

**REQUEST FOR PROPOSALS (RFP)**

**FOR**

**PARKING ENFORCEMENT SERVICES**



**CITY OF STANTON**

*Administration Department*

7800 Katella Avenue

Stanton, CA 90680

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Approved for Advertising:

**HANNAH SHIN-HEYDORN**

*City Manager*

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**KEY RFP DATES (Subject to Change):**

Issue Date:	<b>Monday, April 15, 2024</b>
Deadline for Questions:	<b>Monday, April 22, 2024, at 12:00 pm PDT</b>
Proposal Due Date:	<b>Monday, May 6, 2024, at 4:00 pm PDT</b>
Presentation/Interviews:	<b>May 2024</b>
Contract Award:	<b>May/June 2024</b>



## **I. GENERAL DESCRIPTION AND INTRODUCTION**

The City of Stanton (City) is requesting proposals from qualified firms to provide parking enforcement services. The award resulting from this Request for Proposals (RFP) will be for an initial two-year term, with two two-year extensions that may be exercised at the City's sole discretion.

The City of Stanton is conveniently located in Orange County, north of the California 22 Freeway and south of the California 91 Freeway. Known for its strong sense of community and tremendous growth potential in residential, commercial, and industrial land use, Stanton leverages both Los Angeles County and Orange County markets to promote balanced planned development. The City has been successful with the substantial revitalization of major regions, including Stanton Central Park and the Rodeo 39 Public Market.

A relatively modest-sized municipality of approximately 3.1 square miles with a population of nearly 40,000 residents, the City of Stanton embraces its motto of "Community Pride and Forward Vision". In recent years, the City has embarked upon a variety of civic improvement projects to facilitate increased commercial activity, reinvigoration of the downtown area, and a high quality of life. Simultaneously, private development and redevelopment projects have raised Stanton's profile as a diverse, thriving city that is the ideal location to live, work, and play.

Proposals must conform to the requirements of this Request for Proposals (RFP), and proposals must be submitted via email to Sylvia Soong, Management Analyst, at [SSoong@StantonCA.gov](mailto:SSoong@StantonCA.gov) no later than **4:00 p.m. on Monday, May 6, 2024.**

The City reserves the right to waive any irregularities in any proposal, or to reject any proposal that does not comply with this RFP. The City alone, using criteria determined by the City, will select the most qualified candidate.

The successful contractor will be required to enter into an agreement with the City, which will include the requirements of this RFP as well as other requirements to be specified at a later date. By submitting a proposal, the Contractor agrees to all the terms of this RFP.



All questions and/or inquiries regarding this RFP shall be directed to Sylvia Soong, Management Analyst, via email at [SSoong@StantonCA.gov](mailto:SSoong@StantonCA.gov) by **12:00 p.m. on Monday, April 22, 2024**. Responses to inquiries, if they significantly change or clarify the RFP requirements or any aspect of the procurement process, will be forwarded via written (emailed) addenda to all proposers and posted publicly.

## **II. SCOPE OF SERVICES**

Illegal parking in Stanton is a common issue affecting public safety and the quality of life of residents, businesses, and visitors.

### **CURRENT PARKING ENFORCEMENT PROGRAM**

Parking enforcement services are currently provided by Public Safety Services Department and Orange County Sheriff's Department personnel. During Fiscal Year 2022-23, Public Safety Services personnel issued approximately 5,000 citations related to parking. Parking enforcement primarily occurs between the hours of 6:00 am to 5:00 pm, Monday – Friday. While both Public Safety Services Department personnel and the Orange County Sheriff's Department personnel provide good service, parking enforcement activities are routinely impacted by competing priorities and calls for service. Therefore, parking enforcement is inconsistent from day to day, and especially in the evening hours and on weekends.

To process the parking citations, the City currently contracts with Turbo Data Systems.

### **GOAL**

The City aims to improve public safety and the quality of life for residents, businesses, and visitors by reducing the number of illegally parked vehicles. Implementing a consistent and thorough parking enforcement program can discourage reckless parking and encourage compliance with local regulations and safety measures.

### **SCOPE OF WORK**

The City is seeking written proposals from qualified parking enforcement service providers to provide comprehensive parking enforcement services for an initial two-year term, with two two-year extensions that may be exercised at the City's sole discretion.



The ideal parking enforcement service provider will work in partnership with the City and must have prior experience in providing parking enforcement services for a municipal government. In addition, the provider must have an expert level of understanding of the California Vehicle Code. Citation processing, noticing, payment plans, and other duties outside of the scope of work will be handled by the City.

The professional services provider will be required to perform the following:

1. Provide a minimum of one (1) staffed parking enforcement vehicle operating within the City seven days a week, 24 hours a day, 365 days a year.
  - a. The contractor may include optional services that may include additional vehicles. Pricing for optional services shall be detailed in the cost proposal.
2. Conduct parking enforcement services in accordance with all parking regulations and ordinances throughout the City, including business areas and residential communities. These enforcement responsibilities shall include, but are not limited to:
  - a. Safety regulations as posted or marked
  - b. Residential permit parking districts
  - c. Time-limited parking
  - d. Oversized vehicle parking
  - e. Temporary parking restrictions as posted or marked
  - f. Citizen requests for enforcement such as a blocked driveway
  - g. Citizen requests for enforcement such as parking on private property
3. Coordinate with City staff and the Orange County Sheriff's Department to develop coverage schedules to maximize effectiveness and prevent duplication of efforts.
4. Conduct operations with handheld citation-issuance devices to ensure citations are being administered and tracked through the selected service utilized by the City.
5. Initiate vehicle tows, if necessary, to remove vehicles creating public safety concerns (i.e., blocking driveways, blocking fire hydrants, blocking ingress or egress to areas meant for the general public, etc.)
6. Participate in community meetings, as needed, to provide insight on parking enforcement operations and gain knowledge about areas where additional parking enforcement will be required.



7. Be available to the City's Public Safety Services Department, the Orange County Sheriff's Department, and the Orange County Fire Authority to respond to requests for service during operation periods.
8. The scope of services does not require the contractor to administer administrative hearings for contested parking citations; however, the City may require the contractor to participate in such proceedings as needed.

## PARKING ENFORCEMENT PERSONNEL & TRAINING

Enforcement staff must have the education, skills, and qualities required to fulfill the tasks outlined in this RFP, including the ability to use contractor-supplied vehicles and other equipment before being assigned. The contractor shall ensure that each employee assigned to provide parking enforcement services has sufficient job-related training to successfully perform their duties, including any necessary re-training or follow-up training required to correct deficiencies in performance. Training shall include, but not be limited to, the following:

- Information on parking statues, laws, ordinances, regulations, and resolutions enacted by the Federal Government, the State of California, and the City of Stanton
- Parking enforcement programs and policies adopted by the City of Stanton
- Operation of equipment, including instruction on communication procedures, radio devices, citation devices, and vehicle use
- Tasks and responsibilities under regular and emergency operating conditions
- Physical layout of the City
- Knowledge of best practices in public relations, customer service, and conflict mitigation techniques

The City retains the right to be involved in the recruitment/selection process of new contracted enforcement staff or of staff assigned to perform enforcement duties within the City. In hiring enforcement staff, Contractor ensures that all staff:

- Are at least eighteen (18) years of age.
- Are physically and mentally capable of performing all required enforcement duties.

- Have the ability to give and follow oral and written instructions in English.
- Have the ability to operate a computer and a variety of computer software.
- Have the ability to establish and maintain effective working relationships with the public and City officials.
- Have a valid California State driver's license, provide any accident history and maintain a clean driving record for the duration of the agreement.
- Have the ability to remain calm and use judgment and initiative in an emergency.
- Are bondable.
- Possess a high school diploma or G.E.D. certificate.
- Have no criminal record and are able to pass an annual drug screening test.

#### ENFORCEMENT VEHICLES

The contractor will supply, manage, operate, and maintain the enforcement vehicles for their parking enforcement staff. Vehicles are to be kept clean and well maintained consistent with first-class parking enforcement operations. The preference for enforcement vehicle power is petroleum-electric hybrid engines. All vehicles must be clearly identifiable as conducting business on behalf of the City of Stanton. The contractor will not use the enforcement vehicles within the City limits for purposes other than those required under the Agreement.

#### EQUIPMENT AND SUPPLIES

The contractor shall provide all necessary equipment and supplies to fulfill the terms of the agreement, which may include, but is not limited to, mobile ticket writers, ticket rolls, and envelopes; safety equipment; tape measures; flashlights; and batteries. Flashlights shall be of sufficient illumination to allow enforcement officers to read vehicle identification numbers (VINs) during all hours. All equipment shall be in good working order, and in conformity with all applicable statutes, laws, ordinances, and regulations. Personal vehicles or other unauthorized equipment shall not be used to perform parking enforcement services without the City's written approval. No one performing services under this contract shall be armed.



## UNIFORMS AND STAFF IDENTIFICATION

The Contractor shall provide uniforms to all staff members. The contractor will also provide staff members with photo identification, name tags, and badges that clearly state the company name and the staff person's name. City must approve all uniforms and all staff must be clearly identifiable as conducting business on behalf of the City.

## PARKING ENFORCEMENT WORKSPACE

If needed, the City will designate office space for contracted staff to conduct administrative work associated with the parking enforcement duties within the City.

### **III. SUBMISSION REQUIREMENTS**

**In order to be considered, the Contractor must submit before the deadline one (1) electronic copy of the complete proposal to: Sylvia Soong, Management Analyst, at [SSoong@StantonCA.gov](mailto:SSoong@StantonCA.gov).**

Contractors must submit their proposals as set forth below:

- Proposals shall be titled “**Proposal to Provide Parking Enforcement Services**”.
- All materials shall be sized to 8 ½” x 11” sheets, with a minimum of 11-pt font, and saved to a PDF version for transmission.
- Proposals should not include any unnecessarily elaborate promotional material.
- Proposals should be clear and concise—lengthy narrative is discouraged.

**A complete proposal consists of the following four (4) elements: letter of transmittal, services proposal, proposal acknowledgement form, and separate fee proposal.**

#### LETTER OF TRANSMITTAL

The Letter of Transmittal shall be addressed to Hannah Shin-Heydorn, City Manager, and, at a minimum, must contain all of the following information:

- Identification of the contractor. Identification shall include the legal name and corporate address of the company. Identification shall also



include the telephone number, fax number (if applicable), and email address of the contact person for the period of proposal evaluation.

- A statement representing that the contractor has thoroughly examined and become familiar with the work required in this RFP and attesting that the contractor is capable of performing quality work to achieve the objectives of the City of Stanton.
- Acknowledgment of receipt of all addenda, if any.
- Signed statement attesting that all information submitted with the proposal is true and correct.
- A statement declaring that the proposal shall remain valid for a period of not less than one hundred twenty (120) days from the date of submittal.
- Signature, name, and title of the official authorized to bind contractor to the terms of the proposal.

## SERVICES PROPOSAL

The Services Proposal shall consist of the following sections (in order):

### 1. Qualifications, Relevant Experience, and References

This section of the proposal shall establish the ability of the Contractor to satisfactorily perform the required work by reasons of:

- Experience in performing work of a similar nature to the required services shown in the Scope of Services
- Proven competence in the services to be provided; strength and stability of the firm
- Staffing capacity
- Track record on similar projects and supportive client references

This section shall, at a minimum:

- Provide a brief profile of the Contractor's firm, including the types of services offered; year founded; type of organization (i.e., corporation, limited liability company, partnership, or sole proprietorship); Federal Employer ID Number (FEIN); contractor license number (if applicable); website; number, size, and location of offices; and total number of employees.
- Provide a general description of the firm's financial condition and identify any conditions (e.g., bankruptcy, settlements paid in the last five years, pending litigation, planned office closures,



impending merger, etc.) that may impede the Contractor's ability to provide these services.

- Describe the firm's relevant experience in performing work of a similar nature to that solicited in this RFP, highlighting the participation in such work by the key personnel proposed for assignment to the City.
- Identify sub-contractors by company name, address, contact person, telephone number, email address, and project function, if applicable. The list should include a summary of the roles and responsibilities of each sub-contractor.
- Provide a minimum of three (3) references for completed work in the past five (5) years similar to the required services shown in the Scope of Services. Furnish the name, title, address, telephone number, and email address of the person at each client agency/organization who is most knowledgeable about the work performed. Include a description of the services provided, timeframe of work, and total cost.
- Provide a list of all public agencies that have terminated contracts with the firm in the last five (5) years. Furnish the name, title, address, telephone number, and email address of the person at each client agency/organization who is most knowledgeable about the work performed. Include a description of the services provided, timeframe of work, and total cost. The firm is permitted to briefly explain the reason(s) for termination(s), as well.

## 2. Proposed Team

- Furnish brief résumés (two pages maximum per résumé) for the proposed Project Manager (day-to-day contact) and key personnel (including sub-contractors).
- Describe key personnel's specialized training, experience, and professional competence in the area(s) directly related to this RFP.
- Describe the specific project responsibilities for each key personnel member.
- Include a statement that key personnel will have undergone criminal background and fingerprinting checks (at Contractor's sole expense) that finds such personnel clear of any sexual, drug-related, or felony convictions.

- Include a statement that key personnel will be available to the extent proposed for the duration of the required services, acknowledging that no person designated as “key” shall be removed or replaced without the prior written concurrence of the City.

### 3. Approach

Contractor shall provide a detailed narrative of the project approach, methodology, and services they will employ. Contractor shall include a detailed description of specific activities, if any, they will require of City staff. Contractor shall provide timeframes for the transition.

The City currently contracts with Turbo Data Systems for parking citation processing, collections and processing, records retention, as well as the lease of two handheld “ticketPRO Magic” ticket-writers. The City is open to a range of proposals that meet the required scope of work. Contractors are encouraged to propose approach(es) that will maximize efficient, cost-effective operations—whether that be:

- Augmentation – Trained and equipped personnel with vehicle *only*, using the ticket-writers and programs provided by Turbo Data Systems, OR
- Replacement – Trained and equipped personnel with vehicle, using the Contractor’s ticket-writers and programs.

### 4. Exceptions and Deviations

Contractor shall state any exceptions or deviations from the requirements of this RFP, segregating “technical” exceptions from “contractual” exceptions. Any Consumer Price Index (CPI) and other annual cost increases are to be noted as contractual exceptions. Where the Contractor wishes to propose alternative approaches to meeting the City’s technical or contractual requirements, these shall be thoroughly explained. If no contractual exceptions are noted, Contractor will be deemed to have no objection to the contract requirements as set forth in **EXHIBIT B**, “Sample Professional Services Agreement.”



## SEPARATE FEE PROPOSAL

**In a separate file**, Contractor shall provide their cost proposal. Pricing shall be based on a fixed-price, all-inclusive basis, with individual fees detailed by line-items. If needed, Contractor shall include a reimbursables budget for any reproduction, mileage, mailing, etc. All taxes and licenses, including, but not limited to, a Stanton City Business License, required for this work shall be obtained at the sole expense of the Contractor. Be sure to state any assumptions on which costs are based.

Any special materials will be purchased by the Contractor only after discussed and authorized by the City’s (contract) Representative or designee in writing. When the Contractor is performing, or is requested to perform, work beyond the Scope of Services, an amendment to the Professional Services Agreement will be executed between the City and Contractor. In such instances, payment will be based on the hourly rates identified in the Allocation of Resources Table & Rate Sheet.

### **IV. SELECTION CRITERIA**

Submitted proposals will be evaluated based on the following factors, but may not be limited to just these factors:

<b>Criteria</b>	<b>Approximate Weight</b>
<b>Approach</b> and <b>ability</b> to providing services, including the methods and techniques to be utilized for assessment and ongoing management, transition plan, and customer service	25%
Demonstrated <b>record</b> of success on similar work performed for other municipalities or enterprises	30%
<b>Cost</b> of the services to reflect value and fiscal prudence	30%
<b>Qualifications</b> of the individuals who will provide the services	15%

### **V. SELECTION PROCESS**

Selection of the Contractor will be made in accordance with the provision of Chapter 10 of the California Government Code, Sections 4526 and 4529.5, stating that the selection of professional services is made based on competence and qualifications for the types of services to be performed at a



fair and reasonable price. The fee proposals will be opened and evaluated after qualification evaluations of all proposers are complete. The contract award shall be made to the Contractor providing the best value to the City.

Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP. Failure to meet the requirements for the RFP will be cause for rejection of the proposal. The City may reject any proposal if it is conditional, incomplete, or contains irregularities. The City may request written clarification or additional documentation for any proposal. The City may waive an immaterial deviation in a proposal, but this shall in no way modify the proposal document or excuse the Contractor from compliance with the contract requirements if the Contractor is awarded the contract.

The City reserves the right to require in-person interviews with and/or presentations from Contractors, if deemed necessary, after the evaluation of the written proposals. In this case, the Contractors of the highest-scoring written proposals will be invited to interviews/present prior to final selection of the Contractor.

The successful Contractor to whom work is awarded shall, within ten (10) days after being notified, enter into a contract with the City for the work in accordance with the specifications and shall furnish all required documents necessary to enter into said contract. Failure of the successful bidder to execute the contract within the ten (10)-day window shall be just cause for the City to contract with the next responsible Contractor.

A kick-off meeting shall be held after the final execution of the contract. Contractor and its team will meet with City staff to conduct introductions, discuss scope of services, and confirm the implementation process.

## **VI. GENERAL PROVISIONS**

Pre-contractual expenses are defined as expenses incurred by the Contractor in: (1) preparing the proposal; (2) submitting the proposal to the City; (3) presenting during the selection interview; (4) negotiating with the City on any matter related to the proposal; and (5) any other expenses incurred by the Contractor prior to an executed Agreement.

The City shall not, in any event, be liable for any pre-contractual expenses incurred by the Contractor. Services shall not commence until the Professional Services Agreement has been executed by the City.



By submitting a proposal, Contractor attests that they have not been a party to any collusion among proposers in restraint of freedom of competition. This means that the Contractor has not directly or indirectly entered into any agreement, express or implied, with any other proposer(s) for the purposes of controlling the price or scope of services of said proposal or limiting the number of proposals submitted to the City.

The City reserves the right to retain all proposals submitted, and to use any idea in a proposal, regardless of whether the proposal was selected. Materials submitted by respondents are subject to public inspection under the California Public Records Act (Government Code Sec. 6250 *et seq.*). Any language purporting to render the entire proposal confidential or proprietary will be ineffective and disregarded.

All property rights, including publication rights of all reports produced by the selected firm in connection with services performed under this agreement, shall be vested in the City.

The City reserves the right to amend or withdraw this RFP at any time without prior notice. Further, the City makes no representations that any Agreement will be awarded to any Consultant responding to this RFP. The City expressly reserves the right to postpone reviewing the proposals for its own convenience and to reject any and all proposals responding to this RFP without indicating any reasons for such rejection(s).