SUBJECT: MOBILE PHONE/APPLICATION SERVICES FOR PARKING PAYMENTS

BID #: ESC-0398-21

OPEN DATE: 7/7/2021

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: EVALUATED BID – FROM DATE OF CONTRACT EXECUTION THROUGH SEPTEMBER 30, 2022 WITH FIVE (5) ONE (1) YEAR RENEWAL OPTIONS

AGENCY: DOWNTOWN INVESTMENT AUTHORITY – OFFICE OF PUBLIC PARKING

BASIS OF AWARD: HIGHEST SCORE(S) BASED ON EVALUATION CRITERIA

NUMBER OF BIDS INVITED: (10) **NUMBER RECEIVED:** (5) **OTHER:** (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Subject RFP closed on July 7, 2021 with five (5) responses received. The Downtown Investment Authority – Office of Public Parking received approval to enter into contract negotiations with the top-ranked firm, ParkMobile, on August 17, 2021.

Supplier	Total Points Average	Rank
ParkMobile	93.25	1
Pay-By-Phone Technologies, Inc.	91.00	2
Parkeon, Inc. dba Flowbird	89.50	3

Recommend approval of award to the top-ranked firm, ParkMobile. This is a revenue generating project. Period of service will be from date of contract execution through September 30, 2022 with five (5) one (1) year renewal options.

This award will be executed by formal contract through the Office of General Counsel.

ATTACHMENTS: Recommendation Memo, Scoring Matrix, Attachment B, Section 2.6, Previous Awards

ANALYST: _____
DAVID KLAGES

RESPECTFULLY SUBMITTED: _____
GREGORY PEASE, CHIEF
PROCUREMENT DIVISION

CONCURRENCE BY: LORI BOYER, CEO, DOWNTOWN INVESTMENT AUTHORITY

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF GGAC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING _____ MEMBERS DISAPPROVING _____ DATE: _____

_____ _____ OTHER: _____

_____ _____

_____ _____

_____ _____

_____ _____

ACTION OF AWARDING AUTHORITY DATE _____

APPROVED _____ DISAPPROVED _____

OTHER _____

SIGNATURE OF AUTHENTICATION _____

Downtown Investment Authority

December 21, 2021

MEMORANDUM

To: Gregory W. Pease
Chief, Procurement Division

From: Guy Parola
Operations Manager
Downtown Investment Authority

RE: ESC-0398-21 Mobile Phone/Application Services for Parking Payments

The RFP referenced above closed on July 7, 2021, with five (5) responses received. On August 17, 2021, the Downtown Investment Authority (DIA) received approval from the Competitive Sealed Proposal Evaluation Committee to begin contract negotiations with the top-ranked firm, Park Mobile.

With the assistance of the Office of General Counsel, the DIA has completed negotiations with ParkMobile and recommends approval of award to ParkMobile for a contract for all services to be provided at no cost to the city. Period of service will be for one year beginning on the effective date and renewable for additional successive one (1) year terms unless earlier terminated.

Thank you for your assistance and consideration of this matter.

RESPONSE EVALUATION SCORING MATRIX

TITLE: MOBILE PHONE/APPLICATION SERVICES FOR PARKING PAYMENTS
RFP NO: ESC-0398-21
OPEN DATE: JULY 7, 2021
ANALYST: DAVID KLAGES
NO. INVITED: (10) **RECEIVED:** (5) **OTHER:** (0)
RECORDED BY: MELISSA PIERCE

Suppliers/Reviewers	Application / Service Functionality	Ability, Capability, Skill	Experience, Qualifications, Personnel	Customer Convenience Fees	Merchant of Record Fees	JSEB Participation	Total	Rank
ParkMobile								
Robert Carle	35.00	25.00	15.00	7.00	10.00	5.00	97.00	
John Crescimbeni	30.00	24.00	15.00	2.00	10.00	5.00	86.00	
Guy Parola	33.00	25.00	15.00	4.00	10.00	5.00	92.00	1
Bill Schaefer	35.00	25.00	15.00	8.00	10.00	5.00	98.00	
Average	**33.25**	**24.75**	**15.00**	**5.25**	**10.00**	**5.00**	**93.25**	
PayByPhone Technologies, Inc.								
Robert Carle	30.00	25.00	15.00	9.00	9.00	5.00	93.00	
John Crescimbeni	32.00	22.00	15.00	6.00	6.00	5.00	86.00	
Guy Parola	32.00	25.00	15.00	7.00	5.00	5.00	89.00	2
Bill Schaefer	33.00	24.00	15.00	10.00	10.00	4.00	96.00	
Average	**31.75**	**24.00**	**15.00**	**8.00**	**7.50**	**4.75**	**91.00**	
Parkeon, Inc. dba Flowbird								
Robert Carle	30.00	25.00	14.00	10.00	7.00	5.00	91.00	
John Crescimbeni	28.00	20.00	15.00	10.00	4.00	5.00	82.00	
Guy Parola	32.00	23.00	15.00	8.00	5.00	5.00	88.00	3
Bill Schaefer	34.00	25.00	15.00	9.00	10.00	4.00	97.00	
Average	**31.00**	**23.25**	**14.75**	**9.25**	**6.50**	**4.75**	**89.50**	

RESPONSE EVALUATION SCORE SHEET

TITLE: MOBILE PHONE/APPLICATION SERVICES FOR PARKING PAYMENTS
RFP NO: ESC-0398-21
OPEN DATE: JULY 7, 2021
ANALYST: DAVID KLAGES
NO. INVITED: (10) **RECEIVED:** (5) **OTHER:** (0)
RECORDED BY: MELISSA PIERCE

Evaluation Criteria	Maximum Points	Parkeon, Inc. dba Flowbird	ParkMobile, LLC	PayByPhone Technologies, Inc.
Application/Service Functionality and Proposer Viability	35	30	35	30
Ability, Capability, and Skill to perform the Scope of Work	25	25	25	25
Firm's Experience, Qualifications, and Personnel/Project Staff	15	14	15	15
Cost (Customer Convenience Fees)	10	10	7	9
Cost (Merchant of Record Fees)	10	7	10	9
JSEB Participation	5	5	5	5
TOTAL POINTS:		91	97	93

Sub-Committee Member Name: ROBERT A. CARLE

Signature:

Date: 8/2/21

RESPONSE EVALUATION SCORE SHEET

TITLE: MOBILE PHONE/APPLICATION SERVICES FOR PARKING PAYMENTS
RFP NO: ESC-0398-21
OPEN DATE: JULY 7, 2021
ANALYST: DAVID KLAGES
NO. INVITED: (10) **RECEIVED:** (5) **OTHER:** (0)
RECORDED BY: MELISSA PIERCE

Evaluation Criteria	Maximum Points	Parkeon, Inc. dba Flowbird	ParkMobile, LLC	PayByPhone Technologies, Inc.
Application/Service Functionality and Proposer Viability	35	28.0	30.0	32.0
Ability, Capability, and Skill to perform the Scope of Work	25	20.0	24.0	22.0
Firm's Experience, Qualifications, and Personnel/Project Staff	15	15.0	15.0	15.0
Cost (Customer Convenience Fees)	10	10.0	2.0	6.0
Cost (Merchant of Record Fees)	10	4.0	10.0	6.0
JSEB Participation	5	5.0	5.0	5.0
TOTAL POINTS:		**82.0**	**86.0**	**86.0**

Sub-Committee Member Name: John Crescimbeni

Signature:

Date: July 30, 2021

RESPONSE EVALUATION SCORE SHEET

TITLE: MOBILE PHONE/APPLICATION SERVICES FOR PARKING PAYMENTS
RFP NO: ESC-0398-21
OPEN DATE: JULY 7, 2021
ANALYST: DAVID KLAGES
NO. INVITED: (10) **RECEIVED:** (5) **OTHER:** (0)
RECORDED BY: MELISSA PIERCE

Evaluation Criteria	Maximum Points	Parkeon, Inc. dba Flowbird	ParkMobile, LLC	PayByPhone Technologies, Inc.
Application/Service Functionality and Proposer Viability	35	32.0	33.0	32.0
Ability, Capability, and Skill to perform the Scope of Work	25	23.0	25.0	25.0
Firm's Experience, Qualifications, and Personnel/Project Staff	15	15.0	15.0	15.0
Cost (Customer Convenience Fees)	10	8.0	4.0	7.0
Cost (Merchant of Record Fees)	10	5.0	10.0	5.0
JSEB Participation	5	5.0	5.0	5.0
TOTAL POINTS:		**88.0**	**92.0**	**89.0**

Sub-Committee Member Name: **Guy Parola**

Signature:

Date: **August 4 2021**

RESPONSE EVALUATION SCORE SHEET

TITLE: MOBILE PHONE/APPLICATION SERVICES FOR PARKING PAYMENTS
RFP NO: ESC-0398-21
OPEN DATE: JULY 7, 2021
ANALYST: DAVID KLAGES
NO. INVITED: (10) **RECEIVED:** (5) **OTHER:** (0)
RECORDED BY: MELISSA PIERCE

Evaluation Criteria	Maximum Points	Parkeon, Inc. dba Flowbird	ParkMobile, LLC	PayByPhone Technologies, Inc.
Application/Service Functionality and Proposer Viability	35	34.00	35.00	33.00
Ability, Capability, and Skill to perform the Scope of Work	25	25.00	25.00	24.00
Firm's Experience, Qualifications, and Personnel/Project Staff	15	15.00	15.00	15.00
Cost (Customer Convenience Fees)	10	9.00	8.00	10.00
Cost (Merchant of Record Fees)	10	10.00	10.00	10.00
JSEB Participation	5	4.00	5.00	4.00
	TOTAL POINTS:	97.00	98.00	96.00

Sub-Committee Member Name: WILLIAM M. SCHAEFER

Signature: [signature]

Date: 7/30/2021

RECOMMEND PARK MOBILE

Attachment B
Evaluation Matrix

The evaluations will be based upon the following criteria, and Proposers are requested to provide, as a minimum, the information listed under each criterion. Failure to provide adequate information on any criterion will result in lower scores and could result in rejection of the proposal as non-responsive. The response to each of the criteria will be evaluated relative to the other responses received and the contract will be awarded to the highest scoring, responsive, responsible *respondents(s). **Proposers shall arrange their responses in a format that will offer ready review and evaluation of each criterion.** Please note that 100 points is the maximum total for all criteria.

*This solicitation may be awarded to more than one respondent.

EVALUATION CRITERIA:	MAXIMUM POINT VALUE:
Application/Service Functionality and Proposer Viability	.....35 points
Ability, Capability, and Skill to perform the Scope of Work	.....25 points
Firm's Experience, Qualifications, and Personnel/Project Staff	.....15 points
Cost (Customer Convenience Fees)	.....10 points
Cost (Merchant of Record Fees)	.....10 points
JSEB Participation	.....5 points
TOTAL	**.....100 points**

(Remainder of page intentionally left blank)

2) One (1) hardcopy of the entire Response.

3) One (1) digital scanned copy (in pdf format) of entire Response, on a flash drive.

4) One (1) REDACTED scanned copy of the Response (**if necessary**, pursuant to Section 2.12). This copy should be marked "Confidential – Trade Secret" or something comparable to alert the reader of Contractor's claim of a public records exemption.

All copies are to be placed in a sealed package. The outside must be marked with (i) the RFP title and number, and (ii) Contractor's name, address, contact person, and telephone number.

It is the sole responsibility of each Contractor to assure all copies are EXACT duplicates of the original Response. Photocopies or CD copies will be used for the purpose of evaluating the Responses. Any information contained in the original Response which has not been transferred to the CDs or photocopies will NOT be considered. The original document will be used solely for official record keeping and auditing purposes.

2.5 Evaluation of Responses.

A. Buyer will determine the qualifications, interest and availability of Contractors by reviewing all Responses and, when deemed necessary in the sole discretion of Buyer, by conducting formal interviews of selected Contractors.

B. Before making an award, Buyer reserves the right to seek clarifications, revisions, and information it deems necessary for the proper evaluation of Responses. Failure to provide any requested clarifications, revisions or information may result in rejection of the Response.

C. Buyer reserves the right to accept or reject any and all Responses, or separable portions thereof, and to waive any minor irregularity, technicality, or omission if Buyer determines that doing so will serve Buyer's best interests. Buyer may reject any Response not submitted in the manner specified by the RFP.

2.6 Award of Contract.

A. The process for contract award is set forth in Jacksonville Ordinance Code Sections 126.204. Generally, Buyer will award the Contract to the responsible and responsive proposer whose Response is determined in writing to be the most advantageous to the City of Jacksonville, based solely on the relative importance assigned to price and of the criteria set forth in Attachment B. The award may be contingent on the outcome of direct negotiations under Section 126.201(d)(4) and 126.201(n), *Ordinance Code*. If an agreement cannot be reached with the highest ranked Contractor, Buyer reserves the right to make an award to the next highest ranked Contractor or subsequent Contractor(s) until an agreement is reached.

B. Buyer may make an award within sixty (60) days after the date the Responses are due, during which period the Responses shall remain firm and shall not be withdrawn. Any Response that expresses a shorter duration may, in Buyer's sole discretion, be accepted or rejected. If award is not made within sixty (60) days, the Response shall remain firm until either the Contract is awarded, or Buyer receives from Contractor written notice that the Response is withdrawn. [Note: Withdrawal of a Response may be requested within 72 hours (excluding State holidays, Saturdays and Sundays) after the date and time Responses are due. Buyer will not accept an amended Response after the date and time Responses are due.]

C. Except as may otherwise be expressly set forth in the RFP, Buyer intends to award one contract, but reserves the right to enter into a contract with multiple Contractors or to reject all Responses.

D. Based on the evaluation results, Buyer shall electronically post a notice of intended award at Buyer's website. Please contact the Contact Person if you are uncertain of Buyer's website address or if you experience problems accessing it. Any person who is adversely affected by the decision shall file with Buyer a notice of protest in accordance with the Protest provisions of the RFP. Buyer does not intend to provide tabulations or notices of award by telephone.

2.7 **Terms of Agreement.** After award to the successful Contractor, Buyer and Contractor will promptly enter into a written agreement (the "Contract") incorporating the terms of the RFP, the successful Response, and other terms and conditions as may be agreed to between the parties. To the extent the Response contains exceptions to or modifications of the RFP, such exceptions or modifications are stricken unless Buyer affirmatively accepts the exceptions or modifications in the Contract. The Contract will be substantially in the form set forth in an attachment to the RFP. Buyer will not be obligated to pay Contractor for the RFP services until the Contract is signed by both parties. Buyer retains the right to reject all bids and/or amend its notice of award at any time prior to the full execution of the Contract.

If the successful Contractor fails to perform the Services as agreed, Buyer reserves the right to (i) issue a new solicitation for the Services; (ii) reopen the RFP for the purpose of awarding a second contract to another Contractor in accordance with the criteria and processes set forth herein; and/or (iii) take such other actions permitted by law.

2.8 **Public Meetings and Special Accommodations.** Any meetings of the RFP evaluation committee (i.e., the Competitive Sealed Proposal Evaluation Committee), shall be noticed on Buyer's website and shall comply with Florida's Open Meetings Laws. Please contact the Contact Person if you are uncertain of Buyer's website address or if you experience problems accessing it. Persons requiring a special accommodation because of a disability should contact the Contact Person identified in Section 1 at least forty-eight (48) hours prior to the meeting.

2.9 **Ex-Parte Communications.** Communications regarding the RFP by a potential vendor, service provider, bidder, lobbyist or consultant to City employees, staff, or hired consultants are prohibited. This prohibition includes communications with the Buyer's Office of General Counsel unless the Contact Person has authorized those communications in advance. Violations may result in the rejection/disqualification of a Response.

These prohibitions on ex-parte communications do not apply to the following:

- communications regarding the RFP to the Chief of the Procurement Division or the Contact Person, provided the communication is limited strictly to matters of process or procedure already contained in the RFP.
- communications with the City employee responsible for administering the Jacksonville Small Emerging Business Program, provided the communication is limited strictly to matters of programmatic process or procedures.
- communications at any pre-bid conferences.
- communications with the Office of Inspector General and his/her staff regarding any perceived inefficiency, misconduct or abuse by City employees.
- presentations before publicly noticed committee meetings.
- contract negotiations during any duly noticed public meeting.

SUBJECT: MOBILE PHONE/APPLICATION SERVICES FOR PARKING PAYMENTS

BID #: ESC-0398-21

OPEN DATE: 7/7/2021

COMPETITIVE SEALED PROPOSAL EVALUATION COMMITTEE

KIND AND BASIS OF CONTRACT: EVALUATED BID – FROM DATE OF CONTRACT EXECUTION THROUGH SEPTEMBER 30, 2022 WITH FIVE (5) ONE (1) YEAR RENEWAL OPTIONS

AGENCY: DOWNTOWN INVESTMENT AUTHORITY – OFFICE OF PUBLIC PARKING

BASIS OF AWARD: HIGHEST SCORE(S) BASED ON EVALUATION CRITERIA

NUMBER OF BIDS INVITED: (10) **NUMBER RECEIVED:** (5) **OTHER:** (0)

SUMMARY OF BIDS AND RECOMMENDED ACTIONS:
Subject RFP closed on July 7, 2021 with five (5) responses received. Passport Labs, Inc. failed to provide annually reviewed/audited financial statements for FY19 and FY20 as was required per Addendum 1. Premium Parking Service, LLC failed to meet the minimum qualification requirement of providing their services to at least two (2) municipalities in Florida with at least five hundred (500) meters/spaces and 450,000 annual transactions. Recommend approval to reject Passport Labs, Inc. and Premium Parking Service, LLC as being non-responsive.

The Evaluation Committee has completed their review and requests approval to enter into contract negotiations with the top-ranked firm, ParkMobile, as indicated below.

Supplier	Total Points Average	Rank
ParkMobile	93.25	1
Pay-By-Phone Technologies, Inc.	91.00	2
Parkeon, Inc. dba Flowbird	89.50	3

ATTACHMENTS: Recommendation Memo, Rejection Letters, Scoring Matrix, Attachment B, Addenda 1 & 2, Section 1.4, Section 2.6, Previous Award

ANALYST: DAVID KLAGES

RESPECTFULLY SUBMITTED: GREGORY PEASE, CHIEF PROCUREMENT DIVISION

CONCURRENCE BY: LORI BOYER, CEO, DOWNTOWN INVESTMENT AUTHORITY

(ALL AWARD ACTIONS SUBJECT TO LAWFULLY APPROPRIATED FUNDS)
ACTION OF GGAC COMMITTEE ON RECOMMENDATIONS ABOVE

MEMBERS APPROVING 5 MEMBERS DISAPPROVING 0 DATE: 8/12/2021

OTHER:

ACTION OF AWARDING AUTHORITY DATE 8-17-21

APPROVED ✓ DISAPPROVED

OTHER

SIGNATURE OF AUTHENTICATION

Brian Hughes
Chief Administrative Officer
For: Mayor Lenny Curry
Under Authority of:
Executive Order No. 2019-02

ONE CITY. ONE JACKSONVILLE

City of Jacksonville, Florida

Lenny Curry, Mayor

Procurement Division
Ed Ball Building
214 N. Hogan Street, Suite 800
Jacksonville, Florida 32202

MEMORANDUM

TO: Competitive Sealed Proposal Evaluation Committee ("CSPEC")

FROM: Gregory Pease, Chief of Procurement

DATE: May 21, 2021

RE: Request for Approval to Utilize Competitive Sealed Proposal Process

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Pursuant to Chapter 126, Part 2, § 126.204, approval is requested to utilize the Competitive Sealed Proposal process to formally procure a contractor or contractors to provide **Pay-By-Phone Application Services for Parking Payment**. As a follow-up to the same, the CSPEC is now requested to review and approve the solicitation documents attached hereto.

More specifically, the CSPEC is requested to review and approve the evaluation criteria as outlined in the attached Request for Proposal ("RFP"). Procurement's review in this matter has revealed that:

The attached Certification Letter and the Scope of Services received from the using agency appear to be in order.

The RFP has been reviewed and approved by Risk Management regarding insurance and indemnification requirements.

The RFP has been reviewed and approved by ITD regarding cyber security.

The RFP has been reviewed and approved by EBO regarding JSEB participation goals and EBO recommends: Encouragement Plan.

It is requested that the CSPEC take these issues into consideration in its review and/or approval in this matter.

CSPEC APPROVAL

Teresa R. Eichner
Finance Director or designee

Procurement Chief or designee

General Counsel or designee

Department/Agency Representative

Public Works Director or designee