



Town of Upper Marlboro

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Request for Proposals

Town of Upper Marlboro Web Based Parking Ticket Issuance Hardware, Software and Payment Solutions

RFP # UM 2020-02

Parking Background: The Town manages 123 on-street single space parking meters along Main Street, Elm Street, Judges Drive, Governor Oden Bowie Drive, Water Street, and Pratt Street. These parking spaces are managed by M5™ Single-Space Smart Parking Meters installed July 2019. The Town also manages a 30-car parking lot on Church Street managed by a MS1™ Multi-Space Pay Station. The Town employs one full-time Code Enforcement officer to enforce parking regulations within the Town. The Code Officers is supported by several full-time Police Officers who assist as needed with parking enforcement. The current hourly rate to park is \$2.50 per hour, Monday thru Saturday, 24 hours a day. The Town issues an average of 250-300 citations per month.

Project Goals: The Town of Upper Marlboro seeks a qualified vendor to provide:

- Web based Parking Citation Software
- Ruggedized Parking Citation Issuance devices
- Delinquent Parking Citation Collection Services
- Real-Time integration with the Town's IPS Meters and Park Mobile system
- Must support Maryland MVA integration for plate look-up
- Citations printed on tear proof, water resistant forms using thermal handheld printers
- Cloud-based software package

Scope of Work: Qualified applicants should be able to provide the below services to the Town:

- convert all parking ticket data provided by the Town.
- have the ability to print and mail delinquent parking notices
- have the ability to arrange and manage a system that can collect delinquent debt
- provide all software, equipment, services and supplies at no upfront cost and the City does not own the equipment at the end of the contract
- provide a detailed description of the proposed equipment, software, operation, maintenance and management plan in conformance with the terms and conditions of the RFP.
- develop useful management reports for system analysis and utilization, problem resolution; and create increased consumer responsiveness and satisfaction.
- Develop and submit an implementation plan within ten (10) days of contract award.
- take all necessary measures to secure any sensitive financial or personal information provided by the public to use the payment service. These security precautions shall be completed according to applicable federal and state laws or regulations as well as credit card industry standards

The successful vendor agrees that:

- no data, financial or otherwise, gleaned through utilization of the payment services may be sold, or displayed to a third party by the vendor without the expressed written authorization of the Town of Upper Marlboro. Such authorization shall only be given if there is a compelling public interest to do the so and will be publicly acknowledged by the Town Administration at the next regularly scheduled meeting of Board of Town Commissioners.
- no customer shall receive marketing emails, text messages, or other communications without the expressed written authorization of the Town of Upper Marlboro.
- upon contract termination or expiration, any customer data shall be deleted and/or returned to the Town so that it cannot be sold or used after the contract expires.
- shall provide secure administrative password access to the back-office system to authorize Town personnel for financial accountability, reporting, querying, revenue reconciliation, and adjudication.
- shall supply any reports or information as deemed necessary by the Town to monitor and manage the Vendor's performance under the terms of the contract.
- shall provide onsite and/or web-based training for authorized city personnel to navigate and utilize the back-office system. Real-time user support should also be available

Deadline: Responses to this RFP are to be submitted by **Friday March 6th, 2020** at 5pm. By Mail: Town of Upper Marlboro P.O. Box 280 Upper Marlboro MD 20773. By Email: Info@UpperMarlboroMD.gov. In-Person: Upper Marlboro Town Hall 14211 School Lane Upper Marlboro MD 20772.

Responses should include a cover letter that details the following company information:

- Company name, address, phone, and email
- Listing of company principals
- Number of years that the company has been business and brief company history
- Designated project administrator from the company
- Sample implementation plan and timeline
- Detail any projects of similar size and/or scope
- List of references and contact information for current or former municipal clients in the State of Maryland, District of Columbia, or Virginia.

Selection Process and Criteria: This RFP is for a 24-month contract with the Town, with the option for renewal beginning July 1st, 2020. Town Elected Officials will participate in the process of selecting the appropriate firm. Proposals will be evaluated based on:

1. The firm's ability to integrate with the Town's IPS Parking Meter Equipment
2. The firm's ability to integrated with the Maryland Motor Vehicles Administration to flag registrations
4. The firm's ability to produce a user-friendly product.
5. The firm's competitive pricing structure

Point of Contact: Kyle Snyder, Chief of Staff for the Town, can be reached at 301-627-6905 or ksnyder@UpperMarlboroMD.gov with any questions.

Thank you for your interest in this Request for Proposals from the Town of Upper Marlboro.