V. Verification

Prior to submitting this form, please check the answers to the following questions to verify your completion of this form:

1. **Did you fill in all of the appropriate boxes in the table in Section III, including the "TOTAL" row?**

YES _____

NO _____

2. **Have you enclosed your company's EEO statement?**

YES _____

NO _____

3. **Have you enclosed your company's Sexual Harassment policy?**

YES _____

NO _____

DEFINITIONS OF TERMS LISTED ON THE WORKFORCE STATISTICS FORM

(See previous Page)

DESCRIPTION OF RACE/ETHNIC CATEGORIES

Race /ethnic designations as used by the Department do not denote scientific definitions of anthropological origins. For the purposes of this report, an employee may be included in the group to which he or she appears to belong, identifies with, or is regarded in the community as belonging. However, no person should be counted in more than *one* race/ethnic group. The race/ethnic categories for this report are:

White (Not of Hispanic origin). All persons having origins in any of the original peoples of Europe, North Africa or the Middle East.

Black of African-American (Not of Hispanic origin). All persons having origins in any of the Black racial groups of Africa.

Hispanic or Latino. All persons of Mexican, Puerto Rican, Cuban, Central of South American, or other Spanish culture or origin, regardless of race.

Asian or Pacific Islander. All persons having origins any of the original peoples of the Far East, Southeast Asia, the Indian Subcontinent, or the Pacific Islands. This area includes, for example, China, India, Japan, Korea, the Philippine Islands and Samoa.

American Indian or Alaskan Native. All persons having origins in any of the original peoples of North America, and who maintain cultural identification through tribal affiliation or community recognition.

DESCRIPTION OF JOB CATEGORIES

Each employee should be counted in only one job category. Select the category containing the jobs most similar to that performed by the employee. The jobs listed in each category are intended to provide an example, not a complete list, of all job titles falling into that category.

Officials and managers. Occupations requiring administrative and managerial personnel who set broad policies, exercise overall responsibility for execution of these policies, and direct individual departments or special phases of firm's operations. Includes: officials, executives, middle management, plant managers, department managers, and superintendents, salaried supervisors who are members of management, purchasing agents and buyers, railroad conductors and yard masters, ship captains, mates and other officers farm operators and managers, and kindred workers.

Professionals. Occupations requiring either college graduation or experience of such kind and amount as to provide a comparable background. Includes: accountants and auditors, airplane pilots and navigators, architects, artists, chemists, designers, dietitians, editors, engineers, layers, librarians, mathematicians, natural scientist, registered professional nurses, personnel and labor relations specialist, physical scientist, physicians, social scientist, teachers, surveyors and kindred workers.

Technicians. Occupations requiring a combination of basic scientific knowledge and manual skill which can be obtained through 2 years of post high school education, such as is offered in many technical institutes and union colleges, or through equivalent on-the-job training. Include: computer programmers, drafters, engineering aides, junior engineers, mathematical aides, licensed, practical or vocational nurses, photographers, radio operators, scientific assistants, technical illustrators, technicians (medical, dental, electronic, physical science), and kindred workers.

Sales. Occupations engaging wholly or primarily in direct selling. Includes: advertising agents and sales workers, insurance agents and brokers, real estate agents, and brokers, stock and bond sales workers, demonstrators, sales workers and sales clerks, grocery clerks, and cashiers/checkers, and kindred workers.

Office and clerical. Includes all clerical-type work regardless of level of difficulty, where the activities are predominantly non manual though some manual work not directly involved with altering or transporting the products is included. Includes: bookkeepers, collectors (bills and accounts), messengers and office helpers, office machine operators (including computer), shipping and receiving clerks, stenographers, typists and secretaries, telegraph and telephone operators, legal assistants, and kindred workers.

Craft workers (skilled). Manual workers of relatively high skill level having a thorough and comprehensive knowledge of the processes involved in their work. Exercise considerable independent judgment and usually receive an extensive period of training. Includes: the building trades, hourly paid supervisors and lead operators who are not members of occupations, compositors and typesetters, electricians, engravers, painters (construction and maintenance), motion picture projectionists, pattern and model makers, stationary hand painters, coaters, bakers, decorating occupations, and kindred workers.

Operatives (semiskilled). Workers who operate machine or processing equipment or perform other factory-type duties of intermediate skill level which can be mastered in a few weeks and require only limited training. Includes: apprentices (auto service and stitchers, dryers, furnace workers, heaters, laundry and dry cleaning operatives, milliners, mine operatives and laborers, motor operators, oilers and greasers (except auto), painters (manufactured articles), photographic process workers, truck and tractor drivers, knitting, looping, taping and weaving machine operators, welders and flame cutters, electrical and electronic equipment assemblers, butchers and meatcutters, inspectors, testers and graders, handpackers and packagers, and kindred workers.

Laborers (unskilled). Workers in manual occupations which generally require no special training who perform elementary duties that may be learned in a few days and require the application of little or no independent judgment. Includes: garage laborers, car washers and greasers, groundskeepers and gardeners, farmworkers, stevedores, wood choppers, laborers performing lifting, digging, mixing, loading and pulling operation and kindred workers.

Service workers. Workers in both protective and nonprotective service occupations. Includes: Attendants (hospital and other institutions, professional and personal service, including nurses aides, and orderlies), barbers, charworkers and cleaners, cooks, counter and fountain workers, elevator operators, firefighters and fire protection, guards, doorkeepers, stewards, janitors, police officers and detectives, porters, waiters and waitresses, amusement and recreation facilities attendants, guides, ushers, public transportation attendants, and kindred workers.

**CITY OF URBANA, ILLINOIS
PURCHASING CERTIFICATION FORM (Rev. 4/06)**

The City of Urbana requires all vendors doing business at the above levels with the City to comply with certain local, state and federal requirements. By signing below, the vendor certifies, that they are familiar with and are in compliance with all of the legislative acts summarized below. False certification on this form, or the failure to fully comply with all of the requirements of these acts, may result in the termination of any contract, debarment from future contacts from either the City of Urbana, State of Illinois or any other governmental agency, and may subject the vendor to other legal actions.

DRUG FREE WORKPLACE ACT: An act to create a drug free workplace and prevent the unlawful manufacture, distribution, dispensation, possession, or use of a controlled substance by anyone while involved in the performance of a contract for the City of Urbana. (30 ILCS 580/1 et. seq.)

CERTIFICATION OF COMPLIANCE: An act to insure that all contracts for goods, services or construction are obtained only through an independent noncollusive submission of offers, the vendor must certify that it is not barred from contracting with any unit of the State of Illinois or any Illinois local governmental agency as a result of any bid-rigging or bid-rotating. (720 ILCS 5/33E 1 et. seq.)

DELINQUENT TAXPAYERS: An act to certify that any vendors doing business with the City of Urbana are not delinquent in the payment of any tax administered by the Illinois Department of Revenue. (65 ILCS 5/11-42.1-1)

SIGNATURES (COMPLETE APPROPRIATE SECTION)

INDIVIDUAL **PARTNERSHIP** **CORPORATION** (check one)

Name of the Business _____

Signed By: _____

Printed Name: _____

Business Address: _____

Business Phone Number: _____

Date _____