



REQUEST FOR PROPOSALS (RFP)

PUBLIC PARKING AUTHORITY OF PITTSBURGH

**PAY-BY-PHONE PARKING PAYMENT SERVICE FOR METERED
PARKING**

DATE ISSUED: APRIL 13, 2015

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EXECUTIVE DIRECTOR**

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1. INTRODUCTION

The Public Parking Authority of Pittsburgh (the "Authority"), a body corporate and politic under the laws of the Commonwealth of Pennsylvania, was organized in 1947 by the City of Pittsburgh pursuant to the Parking Authority Law of Pennsylvania, Act of June 5, 1947, P.L. 458, as amended and supplemented. The Authority was created for the purpose of establishing and operating on and off-street parking facilities in the City of Pittsburgh, Pennsylvania (the "City"). To this end, the Authority is authorized by law to plan, design, locate, acquire, hold, construct, improve, maintain and operate, own and lease, either in the capacity of lessor or lessee, land and facilities to be devoted to the parking of vehicles of any kind; to borrow money; to make and issue bonds, and to secure the payment of such bonds, or any of its revenues and receipts.

As more fully set forth in this Request for Proposals (the "RFP"), the Authority is requesting proposals from qualified respondents to provide a complete turn-key payment by phone (pay-by-phone) option for the patron's of our pay to park program.

This project is being solicited and administered by the Authority, and not the City of Pittsburgh. However, the Authority expects some joint management of the project to involve City staff, particularly in relation to street signage design and placement.

The Authority currently controls approximately 9,071 paid on-street parking spaces on city streets and in Authority surface parking lots with 941 pay stations and 319 single space-meters which may increase or decrease over time.

Currently, both parking enforcement and the on-street paid parking system are managed exclusively by the Authority; parking enforcement via Gtechna's enforcement software system and "metered" parking via Cale pay-by-plate pay stations and a combination of Duncan and POM single space meters. Pay stations currently accept quarters and credit/debit cards (Visa & MasterCard, only) while the single space meters accept quarters only.

While many of the "off street" parking operations (i.e. "gate and arm" controlled garages and lots) found throughout the city are managed by private operators, the Authority manages 11 garages with access control equipment provided from two exclusive vendors, CTR Systems and Amano McGann (PSX).

Vendors responding to this RFP are expected to identify and integrate with the Authority's enforcement, meter and garage access control systems.

The Authority is interested in turnkey pay-by-phone program that offers, at a minimum the following services:

- With a single call or action, a customer can pay for a specific period of parking time
- Payment through multiple options, including voice, website (mobile), mobile SMS texting, QR, and Smartphone application

- Customer option to be informed at a predetermined time period of the expiration of a paid parking session
- Allows purchase of additional time not past the pay to park hours, and have the ability to enforce time limits if required
- Includes a feature to allow the Authority and other partner organizations within the City to validate parking or provide a coupon code for discounted or free parking
- Auditable tracking of coupon or validation codes
- Can be scaled to include weekly, monthly, or annual parking permit sales via web or Smartphone application
- Interface and scale with parking garage access system to provide future mobile payment availability and integrations with online parking garage reservations
- The ability to handle demand based pricing

The Authority's goals for the pay-by-phone project are to:

- Select up to three vendors with the expertise in providing turn-key pay-by-phone parking service, particularly in pay-by-plate environments – that fits our needs
- Obtain the best quality program to maximize customer convenience and add considerable parking payment options
- Minimize total pay-by-phone service costs
- Avoid set up cost to the Authority
- Offer the ability to impose a per-transaction cost to the customer, should Authority choose to do so
- Employ a system where rates and operational schedules can be programmed and re-programmed in a flexible manner that does not require any system down-time
- Employ a system that allows the issuance and use of validation or coupon codes for parking discounts
- Auditable tracking of coupon or validation codes

- A simple solution to provide complimentary parking to special guests for the variety of events that occur within the city with easy management and set up
- Allow for regular reporting to provide information on trends, productivity, and performance

2. ABOUT THIS DOCUMENT

This document is a Request for Proposals. It differs from an invitation for bid in that the Authority is seeking a solution, not a quotation meeting firm specifications for the lowest price. As such, the lowest price proposal does not guarantee an award recommendation. Instead, proposals will be evaluated based upon the criteria set forth herein and factors such as, among others, quality, experience in the field, availability and/or capability.

The request for proposal process allows the Authority to negotiate with respondents prior to awarding a contract. The Authority will thoroughly review all proposals received in a timely fashion and will utilize its best judgment when determining which respondents, if any, to schedule meetings with after receipt of all proposals. Subject to the other terms and conditions of this RFP, only those respondents that are qualified and responsible, as determined by the Authority, in its sole and absolute discretion, will be considered for an award of a contract hereunder.

3. SCOPE OF WORK

This section provides the scope of work that will be performed by the selected vendor in providing a parking pay-by- phone program for the Authority:

- A.** Any resultant contract shall be for three (3) years, with two (2) one-year extensions allowed at the option of the Authority at the same cost. Such extension shall be automatic, and shall go into effect without written confirmation, unless the Authority provides advance notice of the intention to not renew.
- B.** The vendor will provide the following types of registration options: a toll-free number for a customer to call during paid parking hours (8:00am – 10:00pm EST Monday – Saturday, including specific holidays), Smartphone application for iOS and Android devices, and a mobile-friendly and desktop website suitable for most web-enabled Smartphone's. The vendor is encouraged to provide registration options in other technologies as well, including SMS (short message service).
- C.** The vendor will provide the following payment options for registered customers: toll-free voice call, Smartphone application, SMS (texting), QR, and mobile web.
- D.** The vendor shall provide toll-free live customer service telephone support (for registration, to reply to charge-backs and retrieval requests, and other issues) from 8:00 am to 10:00 pm EST, Monday – Saturday, including specific holidays.

- E.** The vender will clearly identify any service costs associated to user and/or transactions. Any reoccurring cost outside of initial contract pricing will also be clearly identified and outlined.
- F.** The vendor shall establish a system that is capable of recognizing different rates and hours of operation for the different sub-areas within the city, including the ability to schedule special event rates. The system must not allow parking transactions outside of the paid parking hours, or for more than the maximum daily amount if required.
- G.** The vendor shall have a system that can make changes to parking rates, hours of operation within (5) business days of Authority notification.
- H.** The Authority intends this program for strictly making payments at legally available parking spaces within paid parking areas following all the posted sign regulations. The intent is for customers to be able to up front specify the amount of time to purchase, with the opportunity to extend time later via SMS text, app, voice or meter. There is no requirement to allow the customer to request a refund for paid time unused.
- I.** The vendor's program shall have the ability to interface with Authority's garage access systems and the ability to scale to online parking reservations.
- J.** The vendor shall provide all necessary information to the Authority's enforcement software vendor for proper integration so that Authority enforcement staff and officers are able to easily ascertain if a specific vehicle's license plate number has paid via the phone option.
- K.** The vendor shall provide the Authority with designs for all informational materials including signage, meter decals, all marketing activities and collateral materials (posters, brochures, web page, etc.) for Authority approval. City of Pittsburgh signage adheres to strict design guidelines, and the vendor is expected to provide signage coloring, text, sign sizing, and other materials to match existing color and design schemes approved for use within the City.
- L.** The vendor will be responsible for installation of all pay-by-phone related signs, decals, and other information. This includes, but is not limited to:
 - 1) Pay station kiosk stickers with at minimum a sub-area number, phone number, and pay-by-phone system logo
 - 2) Signs below existing "Enter License Plate number at kiosk" signs (In PPAP lots)
 - 3) A sign above the pay station kiosk or below the single space meters with subarea number and system logo, and,
 - 4) Full fee disclosures

All materials will be consistent with the Authority's paid parking signs. Information about the number of sub-areas can be found in **Exhibits 1 & 2**. The vendor will need to submit sign asset location information after installation.

- M.** The vendor shall be responsible for developing and providing to the Authority an implementation schedule within 10 days of contract award. The implementation plan shall include a schedule for the sign and meter markings installation, along with all other tasks necessary for implementation.
- N.** The vendor shall be responsible for developing a marketing plan to Authority for approval within 21 days of contract award with the purpose of educating about system use and promoting this payment option.
- O.** The vendor shall be responsible for managing accounts, transactions and customer service issues related to pay-by-phone payment process. The vendor shall provide a secure, easy to use customer account management website where the customer can track usage, time, date, receipts and other account information. Customers shall not be subject to non-City of Pittsburgh or Authority related emails unless authorized by the Authority and as accepted by the customer. The Authority shall be the sole owner of all customer information. No data can be used, sourced or solicited by/from the vendor for any reason unless with the Authority's prior written authorization. At contract termination, vendor shall delete and/or return all customer data to the Authority so that it cannot be sold or used after the contract expires.
- P.** The vendor shall specify where customer payment card data is stored and who has access to it.
- Q.** The vendor is required to provide documentation annually of current PCI DSS certification and ongoing compliance at no additional cost to the Authority.
- R.** The vendor shall provide secure access to the back office system to authorized Authority personnel for financial accountability, reporting, ad hoc querying, revenue reconciliation, and ticket adjudication. Accessed data should not include customer's personal payment information (i.e., full credit card number).
- S.** The vendor shall supply reports for account sign up and use, customer service issues, revenue and any additional reports necessary to properly evaluate program progress. The vendor shall describe reporting options in their response including whether reports can be customized.
- T.** The vendor shall provide onsite or web-based training and manuals for the authorized Authority personnel to navigate and utilize the back office system.
- U.** The vendor shall provide a system that allows customers to enter validation or coupon codes to discount parking fees. The vendor shall supply a web-based system for managing coupon or validation codes issued by the Authority, including activating, deactivating or adjusting the dollar or percentage amount of a code. Validation codes must have the ability for a customer to use a coupon or validation code to cover a percentage

or dollar amount of a transaction. This includes the ability for a coupon or validation code to absorb the cost of the per transaction fee (if any).

- V. The vendor shall work closely with the Finance Team at the Authority to ensure all transactions are routed correctly to the Authority’s merchant account. The vendor shall indicate all re-programming needs or special accommodations that may be required for this transaction routing to occur. All costs will be disclosed for special accommodations to the Authority.

4. SCHEDULE AND DEADLINES FOR RFP

EVENT	TIME AND/OR DATE
RFP Issued	April 13, 2015
Mandatory Pre-Proposal Meeting located at the main office of the Authority, 232 Boulevard of the Allies, Pittsburgh, PA 15222	April 28, 2015 10:00 am
Deadline For Respondents to Submit Questions and Requests for Clarification/Interpretation/Modification ("Request for Clarification Due Date")	May 5, 2015 by 5:00 pm
Deadline for Submission of Proposals ("Proposal Due Date")	May 19, 2015 by 5:00 pm
Anticipated Board Action	June 18, 2015

5. ADMINISTRATIVE REQUIREMENTS AND RELATED INFORMATION

- A. To be considered responsive, respondents must submit by 5:00 p.m. EST, on the Proposal Due Date (a) three (3) electronic copies on compact disc of their proposal and (b) three (3) hard copies of their proposal in a clearly marked envelope, to the following mailing and email addresses:

Pittsburgh Parking Authority
 232 Boulevard of the Allies
 Pittsburgh, PA 15222-1616
 Attention: Christopher Holt
 E-mail: cholt@pittsburghparking.com

- B. Any proposals received after 5:00 p.m. EST, on the Proposal Due Date or any day thereafter, will be rejected.

- C.** The Authority reserves the right to extend or postpone the date and time for accepting proposals through an addendum.
- D.** Notwithstanding anything to the contrary in this RFP, the Authority may determine in its discretion whether to accept any questions, requests or proposals that are not received by the dates and times set forth in this RFP.
- E.** All proposals shall be signed by an individual authorized to bind the respondent and execute contracts on its behalf.
- F.** All proposals, responses, inquiries, or correspondence relating to or in reference to this RFP, and all electronic media, reports, charts and other documentation submitted by a respondent shall become the property of the Authority when received. Nothing submitted shall be considered confidential or proprietary and each respondent acknowledges and agrees that all information submitted in response to this RFP, irrespective of whether it is marked "Confidential," "Proprietary," "Trade Secret," or the like, may be disclosed by the Authority pursuant to a request submitted in accordance with Pennsylvania's Right-to-Know Law.
- G.** The Authority reserves the right to request additional information which, in the Authority's opinion, is necessary to assure that the respondent's competence, business organization, and financial resources are adequate to perform in accordance with this RFP and any resultant contract.
- H.** The Authority may make such investigation as it sees fit to determine the ability of the respondent to perform the work, and the respondent shall furnish the Authority all such information and data for this purpose as requested by the Authority. The Authority reserves the right to reject any proposal if the proposal submitted by, or investigation of, such respondent fails to satisfy the Authority that such respondent is properly qualified to carry out the obligations of a subsequent contract with the Authority and to satisfactorily perform the work specified herein.
- I.** The Authority reserves the right to reject any or all proposals, waive any irregularities or defects in any proposal, and modify or postpone or terminate the project detailed herein in its entirety or with respect to any respondent, at any time, for any reason or no reason.
- J.** All costs and expenses incurred by a respondent in the preparation and delivery of a proposal will be the sole responsibility of the respondent. The Authority will not be liable for any amounts to any respondent in any manner, under any circumstances, including without limitation, as a result of the termination of the RFP process.
- K.** The receipt of proposals or other documents by the Authority during any stage of the process will in no way obligate the Authority to enter into any contract with any respondent or make the Authority liable for any respondent costs. This RFP is a solicitation only and is not intended to be nor should it be construed to be an offer to enter into any contract or other agreement.

- L. No respondent, team member, employee, servant, agent, advisor, consultant or representative of that respondent may communicate with any other respondent, team member, employee, servant, agent, advisor, consultant or representative of any other respondent about the preparation of proposals. Each proposal shall be prepared without any connection, knowledge, comparison of information, or arrangement with any respondent, team member, employee, servant, agent, advisor, consultant, or representative of any other respondent. Each respondent is responsible to ensure that its participation in this RFP process is conducted fairly and without collusion or fraud.

6. CLARIFICATION OF REQUIREMENTS, ADDENDA & MODIFICATIONS

- A. Any respondent in doubt as to the true meaning of any part of this RFP may request a clarification, interpretation and/or modification thereof from the Contact Person (as hereinafter defined). At the request of the respondent, or in the event the Authority deems the response to the request to be substantive, the clarification, interpretation and/or modification shall be made by an addendum. Requests for clarification, interpretation and/or modification must be submitted in writing to the Contact Person by 5:00 p.m. EST on the Request for Clarification Due Date; any request received after this deadline may not be considered.
- B. Inquiries regarding the RFP and all requests for clarification, interpretation or modification of the RFP must be directed in writing via e-mail to Christopher Holt at cholt@pittsburghparking.com (the "Contact Person").
- C. If any alleged errors are noted in the RFP, a respondent should immediately notify the Contact Person and, if confirmed, an addendum shall be issued.
- D. The Authority will not accept telephone calls or any other forms of correspondence pertaining to this RFP, except as set forth in Section 6.B.
- E. This RFP may be updated, supplemented, amended or cancelled at any time by the Authority. Any changes, additions, deletions, or clarifications to the RFP will be made by addendums issued by the Authority.
- F. Any addendum issued by the Authority shall be considered part of the RFP.
- G. Addenda will be sent via e-mail to the last known e-mail address of each person/entity listed with the Authority as having received a copy of the RFP for proposal purposes. The Authority will make reasonable efforts to notify respondents in a timely manner of modifications to the RFP. Notwithstanding the foregoing, each respondent shall be responsible for (a) providing a valid e-mail address for delivery of addenda by the Authority and (b) ensuring that its proposal reflects any and all addenda issued by the Authority prior to the Proposal Due Date.

7. CONTRACT REQUIREMENTS

Each respondent, in its proposal, must agree to be bound by the following requirements, should it be awarded a contract in connection with this RFP:

- A. Except for the gross negligence or willful misconduct of the Authority, respondent shall indemnify and hold harmless the Authority, its successors and assigns, from and against any and all loss, damage and liability and for any and all claims for damages on account of or by reason of bodily injury, including death, which may be sustained or claimed to be sustained by any person, including employees of respondent, and from and against any and all damages to property, including the property of the Authority, its successors and assigns, caused by or arising out of or claimed to have been caused by or to have arisen out of the negligence or willful misconduct of respondent or its agents, servants, employees or invitees. For purposes of enforcing this provision, respondent hereby waives any or all immunities it may have under the Pennsylvania Workers' Compensation Act or otherwise. This indemnification obligation shall survive termination or expiration of the contract associated with this RFP.

- B. Respondent shall maintain, at all times until the termination of the contract, the following insurance:

TYPE	AMOUNT
Workers Compensation	Statutory (in conformance with Pennsylvania's Worker's Compensation Act)
Commercial General Liability including Bodily Injury and Property Damage	Per Occurrence \$1,000,000
Automotive Property Damage and Bodily Injury	Per Occurrence \$1,000,000
Umbrella Liability	Annual Aggregate \$5,000,000

- A. Respondent shall include the Authority and the City of Pittsburgh as an "Additional Insured" on the insurance described in this Section 7.

- B. Respondent waives all right of subrogation against the Authority, its subsidiaries, agents, officers, directors and employees for recovery of damages to the extent covered by any insurance applicable to the project and will secure appropriate waivers from the insurers providing coverage applicable to the project.

- C. Insurance will be written through financially responsible companies with an A.M. Best rating of A-VII or better.

- D. By specifying the above minimum insurance requirements, the Authority does not represent that coverage and limits will necessarily be adequate to protect respondent, and such coverage limits will not be deemed as a limitation of respondent's obligations hereunder.

8. PROPOSAL REQUIREMENTS

A mandatory pre-proposal meeting will be held at 10:00 a.m. EST, on Wednesday, April 28, 2015, at the main offices of the Authority, which are located at 232 Boulevard of the Allies, Pittsburgh, PA 15222-1616. The proposal of any respondent that fails to attend this meeting will be rejected.

Generally, your proposal should describe in detail how you will provide parking pay-by-phone service and demonstrate how the approach fulfills the Scope of Work. While the Scope of Work represents what Authority believes to be the best approach, proposers are encouraged to offer additional program elements that they believe will best achieve Authority's goals.

Each proposal should be in the format set forth below and not exceed thirty-five (35) pages and will be rated on a 100-point scale. Rating will be according to the degree to which a respondent demonstrates its capacity to satisfy the requirements set forth herein. Each proposal should include the following parts, which will be assigned the indicated point values:

A. Cover Page (Pass/Fail):

Please prepare a cover page similar to the one shown at the beginning of this RFP.

B. Prior Experience (Total Possible Score: 10 points):

Prior work experience of designing, implementing and managing a turnkey pay by phone system for other municipalities of comparable size and scope of business as outline in this RFP; included but not limited to:

- i. Number of years of experience in this field
- ii. Contact information of your clients or city agencies, owners or managers overseeing this service
- iii. Total number of on-street and/or off-street parking meters &/or garages
- iv. Types of meter equipment (i.e. single or multi-space meters)
- v. Type of enforcement system and software used by the municipality.

C. Project Implementation (Total Possible Score: 5 Points):

Describe your company's project management approach to implementing the pay-by-phone services for citywide deployment in the City of Pittsburgh. At a minimum, please describe the following:

- i. General project implementation plan, schedule and project approach, including the following processes: marketing and public education, development, approval and installation of signs and graphics, any necessary programming and an integration plan with our current vendors Cale, Gtechna, CTR and PSX software systems.
- ii. Program items that include, but are not limited to, photos, drawings, schematics, models, process flow maps for the processes listed above
- iii. Project management approach, communication strategies, and process for gaining Authority approval on necessary items
- iv. Examples of marketing material used for promoting pay by phone and educating citizens in its use and how each piece was used. Examples should include promotional material, brochures, print and online advertisements, etc.
- v. Description of the quantity of subscribers and other facilities that the vendor has under contract within the USA and how those relationships can support the Authority pay- by- phone program.

D. System Operation and Management (Total Possible Score: 10 Points):

Describe system operation and management of the pay-by-phone services. Describe how your company operates and manages daily and long-term system operations. At a minimum, please describe the following:

- i. Licensing, if any
- ii. System compliance with Americans with Disabilities Act, which is required
- iii. Revenue collection process; methods for tracking and submitting parking payment data to the Authority's merchant bank, and transactional data to the Authority
- iv. Secure and accurate billing to the Authority
- v. Process to ensure confidentiality of customer payment, card data and descriptions of any breaches you have experienced (why breach occurred? how breach was resolved? timeliness of resolution?)
- vi. Accuracy in charging multiple parking rates, during various hours of operation, with various maximum time limits across a citywide paid parking inventory
- vii. Process to change the parking rates system wide, for specific zones and for sub-area
- viii. Process to change the parking hours system wide, for specific zones and for a sub-area
- ix. Technical and policy support for potential problems experienced by Authority staff

- x. Annual system maintenance and auditing
- xi. Process for system bug fixes or updates
- xii. How the vendor will ensure the security and confidentiality of collected transaction, credit card and personal account data.
- xiii. A list or chart indicating your (the vendor's) most popular access methodologies by your customers: (i.e. Smartphone, voice, text, etc.) and a percentage breakdown by web browser or Smartphone phone type.

E. Customer/User Interface and Experience (UI and UX) (Total Possible Score: 5 Points):

Describe how the parking pay-by-phone services will offer existing and potential users the ability to pay for their parking charges. Please describe in detail (response times, ease of transaction, etc.) the following experience elements. Provide screenshots of the actual process whenever possible:

- i. Customer registration or sign up
- ii. Customer account management customer account deletion
- iii. Customer payment process
- iv. Customer service operations (including hours of operation of call center, what functions are handled using IVR and Touch Tone response, how does a customer reach a live customer service representative, what functions can a service representative help with)
- v. Customer service plan and dispute resolution
- vi. System functionality and capabilities with a focus on customer user interface at registration and at time of parking purchase.

Provide list of computer operating systems and web browser software that is compatible with contractor's public interface website.

Describe how a 3rd party or the Authority would manage or activate coupon codes for guests, including adjusting the dollar or percentage the venue is willing to discount for the customer, and how that party would receive an accurate billing report for their use of codes.

Describe, if this feature is available, how a customer could access nearby parking, transportation and area business information.

The Authority is very interested in private label applications with a design specific to Authority. Describe any private label application development your firm has completed, such as creating

site-specific parking Smartphone applications for municipalities or private operators. Provide screenshots or examples of these interfaces.

F. Reporting (Total Possible Score: 10 Points):

Describe how the service will provide financial, customer data and registration reporting to the Authority. At a minimum, please describe the following:

- i. Overall reporting mechanism about program performance
- i. Reports for all transactions broken down by type (phone, Smartphone app, text message, website, QR, other)
- ii. Report that tracks customer and client support for technical and policy problems
- iii. Description of how customer requests and feedback is tracked, responded to and reported to the Authority
- iv. Report on new registrants, customers who terminated accounts, number of transactions by location, frequency of the use of time extensions, and average transaction amount per user.

G. Signage (Total Possible Score: 5 Points):

Describe how the vendor will work with the Authority for approval and then installation of necessary street signs, graphics and other pay station kiosk information to alert customers of pay by phone services. At a minimum, please describe the following:

- i. Examples of potential signs, graphic and pay station kiosk decals or other materials that could be used in the City of Pittsburgh
- ii. How the signs and other information are consistent with Authority color and design guidelines.

H. Fee Proposal (Total Possible Score: 20 Points):

Describe the pricing model employed by your system. At a minimum, please describe:

- i. The per transaction fee charged to each customer transaction.
 - a) Can this fee, or a portion of your fee, be absorbed by the Authority now or in the future?
 - b) Can a validation code or coupon code absorb this fee, so that the customer is not charged any dollar amount?
 - c) If a coupon code absorbs this fee, or the Authority absorbs this fee, how is it billed to the party responsible for the coupon code, or to the Authority?
- i. If a per-transaction fee is charged, is this fee included on both the initial transaction and later transactions when extending time?

- ii. What other incidental costs will be borne by the Authority as a part of this proposal?
- iii. For private label application, where the Authority logo or other branding elements can be placed on a specific payment application developed by you (the vendor), what is the fee for such development, if any?
- iv. What is the process for notifying the Authority of transactional fee changes, or other fee changes that may occur?

I. Mandatory Technical Requirements (Total Possible Score: 10 Points):

The following is the mandatory technical requirement that the vendor should meet. The vendor should clearly show that the service meets their mandatory technical requirements,

1. The vendor's pay-by-phone payment service system shall at all times be PCI DSS ("Payment Card Industry Data Security Standard") compliant. Proposers should submit a PCI DSS and PCI-PA DSS Level 1 compliance certificates with their proposal documents.
2. The vendor should provide a clear outline of the system architecture, including security measures that are employed by the system to prevent data breaches.
3. The system should have demonstrated experience and capability to integrate with a variety of enforcement software systems using pay-and-display, pay-by-space and pay-by-plate scenarios. Please indicate which enforcement software systems you have integrated with and under what scenario (pay-and-display, pay-by-plate or pay-by-space).
4. The system should have the capability of a web-based back office verification system to determine if a license plate has been paid via phone, allowing office personnel to determine paid status.
5. Transactions are to be processed using the Authority's merchant ID with all monies related to parking payments routed directly into the Authority's bank accounts. The Authority will be Merchant of Record for all transactions.
6. Vendor must capture sufficient payment card data to ensure transactions are not downgraded.
7. Please complete and submit the (2) questionnaires attached hereto as **Appendix A&B**.
8. Vendor should express an agreement to participate in Authority rate and usage experimentation, and pilot programs, including "smart pricing" and elimination of hourly parking restrictions.

J. References (Pass/Fail):

Respondent shall provide three (3) references for customers to whom the respondent has provided the goods or services requested in this RFP. Include contact name, address, phone number and years of service for each referral.

K. Value Added Items (Total Possible Score: 5 points):

Provide a detailed list of value added items that the respondent can offer (at no additional cost) that would enhance the goods or services, provided by the Authority, requested in this RFP.

L. MBE/WBE Participation (Total Possible Score: 5 points):

The Authority is committed to providing equal employment opportunities to minorities and women and equal opportunities for business growth and development to minority and women entrepreneurs. To that end, the Authority requires that all contractors and subcontractors performing work for the Authority demonstrate a good faith effort to obtain the participation of minority and women business enterprises in the work to be performed for the Authority and to employ minorities and women during performance of the work. It is the Authority's objective to obtain minority and women's participation in its contracts with the goal being 25% of the contract amount expended for minority participation and 10% of the contract amount expended for women's participation. The Authority promotes the full utilization of subcontracting activities to ensure a successful Minority and Women's Participation Plan. Provide tangible evidence that your organization has made a good faith effort to satisfy these goals by submitting at a minimum, completed MBE/WBE commitment forms attached hereto as **Appendix C**.

M. Prior Authority Experience (Total Possible Score: 5 points):

Explain any substantive prior work experience with the Authority.

N. Service Level Agreement (Pass/Fail):

Respondent shall provide a detailed service agreement outlining levels of severity and the perspective response time.

O. Presentation Performance (Total Possible Score: 10 points):

If selected for presentation a possible ten points can be awarded based on your performance.

9. EVALUATION AND SELECTION

A. A committee will be established to review and recommend proposals. The Board of Directors of the Authority has the final authority, in its sole and absolute discretion, for authorizing a contract with the Authority.

B. A shortlist of respondents may be scheduled for a structured oral presentation or interview and for discussions regarding best and final offers. Any such presentations shall be at no cost to the Authority. The Authority also reserves the right to visit the respondent's facilities. The oral interview may be recorded or videotaped by the Authority. At the end of the oral presentation/interview process, if any, any shortlisted respondents may be required to submit revised proposals to be reviewed again in accordance with Section 8 and this Section 9. Subject to the other terms and conditions of this RFP, the successful respondent will be recommended for contract negotiation.

C. The Authority anticipates executing a contract with the successful respondent within ten (10) days following award of the contract.

[EXHIBITS & APPENDICES TO FOLLOW]

EXHIBITS 1 & 2

PPAP- OFF STREET METERS LIST

&

PPAP- ON STREET METERS LIST

EXHIBIT - 1

PPAP - OFF STREET METERS

	AREAS	RATE (effective 2-1-15)
1	SHERIDAN/HARVARD	\$1.00/hr
2	SHERIDAN/KIRKWOOD	\$1.00/hr
3	TAMELLO/BEATTY	\$1.00/hr
4	EVA/BEATTY	\$1.00/hr
5	HARVARD/BEATTY	\$1.00/hr
6	ANSLEY/BEATTY	\$1.00/hr
7	PENN CIRCLE NW	\$1.00/hr
8	BEACON/BARTLETT	\$1.00/hr
9	FORBES/SHADY	\$1.00/hr
10	DOUGLAS/PHILLIPS	\$1.00/hr
11	FORBES/MURRAY	\$1.00/hr
12	JCC	\$1.00/hr
13	*IVY/BELLEFONTE	\$1.00/hr 1 st 2hrs – \$2.00/hr for an additional time
14	CENTER/CRAIG	\$1.00/hr
15	HOMEWOOD/ZENITH	\$1.00/hr
16	TAYLOR STREET	\$1.00/hr
17	FRIENDSHIP/CEDARVILLE	\$1.00/hr
18	5224 BUTLER STREET	\$1.00/hr
19	42ND /BUTLER	\$1.00/hr
20	18TH/SIDNEY	\$1.00/hr
21	EAST CARSON	\$1.00/hr
22	19TH/CARSON	\$1.00/hr
23	18TH/CARSON	\$1.00/hr
24	20TH/SIDNEY	\$1.00/hr
25	BROWNSVILLE/SANKEY	\$1.00/hr
26	WALTER/WARRINGTON	\$1.00/hr
27	ASTEROID/WARRINGTON	\$1.00/hr
28	SHILOH	\$1.00/hr
29	BROOKLINE BLVD	\$1.00/hr
30	BEECHVIEW BLVD	\$1.00/hr
31	MAIN/ALEXANDER	\$1.00/hr
32	EAST OHIO	\$1.00/hr
33	OBSERVATORY HILL	\$1.00/hr

EXHIBIT- 2

PPAP - ON STREET METERS

	AREAS/ZONES	STREETS & BLOCKS	RATE (effective 2-1-15)
1	MELLON PARK	Mellon Park (Unit block)	\$1.00/hr
2	LAWRENCEVILLE	Bulter St (3400 - 4500 blocks)	\$1.00/hr
3	BLOOMFIELD	42nd St (400 block)	\$1.00/hr
		Penn Ave (4100 - 4700 blocks)	
		Liberty Ave (4500 - 5100 blocks)	
		Baum Blvd (4800 - 5200 blocks)	
		Friendship Ave (4700 - 4900 blocks)	
		Pearl St (200 block)	
		Cedarville Ave (200 block)	
		Edmonds St (300 block)	
		Matilda St (300 block)	
		Windbiddle St (500 block)	
4	BROOKLINE	Brookline Blvd (500-1000 blocks)	\$1.00/hr
5	STRIP DISTRICT	Penn Ave (1100 - 2200 blocks)	\$1.50/hr
		Smallman Street (1100 - 2400 blocks)	
		12th St (Unit - 100 blocks)	
		13th St (Unit block)	
		14th St (100 block)	
		17th St (100 block)	
		18th St (100 block)	
		19th St (Unit block)	
		20th St (Unit block)	
		21st St (Unit block)	
		22nd St (Unit - 200 blocks)	
		24th St (Unit block)	
6	SHADYSIDE (A)	Walnut St (5400 - 5600 blocks)	\$1.50/hr
		Copeland St (700 block)	
		Bellefont St (700 - 800 blocks)	
		Filbert St (700 block)	
		Ivy St (700 - 800 blocks)	
7	SHADYSIDE (B)	Centre Ave (4700 - 5500 blocks)	\$1.50/hr
		Cypress St (5100 block)	

		S.Aiken St (400 block)	
		Milvale St (900 block)	
		Morewood St (200 block)	
		Shady Ave (200 block)	
		S.Highland Ave (200 block)	
		College St (600 block)	
		Maryland Ave (500 block)	
		Ellsworth St (5700 - 5900 blocks)	
8	SQUIRREL HILL (A)		\$1.50/hr
		Forbes Ave (5800 block)	
		Murray Ave (1600 - 2300 blocks)	
		Shady Ave (1700 block)	
		Marlboro St (5800 block)	
		Beacon St (5700 block)	
		Phillips St (5700 - 5800 blocks)	
		Douglas St (5800 block)	
		Darlington St (5800 block)	
		Forward Ave (5800 blocks)	
9	SQUIRREL HILL (B)		\$1.50/hr
		Murray Ave (2700 - 4200 blocks)	
10	UPTOWN (A)		\$1.50/hr
		Crawford St (100 - 700 blocks)	
		Bedford Ave (1200 block)	
11	UPTOWN (B)		\$1.50/hr
		Forbes Ave (1000 -1500 blocks)	
		Fifth Ave (700-1500 blocks)	
		Colwell St (1200 blocks)	
		Shingass St (Unit block)	
		Boyd St (Unit block)	
		Magee St (Unit block)	
		Pride St (Unit block))	
		Diamond St (700 block)	
		Washington Plaza (100 block)	
		Stevenson St (Unit - 200 block)	
12	SOUTHSIDE		\$1.50/hr
		E.Carson St (700-2800 blocks)	
		Sidney St (2600-2800 blocks)	
		Jane St (2000 block)	
		Mary St (1900-2000 blocks)	
		Bedford Sq (Unit block)	
		S. 9th St (Unit block)	
		S. 12th St (Unit block)	
		S. 13th St (Unit block)	
		S. 14th St (Unit block)	
		S. 15th St (Unit block)	
		S. 16th St (Unit block)	
		S. 18th St (Unit block)	
		S. 19th St (Unit block)	
		S. 20th St (Unit block)	
		S. 21st St (Unit - 100 blocks)	
		S. 22nd St (Unit block)	
		S. 23th St (Unit block)	
		S. 24th St (Unit block)	
		S. 25th St (Unit block)	
		S. 26th St (Unit block)	

		S. 27th St (Unit block)	
		S. 28th St (Unit block)	
13	MT. WASHINGTON		\$1.00/hr
		Grandview Ave (1300 block)	
		Shiloh St (100 - 200 blocks)	
		Virginia Ave 100 block)	
		Southern Ave (no MSMs)	
14	EAST LIBERTY		\$1.50/hr
		Penn Ave (5800 -6100 blocks)	
		Centre Ave (5700 - 6200 blocks)	
		Baum Blvd (5800 - 5900 blocks)	
		N. Highland Ave (100 - 200 blocks)	
		Broad St (Unit & 6100 blocks)	
		S. Whitfield St (100 block)	
		Commerce St (5800 block)	
		Trade St (5900 block)	
		Harvard St (6000 block)	
		S. Beatty St (Unit block)	
		Sherden St (100 block)	
15	NORTHSHORE		\$3.00/hr
		Federal St (100 - 200 blocks)	
		Isabella St (Unit block)	
		General Robinson Ave (200 block)	
		Mazaroski Way (100 block)	
		Northshore Dr (200- 400 blocks)	
		Art Rooney Ave (100 block)	
16	NORTHSIDE		\$1.00/hr
		Cedar St (300 - 900 blocks)	
		Union Pl (700 - 800 blocks)	
		East Ohio St (500 - 600 blocks)	
		Middle St (600 block)	
		James St (400 block)	
		Allegheny Ave (Unit block)	
		E. Commons St (800 block)	
		W. Commons St (700 block)	
		N. Commons St (Unit block)	
		Arch St (800 - 1300 block)	
		Western Ave (800 - 900 blocks)	
		Galveston St (700 block)	
		Ridge Ave (200 - 800 blocks)	
		Ridge Ave EXT (500 - 600 blocks)	
		W. Ohio St (700 block)	
		Sampsonia St (Unit block)	
		Childrens Way (Unit block)	
		Brighton Ave (700 - 800 blocks)	
		Federal St (1100 - 1300 blocks)	
17	DOWNTOWN		\$4.00/hr
		Ross St (100 - 500 blocks)	
		Court Pl (500 block)	
		Diamond St (500 blocks)	
		Chatham Sq (Unit blocks)	
		Market Sq (Unit block)	
		Market St (Unit - 100 blocks)	
		Stanwix St (Unit - 600 blocks)	
		Ft. Pitt Blvd (200 -400 blocks)	

		Ft. Duquesne Blvd (600 - 800 blocks)	
		Wm. Penn Pl (500 - 700 blocks)	
		Commonwealth Blvd (100 - 600 blocks)	
		Wood St (300 - 400 blocks)	
		Oliver St (300 - 400 blocks)	
		Smithfield St (Unit - 700 blocks)	
		Forbes Ave (100 -400 blocks)	
		Penn Ave (Unit - 900 blocks)	
		Bldv of the Allies (Unit - 300 blocks)	
		1st Ave (300 - 600 blocks)	
		2nd Ave (600 -700 blocks)	
		3rd Ave (100 - 500 blocks)	
		4th Ave (200 - 400 blocks)	
		6th Ave (300 block)	
		7th Ave (400 block)	
		6th St (100 block)	
		7th St (100 - 400 blocks)	
		9th (100 blocks)	
		10th St 200 block)	
18	OAKLAND (A)		\$3.00/hr
		Forbes Ave (3300 - 4500 blocks)	
		Fifth Ave (3900-4600 blocks)	
		Schneley Dr (300 - 4100 blocks)	
		Schneley Dr EXT (300 block)	
		N. Dithridge St (100 - 300 blocks)	
		S. Dithridge St (200 - 400 blocks)	
		N. Bellefield St (100 - 200 blocks)	
		S. Bellefield St (300 block)	
		N. Craig St (100 - 200 blocks)	
		S. Craig St (200 - 400 blocks)	
		Bigelow Blvd (Unit - 4200 blocks)	
		Filmore St (4500 - 4600 blocks)	
		Winthrop St (4500 - 4600 blocks)	
		Bayard St (4300 - 4500 blocks)	
		Centre Ave (4400 - 4600 blocks)	
		Coltart ST (200 block)	
		Halket St (100 block)	
		Meyran St (100 - 200 blocks)	
		Semple St (200 block)	
		Atwood St (100 - 200 blocks)	
		DeSoto St (200 block)	
		Terrace St (3300 - 3600 blocks)	
		Lothrop St (100 - 200 blocks)	
		Darragh St (300 block)	
		Oakland St (100 - 200 blocks)	
		Parkman St (200 block)	
		S. Bouquet St (100 - 200 blocks)	
		Sennott St (3700 - 3800 blocks)	
		Ruskin St (100 block)	
		Tennyson St (100 block)	
		Ohara St (3900 - 4100 blocks)	
		Thackery St (100 block)	
		University Blvd (100 block)	
		Lytton St (100 block)	
		Technology Blvd	SPECIAL

19	OAKLAND (B)		CMU Rate Pilot Area
		Frew St (4800 - 5100 blocks)	
		Tech St (5000 blocks)	
		Margaret Morrison St (5100 blocks)	
20	OAKLAND (C)		CMU Rate Pilot Area
		West Circuit Drive (Unit block)	
		Schneley Dr (4400 - 4700 blocks - Phipps)	
		Schneley Dr (4700 block - the "park")	
		*Robinson St (300 block)	
		*Robinson St EXT (400 block)	
		*Centre Ave (3100 block)	

APPENDIX A & B

TECHNOLOGY PROJECT QUESTIONNAIRE

&

PARKING RIGHTS ENFORCEMENT- SOFTWARE SPECIFICATIONS QUESTIONNAIRE

APPENDIX A

TECHNOLOGY PROJECT QUESTIONNAIRE

COMPLETE THIS PROJECT QUESTIONNAIRE FOR THE AUTHORITY'S TECHNOLOGY DEPARTMENT. IF A SECTION DOES NOT APPLY TO YOUR BUSINESS MODEL OR TECHNOLOGY SET UP, PLEASE INDICATE SUCH ON THE RESPONSE.

A. Architecture Requirements

1. What are the workstations or mobile hardware requirements for the service?
2. What are the workstations or mobile network bandwidth requirements for the service?
3. Does the application run as a Windows 7 Standard User without administrative permissions?
4. If the application is web based, does the application run with the following versions of Internet Explorer?
 - a. Latest internet explorer or browser versions.
 - b. How often do you update your software when newer versions of internet browsers are released?
5. Does the application have any specific version dependency on plug-ins such as ActiveX?
6. Does the application require a version of Java other than the most current release?
7. Does the application require client software to be installed on the workstation?
8. Will this application be updated as newer versions of Androids, Apple and Windows are released by those manufactures? How soon after, will your software be updates after new OS are released?

B. System Integration

1. Will this application receive data from or send data to any other Authority system?
2. Will data from another system be manually entered into this system or vice versa?
3. Does the application integrate with Microsoft Office products?

- a. Which products?
- b. Is the application compatible or certified for use with Office 2013?
- c. Describe the integration.

C. Financial Flows

1. What are the transaction payment flows?
2. How does the application interact with the Authority's payment gateway or merchant bank?

D. License Management

1. How is the product licensed?
 - a. by named user (one license per user regardless of frequency of use),
 - b. by maximum number of users at any given time (concurrent),
 - c. one site license with unlimited users.
2. Who will monitor / manage license seats?
3. Are licenses included in the application purchase or purchased separately?

E. Financial Viability

1. Any concerns with the financial viability of the software vendor or hosting company (if applicable)?

F. Backup Procedures

1. Is the vendor backing up your data or is the Authority responsible for backups?
 - a. What is the vendor's SLA for backing up and restoring the data?
 - b. How frequently will data be backed up?
 - c. How is the data stored?
 - d. Where is the data stored?

- e. If data is lost or corrupted, how will it be restored?
- f. What is the vendors stated timeframe for restoring the data?

G. Disaster Recovery

- 1. If your hosted application is unavailable, what are the vendor's responsibilities?
- 2. What is the vendor's plan to notify the Authority of service outages? For example, how will service outages be communicated, and how will you be informed when the service has been restored?
- 3. Does hosted solution include an offsite or secondary repository for the data?
- 4. Does the hosted solution automatically fail over to a secondary site if the primary site has a failure? Is the user experience interrupted?
- 5. What is the vendor's SLA for restoring the service?
- 6. Is this SLA sufficient for the Authority's needs?

H. Information Security

- 1. What data are being hosted/stored on this application?
- 2. If the data are sensitive, is the company certified to handle this type of data? (Hosting company's policies)
 - a. Cardholder data- PCI-DSS
 - b. Sarbanes-Oxley
 - d. Utility account data- "Red Flag" Rules
 - e. All of the above + Social Security Numbers.
- 3. Is sensitive information kept separate from the web server and protected by a firewall?
- 4. What recourse does the Authority have for breaches/compromises of data?
 - a. Is the Authority limited to recovery of service fees? Or can the PPAP recover money for other damages?
- 5. Does this application require any interaction with the Authority's network or IT assets?

- a. If so, what kind of interaction? Ports? Servers? Other applications?
 - b. Is it a persistent or sporadic interaction?
 - c. How does the application handle encryption? What are the Authority's options?
 - d. How is access to the data managed?
6. What access does the vendor have to the Authority's data?
7. What logging mechanisms exist to provide the Authority with information about:
- a. Types of data accessed
 - b. Failed and successful access attempts
 - c. Who accessed the data?
8. Are login and sign-up portions of a hosted, web-based application running over a secured communications channel?
(SSL) and how are SSL certificates managed?

I. Database Administration

- 1. Can you download data from this system into Excel or another format?
- 2. How are downloads accomplished?
- 3. If the vendor goes out of business, or the Authority ceases to use the service, does the data need to be captured?
 - a. How will the vendor provide the data and in what format?

J. Data Conversion

- 1. Are data and/or database formats open or industry standard or proprietary?

K. Application Functionality

- 1. Will Authority branding be presented/supported on a 3rd Party web application?

L. Software Customization

- 1. Are there BTS or vendor customizations anticipated?
- 2. How is the cost of customization determined?

M. Patch and Version Update Maintenance

1. Who will maintain customizations?
2. What is the hosting company's SLA for addressing major software bugs?
3. What is the hosting company's SLA for applying patches and updates?
4. What is the notification lead-time?

N. Contract Issues

1. Is code escrow or something similar provided?
2. Does the Authority have access to the code base?
3. Is the hosted service dependent upon another hosted service (e.g. a software-as-a-service that is dependent upon another company to provide the operating platform)?
4. Who "owns" the data?
5. Data rights: Does the hosting company have any right to use or resell the data, with or without consent?

APPENDIX -B

PARKING RIGHTS ENFORCEMENT- SOFTWARE SPECIFICATIONS QUESTIONNAIRE

	PARKING RIGHTS ENFORCEMENT- SOFTWARE SPECIFICATIONS	RESPONSE
1	Proposed pay-by-phone (PBP) by license plate system must have a real-time mission critical parking rights interface with the PPA's enforcement software provider (i.e. Gtechna)	
2	Vendors must have a minimum of 3 years of experience providing "real-time push" PBP transactions. Please explain your background and experience	
3	The Gtechna API interface must be used. API specifications will be provided once the contract is awarded (note: vendor can estimate 3-5 days to integrate with API).	
4	If vendor is presently integrated with Gtechna, please provide references & API interface work history.	
5	Vendors must allow a push pull transaction for "last check" enforcement. This additional communication is done before the print ticket is done to ensure a parking payment wasn't transmitted while creating the ticket infraction.	
6	The PBP solution must allow the enforcement to pull and batch all records for a consolidation process.	
7	Parking Authority will cover all API integration costs with enforcement software in lieu of PBP vendor's set up cost.	
8	If the PBP vendor is extended after (5) years, then the annual maintenance costs will be increased by standard inflation.	

APPENDIX C

SOLICITATION FOR MWDBE PARTICIPATION

COMMITMENT FORMS

APPENDIX C

Solicitation for Participation and Commitment Forms

MBE/WBE SOLICITATION STATEMENT

RESPONDENT: _____

ADDRESS: _____

TELEPHONE: _____

CONTACT PERSON: _____

PROPOSAL FOR: _____

List Certified MBE/WBE that you have solicited and those you have commitments to in reference to your Proposal.

Company Name & Certification	Address	Telephone	M B E	W B E	Contact Person	Date Contacted		Type of Transaction	
						Mail	Phone	Joint Venture	Sub-Contractor

Prepared by: _____

MINORITY AND WOMEN BUSINESS COMMITMENT STATEMENT

PROJECT: _____

RESPONDENT WILL UTILIZE THE SERVICES OF SUBCONTRACTOR(S) AND/OR SUPPLIER(S) FOR THE FOLLOWING CATEGORIES:

Subcontractor/ Supplier Name	Certification Type		Certification # and Certifying Agency	Scope of Work	Estimated Dollar Amount
	MBE	WBE			

I, the undersigned do hereby certify that this form contains no misrepresentations or falsifications, omissions or concealment of material fact, and that the information given by me is true and complete to the best of my knowledge and belief. I am aware that all information on this form is subject to investigation.

Respondent's Name _____

By (Signed) _____

Title _____

Date _____