



Town of Upper Marlboro

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REQUEST FOR PROPOSALS RFP #2019-01 PARKING MANAGEMENT SERVICES

The Town of Upper Marlboro ("Town") is seeking proposals to provide Management Services for the Town's Parking System and to otherwise modernize various aspects of the Town's Parking System with a vision for economic development in accordance with the specifications contained in this Request for Proposals ("RFP").

The RFP may be obtained ON LINE at www.UpperMarlboroMD.gov or at the Town Hall located at 14211 School Lane Upper Marlboro MD 20772 between 9:00 AM and 5:00 PM, Monday through Friday, until the scheduled opening date of the Proposals.

The original and three copies of the Management Services and Price Proposal must be submitted in separate sealed envelopes clearly marked as RFP #2019-01.

Proposals must be received in the Town Hall no later than 11:00 AM on Monday April 1, 2019.

The Town reserves the right to waive any informalities or irregularities in the Proposals received or to reject any and all Proposals or to accept any Proposal deemed to be in the best interest of the Town.

The Town will review all Proposals and select the most advantageous Proposal from a responsive and responsible bidder taking into consideration price and all other evaluation criteria set forth in this RFP. The Town shall award within 30 days of the submission deadline.

Background:

The historic Town of Upper Marlboro was established in 1709, and became the Seat of Government for Prince George's County with the construction of the County Courthouse in 1721. In present days, Town's Downtown is home to the largest Courthouse Complex in the State of Maryland, attracting over 8,000 visitors per day into the Town. In addition to the Courthouse, the Town is home to many County agencies, as well as the headquarters for the County's Public School System.

Section I –General Information

This Request for Proposals (RFP) is intended to provide proposers with a common, uniform set of instructions to guide them through the development of their proposals.

Submission of Proposals

In responding to the RFP, proposers must follow the prescribed format. Promotional materials and other documents are not required and will not be considered as meeting any of the requirements of this RFP.

Proposers' responses to the RFP should consist of the following:

1. A Management Services Proposal
2. A Price Proposal

The Proposal should be formatted in accordance with the instructions contained in this RFP.

Submission can be made via email at ksnyder@UpperMarlboroMD.gov or at Town Hall. If submitted in hard copy the original and three copies of the Management Services Proposal and the Price Proposal must be submitted in **separate sealed envelopes** clearly marked as “RFP #2019-01” to Town Hall located at 14211 School Lane Upper Marlboro MD 20772.

Purchasing Agent

Delivery will be at the proposer's expense. Any and all damage that may occur due to packaging or shipping will be the sole responsibility of the proposer.

RFP Evaluation Criteria

Section II of this RFP contains a description of the Town's current Parking System and the goals the Town has to modernize and consolidate its parking system for which management services are being requested pursuant to this RFP.

Section III of this RFP contains a description of the Management Services Proposal to be submitted by each proposer.

Section IV of this RFP contains a description of the Price Proposal to be submitted by each proposer.

Section V of this RFP contains the Minimum Requirements which must be met by each proposee in order to be considered responsive.

Evaluation of Proposals

Any proposal determined to be non-responsive to any of the Minimum Requirements of this RFP will be disqualified without further evaluation. Those bidders meeting the Minimum Requirements will be evaluated in accordance with the Comparative Evaluation Criteria and the Price Proposal.

Rejection of Proposals

The Town reserves the right to reject any and all proposals received in response to this RFP.

Selection of Bidder

Following the procedures outlined in this RFP, the Town will make a decision regarding selection of a successful bidder. The most advantageous Proposal from a responsive and responsible bidder, taking into consideration price and all other evaluation criteria set forth in this RFP, will be selected. The selected proposer may not necessarily be the lowest Price Proposal. The Town shall award the proposal within thirty (30) days of the submission deadline.

Execution of Contract

Upon the selection of a successful proposer, the Town and vendor will prepare a contract will prepare and submit for execution in a form with terms and conditions acceptable to the Town and vendor. The Agreement shall be executed by an authorized official(s) of the selected bidder and by an authorized official of the Town.

All the information contained in this RFP, and the selected proposer's submitted proposal in response to this RFP, shall be incorporated by reference into the Agreement which is to be entered into between the selected proposer and the Town.

The term of said contract shall be for an initial term of ten years with an option for the Town to renew for an additional term in its sole discretion.

Capital Improvements

The Proposer shall be responsible for any Capital Improvements with the Parking System. The successful proposer shall demonstrate how capital improvements can be made without increasing the tax burden on the Town's residents.

The Town recognizes that not all parking meters have the same utilization. Proposers are encouraged to evaluate meter locations to determine the Return on Investment in each of the street locations

Section II - Description of Parking System & Goal for Modernization/Economic Development

The purpose of this RFP and resulting Agreement is to obtain management services for the installation, operation, management and maintenance of the Town's Parking System hereinafter defined. The Parking System currently consists of approximately 100 spaces total. 46 of these spaces are on-street single-space parking meters located on Main Street, Water Street, Elm Street, and Pratt Street in Downtown Upper Marlboro. The Town also owns a gravel parking lot located at 14525 Church St, Upper Marlboro, MD 20772 which visitors pay to park at a self-serve kiosk. Once paved, this lot is estimated to hold 35-50 parking spaces. The Town also has 24 enforceable spaces on School Lane with free parking but a 2-hour parking limit. The Town is expecting and planning to build out its total parking system to around 250 spaces. Starting July 1, 2019 on-street parking rates will increase to \$2.50 per hour.

The Town seeks to more fully integrate the components of its Parking System. The Town believes that an integrated management solution will assist in the ability to influence parking behavior to accomplish our goals. The Town is also interested in a new process to ensure the timely payment of citations and a new system to increase payment compliance.

In addition, the Town is interested in providing residents with maximum parking flexibility and may consider a Residential Parking Permit Program (RPPP) to provide a level of service consistent with the desires of the residents and permit holders. The RPP may be a component of the Parking System and the Town plans to enforce it with the current License Plate Recognition (LPR) system.

The Town desires a coherent proposal for restructuring its current Parking System to promote economic development while maintaining parking availability for its residents. The Town desires a dramatic modernization of its current Parking System.

The Town is seeking the Proposer to also handle the maintenance of the parking infrastructure and handle the majority of parking enforcement operations on a daily basis Monday-Saturday.

Section III - Management Services Proposal

Each proposer must submit a written Management Services Proposal containing the following:

1. Each proposer must include a cover letter containing the signature of an authorized officer or representative of the proposer. The cover letter may provide any information the proposer wishes to include but should not exceed two pages in length.
2. The Management Services Proposal must briefly describe the bidder's ownership and organizational structure (i.e. individual, corporation, LLC, etc...).
3. The Management Services Proposal must provide a detailed description of the proposer's proposed equipment, operation, maintenance and management plan in conformance with the

terms and conditions of this RFP. Said plan should also identify, if appropriate, any new management and/or computer systems to be used by the proposer at the Parking System. The Proposal shall specify any equipment and/or software necessary to implement the system and all services that proposer will provide to maintain and manage the system. The Town's goal is to implement a system that will do the following:

- a) Provide new smart parking meter equipment for the Town's parking system;
 - b) Provide for credit card and/or smart phone payment for parkers;
 - c) Provide timely communication to Town as necessary regarding repairs or other issues as they arise;
 - d) Develop useful management reports for system analysis and utilization, problem resolution; and
 - e) Create increased consumer responsiveness and satisfaction.
4. The Town may make such inquiries it deems necessary to determine the ability of each proposer to perform the services contemplated by this RFP. Proposer shall promptly furnish all information and data for this purpose as may be subsequently requested by the Town, including attendance at any interview as requested by the Town.

Section IV- Price Proposal

Each proposer must include a Price Proposal in the Form attached hereto addressing the following:

- Description of equipment
- Any fees or charges to Town
- Proposed monthly management fee for operating, maintaining and managing the Parking System to Town

Section Y -Minimum Requirements

1. Proposer has submitted a Management Services Proposal In accordance with the requirements of this RFP.
2. Proposer has submitted a Price Proposal in accordance with the requirements contained in of this RFP.