



Allentown Parking Authority, Allentown, PA

Request For Proposal for

Parking Meter/Loading Zone Study

September 18, 2024

### **Statement of Purpose**

The Allentown Parking Authority, located in the City of Allentown, PA, is seeking proposals from qualified firms, vendors, teams, or contractors with demonstrated experience in providing parking meters studies for midsize cities. The Allentown Parking Authority proposes to engage the firm/contractor for the following services:

- Deliver a report on suggested parking meter locations in accordance with stated specifications and standards as defined by the Allentown Parking Authority.
- Deliver a report on suggested dedicated loading space (for passenger pickup/drop-off and/or deliveries) locations in accordance with stated specifications and standards as defined by the Allentown Parking Authority.

### **Background**

The Allentown Parking Authority manages approximately 1,500 on street metered spaces. Metered parking is in the Downtown Business District and other adjacent blocks, which are enforced from 8:00 a.m. to 9:00 p.m. Monday – Saturday (except holidays), with rates set at \$2.00 per hour. Meters that are outside of the Downtown Business District are enforced from 8:00 a.m. to 6:00 p.m. Monday through Saturday (except holidays).

The Allentown Parking Authority is responsible for enforcing, maintaining, and repairing the parking meters and associated hardware. Enforcement is currently done by hand ticketing system by use of T2 systems technology through United Public Safety software.

The current deployment of dedicated loading spaces is primarily a result of individual requests and some design. There is no overarching planned layout for the deployment of loading zones.

## **Scope of Work**

The project scope shall evaluate the best allocation and deployment of both metered areas and dedicated loading spaces within the city limits of Allentown. All aspects of the current layout of metered blocks and dedicated loading spaces should be considered to include new designations of metered blocks, removal of current metered blocks and retention of current metered blocks. Dedicated loading spaces focus should be within the Downtown Business District and along the 7<sup>th</sup> St. corridor. As with the meter deployment consideration, dedicated loading spaces should be evaluated for both addition, deletion, and retention in their current location.

Estimated Schedule of Events

Release of RFP September 23, 2024

Vendor Inquiries Due October 7, 2024, 4:00 PM

Responses to Inquiries October 14, 2024

Proposals Due November 4, 2024, 2:00 PM

Evaluation November 11, 2024

Contract negotiations November 18, 2024

## **Project Requirements**

The Allentown Parking Authority has several objectives for the implementation of this project, including the following:

- Customer Service – Provide direction on expansion, reduction, or retention of convenient metered parking options in support of local business with the intent to increase patronage of downtown and business district facilities and enhance the city’s reputation as a great place to live, work and shop.
- Data and Reporting – compile, obtain and aggregate accurate, timely and meaningful management reports for analyzing metered parking usage.
- Citizen and Business support – Provide suggested best use of dedicated loading spaces to support local businesses and residents.

## **Vendor Requirements**

The vendor shall demonstrate proven experience and delivery of studies addressing meter and dedicated loading space designation.

The vendor shall provide at least 3 references of successful study delivery for other cities of like or comparable size.

## **Proposal Format Guidelines**

**The proposal shall be two (2) separate proposals, one Technical Proposal and one Cost Proposal in separate sealed envelopes and shall be typed and use a 12-point font size or greater.** Proposals shall be tabbed to identify respective sections outlined below. Proposal responses shall be straightforward, concise and provide “layman” terminology to technical terms used. Emphasis should be concentrated on conforming to the RFP instructions and requirements. Proposal responses that appear unrealistic or are unsubstantiated in terms of technical commitment or portray a lack of understanding of the project scope and requirements may be rejected. The following proposal sections are to be included in the firm’s response:

### A. Cover Letter

Provide a cover letter that summarizes the key elements of the proposal. The cover letter must indicate the proposal pricing will be valid for at least 1 year. Include an authorized point of contact with email and telephone information.

### B. Background and Project Summary Section

The Background and Project summary Section should describe your understanding of the City of Allentown, the Allentown Parking Authority, the project scope, requirements and priorities, the work to be done and the objectives to be accomplished and how the firm shall provide value-added benefit.

### C. Methodology Section

1. Provide a detailed description of the methodology to be used in the scope of work. Include a detailed description of the firm’s effort to achieve complete client satisfaction. Outline a project schedule, including all tasks and deliverables to be performed, the duration of each task, resumes of key personnel, and overall timeline.

2. Outline the firm’s proven experience and qualifications as it relates to the scope of work and project requirements required in this RFP. Specifically, include at least 3 references for successful projects and installations within the last 10 years – including project scope, location, service performed, costs, a timeline of implementation, program elements including number of meters, outcomes achieved, client contact and references.

### D. Financials, Disclosures and Potential Conflicts of Interest

Provide a statement and any supporting documentation on the firm’s fiscal stability. Disclose any lawsuits the firm is presently or previously involved in in the past 5 years. Specifically, outline any past or present lawsuits regarding intellectual property. Also, list any potential primary or secondary conflicts of interest including the identification of any members of the firm that are related to an employee of the Allentown Parking Authority. Failure to close any potential conflicts of interest will result in the proposal being rejected.

## E. Fee Proposal

Include a complete and itemized cost proposal **UNDER SEPARATE COVER** for all items listed – both required, and any optional products and/or services proposed. Also include direct and indirect costs associated with services.

**Do not include any cost proposal information within the technical proposal. The inclusion of cost proposal information in the technical proposal will cause the entire proposal to be deemed non-responsive and disqualified without review by the evaluation committee.**

### **Proposal Notes**

Proposers may attach supplemental materials (e.g., marketing brochures, product brochures, user guides, and training manuals) to their proposals if they believe that such materials would be informative. In addition to offering products and services called for in this RFP, firms may propose optional features that they believe could benefit the Allentown Parking Authority. If a firm wants to offer such options, it should fully explain those options, including any costs, implementation barriers, and the anticipated advantages and disadvantages for such options.

Any and all variances from the written system specifications shall be clearly identified separately, in writing in the proposal submittal.

The Allentown Parking Authority accepts no responsibility for any costs incurred by the proposer in either responding to the RFP, testing, oral interview/pre-proposal conference, etc. and all costs are the sole responsibility of the proposal responders.

This RFP does not constitute a commitment by the Allentown Parking Authority to award a contract or pay any procurement-related costs. The Allentown Parking Authority reserves the right to reject any or all submittals, including those it deems non-responsive, waive any proposal defects or process irregularities, alter the procurement process, accept, or reject any contractor or subcontractor and approve or reject any alternative or blend of alternatives. The Allentown Parking Authority may select the lowest qualified bidder which is, in its exclusive judgment, in its best interests.

### **Submission Requirements**

Each vendor must submit three (7) copies of its proposal—one in electronic format (USB) and seven in hard copy format on or before September 6<sup>th</sup>, 2024.

Proposers must send the proposals to:

Allentown Parking Authority  
Attn: Jonathan Haney, Interim Director  
603 W. Linden St.  
Allentown, PA 18101

Direct all questions regarding this RFP to:

Jonathan Haney, Interim Director  
610-841-8829

[Haney@allentownparking.com](mailto:Haney@allentownparking.com)

The proposals shall be enclosed in an envelope labeled Allentown Parking Authority Meter/Loading Zone Study Proposal 2024. At least one of the hard copy proposals must have original signatures and identified as the original. Each proposal shall be organized and prepared in accord with the format described in the Proposal Format Guidelines section.

The Allentown Parking Authority reserves the right to reject or declare non-responsive any response proposal in which the requested material is not provided or where indirect or incomplete answers or information is furnished. Faxed or emailed proposals will not be accepted. Late proposals will not be accepted. The vendor is solely responsible for the timely delivery of all proposal material.

### **Reservation of Allentown Parking Authority Rights.**

This Request for Proposal does not constitute a binding agreement. The award of this contract is contingent on availability of funding and the project may be discontinued due to lack of available funding. The Allentown Parking Authority reserves the right, at any point of the process, to reject any or all proposals, modify or postpone the proposed project, evaluate any alternatives, or accept a proposal that, in the Allentown Parking Authority's sole judgment, is in its best interest. The City of Allentown reserves the right to negotiate the Agreement or Contract with the next qualifying proposer if the terms and conditions are not agreed to within 30 days after the contract negotiation. The Allentown Parking Authority reserves the right to negotiate all elements of the work in this Request for Proposal.

The Allentown Parking Authority reserves the right to terminate the Agreement or Contract if the vendor fails to begin work described herein within 30 days after the Allentown Parking Authority has issued the written notice to proceed.

The Allentown Parking Authority reserves the right to reject proposals that create a conflict of interest.

### **Other Requirements**

All proposals will remain valid for a period of at least 1 year following the submission deadline, and all materials submitted shall remain the Allentown Parking Authority's property. A proposal may be deemed incomplete and unresponsive if it is not submitted in accordance with these guidelines. All proposal responses are subject to the Allentown Parking Authority's open record laws and policies.

### **Award Process and Contract Negotiations**

The Allentown Parking Authority shall notify the winning proposer in writing and will then begin contract negotiations. The winning proposer agrees to negotiate with the Allentown Parking Authority within 30 business days and to enter into a binding contract. The Allentown Parking Authority may terminate negotiations with the contractor initially selected and commence negotiation with the next highest ranked responder if the initially selected contractor fails to negotiate within the 30 days outlined for negotiations. Failure to negotiate may mean failure to negotiate in good faith, an indication the proposer cannot perform the contract within

the budget available for the project, or if after a good faith effort, the Allentown Parking Authority and the contractor simply cannot agree to terms and conditions.

**Evaluation Criteria**

**The following criteria will be used in evaluating consultant's proposals:**

- **Project understanding (30%)**
- **Experience with similar kinds of work (30%)**
- **Experience and qualification of key personnel (20%)**
- **Schedule (20%)**

**The cost proposal will be opened after the selection committee has scored all proposals.**