

**OUTAGAMIE COUNTY**

**REQUEST FOR QUALIFICATIONS & PROPOSAL**

**FOR**

**MANAGEMENT / OPERATION OF PARKING FACILITIES**

**FOR**

**APPLETON INTERNATIONAL AIRPORT**

**Due By: August 10, 2018 2:00 pm CT**

**Deadline for vendor questions July 26<sup>th</sup> – (See Section 5.0 for details)**

## 1.0 Introduction and Background

The Appleton International Airport is seeking proposals from qualified firms for the Management/Operation of Parking Facilities serving the Appleton International Airport. The facilities owned and managed by the County include the Vehicle Public Parking areas serving the main terminal, control devices, entrances, exits, other improvements, including the Hourly, Daily, and Weekly Parking Lots, Exit Plaza, the Revenue Control System and other parking related equipment that is owned and managed by the County.

For calendar year 2017, there were 59,519 transactions for short term parking and 67,575 daily/weekly lot transactions. Total gross revenue for calendar year 2017 was \$2,436,167.

The parking lot currently has 1,677 long term stalls and 256 short term stalls.

The parking lot system has the following entrances / exits / equipment –

- Zeag operating System (initially installed in 2007 and updated in 2015)
- CCTV on Gates & Cashier Position
- HID readers to support maintenance staff to enter with Airport badge
- CCTV on overall parking lot with PTZ cameras monitored by Airport Public Safety
- Automated pay station inside terminal that accepts cash and credit card
- 5 Entrance Gates
- 4 Exit Gates
  - 1 Exit Plaza
  - 4 exit lanes. All with credit card ability, 1 lane with primary cash ability and 2 lanes with app scanners to primarily support the Parkmobile pay application

## 2.0 Scope of Service

The agreement will be for the labor component to manage and operate the airport parking facility as outlined below. The projects below are listed as separate items so the contractor can elect to provide a price for each service or combine them for a total parking solution at the discretion of the County. If the County elects to go with one Contractor for all services, the County will enter into one Management Agreement. If a separate Contractor provides an individual service(s) based on the below projects, then the County will enter into a Management Agreement(s) for that service only.

**PROJECT A:** On a day-to-day basis, the contractor will provide management and staff to operate the airport parking program under the terms and conditions approved by the County at their sole discretion and in accordance with the terms of the Parking Management Agreement. This includes collecting depositing, and accounting for the proper parking fees due to the County, operating the revenue control system, and performing other operational, maintenance, and customer service tasks as specified. The contractor will pay operating costs from its own funds, for reimbursement by the County according to an approved budget.

**PROJECT B:** On a day-to-day basis, the contractor will provide management and staff to operate a parking attendant program under the terms and conditions approved by the County at their sole discretion and in accordance with terms of a Parking Attendant Management Agreement. The County will explore two options for the program. Option 1 will be a full car drop off and park program to operate daily and concurrently with the airports flight schedule. Option 2 will be a partial program to capture the morning flight schedule. The contractor will park the car upon arrival to the airport. When the customer returns, the customer will pick up

their own vehicle from a pre-specified location. Under Option 2, the contractor will be responsible for collecting and parking the vehicle, but not delivering the vehicle upon the customer's return.

This service includes collecting depositing, and accounting for the proper valet parking fees due to the County, operating an electronic valet control system, and performing other operational, maintenance, and customer service tasks as specified. The contractor will pay operating costs from its own funds, for reimbursement by the County. The County will be responsible for providing a booth and parking spaces as appropriate to operate the service effectively

PROJECT C: On a day-to-day basis, the contractor will provide management and staff to operate a parking lot shuttle service program under the terms and conditions approved by the County at their sole discretion and in accordance with the terms of a Shuttle Service Parking Management Agreement. The County will provide the shuttle vehicle for operation by the Contractor.

### **3.0 Contract Term**

The base term is one year, to commence on January 1, 2019. There will be the option of six (6) 6 month renewals with mutually agreed upon terms.

### **4.0 Minimum Requirement for Proposal Submittal**

In order for a firm to be considered, they must have at least five years experience in a customer service related business including staffing a 7 day, 24 hour operation. Demonstrated ability to operate the specified parking operations as outlined in the scope of service with a high level of accuracy is required.

### **5.0 Deadline for Vendor Questions**

The deadline for vendor questions is end of day July 26, 2018. All questions shall be emailed to Nicole Schoultz at [nicole.schoultz@outagamie.org](mailto:nicole.schoultz@outagamie.org). All questions will be answered online ([www.outagamie.org](http://www.outagamie.org) > Bids & Proposals under this project) by end of day August 1<sup>st</sup>.

### **6.0 Site Visit**

There is not a mandatory or scheduled site tour. However, any firm wishing to tour the site may contact Scott Volberding, Airport Operations & Maintenance Manager, at 920-832-5176 or email at [Scott.Volberding@outagamie.org](mailto:Scott.Volberding@outagamie.org) to arrange a time to visit the site.

### **7.0 Confidential Information**

Any proposals submitted in conjunction with this request will become a public record after award and consequently, open for complete public inspection. Proposals may not be marked with a blanket confidential disclosure.

Information cannot be kept confidential unless it is a trade secret. Trade secret is defined in §134.90(1)(c), Wis Stats. As follows: "Trade secret" means information, including formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.

2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

Due to the nature of this service, we do not foresee any items being marked confidential. However, if there are confidential or proprietary sections of proposals which should be exempted from this requirement, Proposer(s) must complete Attachment A. Only items specifically referenced on Attachment A will be considered.

Notification of the County's determination on such requests will be made prior to release of any of the information in the proposal.

## 8.0 **Proposal Submittal**

Provide your original (unbound tabbed proposal) and two bound tabbed proposals. Failure to provide all requested information below may result in the rejection of your proposal.

Your proposal must include the following –

- Cover Letter (not more than two pages) which will reference the contact for this project along with their email and telephone number. Also include the following –
  - Organization structure of the company (corporation, partnership or sole proprietorship).
  - Years in business (if the name, ownership or ownership structure has changed during this timeframe, explain).
  - Number of parking management contracts currently being held (please break out per the scope of service as listed above)
  - Aggregate total of the annual gross revenues of the parking operations currently being managed.
- Tab 1: Audited Financial Statements – Provide audited financial statements including income statements, balance sheets, and accompanying notes for the years 2015, 2016, 2017 These must be audited by an independent firm and include the auditors statement of findings.
- Tab 2: Financial References – Provide the names, address and phone numbers of two (2) references in regards to your financial ability to manage this operation.
- Tab 3: Customer References – Provide a list of up to three (3) current parking management contracts, ranked in order of gross revenue size. For **each** reference provide the following –
  - Facility name and location.
  - Name and phone number of company's resident manager.
  - Name and phone number of owner's official representative.
  - Length of current contract and total years your firm has managed this operation.
  - Current number of parking spaces.
  - Gross revenues in 2017
  - Number of transactions in 2017
  - Hours and days of operation.
  - Number of on-site full and part time employees at the end of 2017.
  - An outline of the salary structure and benefits offered to full and part time employees.
  - Number of non-operational management and support staff associated with the contract but not providing direct services in the day to day activities of the

operation.

- Total number of employees broken down between full and part time who quit or were terminated during 2017.
  - Describe the scope of the contract and relevant business and operational terms that will support your ability to manage the operations at Appleton International Airport for each scope of service
- Tab 4: Documentation – For the references listed in Tab 3, provide copies of the following documents currently in use at those facilities –
  - Cash control and handling procedures.
  - Cashier's manual.
  - Employee training plan or manual; including any customer service training materials.
  - Employee incentive or profit sharing program.
  - Job description for the on-site manager.
  - Job descriptions for employees.
- Tab 5: Internal Auditing – Provide a copy of an existing document describing your company's program for internal auditing of contract operations.
- Tab 6: Finance System – Briefly describe the internal accounting system you would use to track payroll and expenses for this contract.
- Tab 7: Reports - Provide sample copies of the monthly financial and operational reports you would submit to the Airport, including a revenue summary, reconciliation summary, operations summary, and expense report.
- Tab 8: Provide a detailed plan for each project under the scope of service
- Tab 9: Organization Chart – Provide the proposed organization chart for this contract. Include the resume of the person that would become the resident manager. If one is unavailable, state the qualification and criteria that would be used to select the resident manager. Provide the names, titles, experience, and degree of involvement of those in your organization who would supervise and/or advise the on-site manager.
- Tab 10: Training – Describe your training and support program for on-site managers.
- Tab 11: Customer Policy – Provide a brief description of your customer (public) relations policy and give an example how it is being implemented at one of your operations.
- Tab 12: Contract Termination - Have any of your management contracts been terminated before their original expiration date within the past five years? If so, please identify where and explain the reason.
- Tab 13: Fees - Based on the transaction volumes provided in Section 1.0, **present your suggested non-holiday staffing plan and annual operation budget.** Provide for each project under scope of service. Note that the lowest cost budget will not necessarily be considered the best. Submit annual fee proposal for the Management and Overhead

Fees for the one year term plus the applicable renewal term. The fee shall be expressed in terms of a percentage of allowable reimbursable expenses. Provide for each project under scope of service. Note, the fixed management fee will be paid to the contractor to cover corporate overhead. Actual expenses will be reimbursed according to an approved budget.

- Tab 14: Airport Concession Disadvantaged Business Enterprise (ACDBE) status and affirmative action provisions - For ACDBE specifications see Exhibit A and related attachments: Exhibit B, Exhibit C, and Exhibit D
- Tab 15: County forms. Complete and return the Confidential Information (Attachment A) and the Insurance & Indemnification Requirements (Attachment B).

## 9.0 **Contact Information**

### **Airport Information**

Scott Volberding  
Operations & Maintenance Manager, Airport  
(920) 832-5176  
[scott.volberding@outagamie.org](mailto:scott.volberding@outagamie.org)

### **Purchasing Policy & Procedure Information**

Nicole Schoultz  
Outagamie County, Procurement Coordinator  
(920) 832-6083  
[Nicole.Schoultz@Outagamie.org](mailto:Nicole.Schoultz@Outagamie.org)

## 10.0 **Clarification and/or Revisions to the Specifications and Requirements**

Proposer must examine the RFP documents carefully and before submitting a Proposal may request from the County's contact person(s) additional information or clarification. A Proposer's failure to request additional information or clarification shall preclude the Proposer from subsequently claiming any ambiguity, inconsistency, or error.

Requests for additional information or clarifications must be made in writing no later than the date specified in the RFP.

The County will issue responses to inquiries and any other corrections or amendments it deems necessary in written addendum prior to the Proposal due date. Proposers should rely only on the representations, statements or explanations that are contained in this RFP and the written addendum to this RFP. Where there appears to be a conflict between the RFP and any addendum issued, the last addendum issued will prevail.

It is the Proposer's responsibility to assure receipt of all addenda. Outagamie County will post any addenda online at [www.outagamie.org](http://www.outagamie.org) under Bids & Proposals then this project. Upon posting, such addenda shall become part of the RFP and binding on Proposer(s).

## 11.0 **County Reservation**

Outagamie County openly solicits the best possible value on all of our "Requests for Proposals". Because we are a local government, we are able to purchase directly from many of the state and

federal contracts. However, in order to not discriminate against our local proposers, we openly solicit proposals of similar pricing structure from all qualified proposers. In the event that all proposals received are in excess of any existing state or federal contract that is available to Outagamie County, we may at our discretion, reject all proposals, and purchase directly from the vendor awarded the state or federal government contract. Outagamie County reserves the right to accept or reject, any or all proposals, in whole or in part, as deemed in the best interest of the County.

- a. This proposal request does not commit Outagamie County to make an award or to pay any costs incurred in the preparation of a proposal in response to this request.
- b. The proposals will become part of Outagamie County's files without any obligation on Outagamie County's part.
- c. The proposer shall not offer any gratuities, favors, or anything of monetary value to any official or employee of Outagamie County for any purpose.
- e. Outagamie County reserves the right to request clarifications for any proposal.

**12.0 Closing Date**

Proposals will be received up to 2:00 pm CT August 10, 2018. Since this is a proposal, there is no formal opening.

**13.0 Proposal Submittal**

Include original and seven proposal copies as outlined in Section 8.0.

Send or deliver proposals to –  
Outagamie County Purchasing  
Attn: Nicole Schoultz  
320 S Walnut St (4<sup>th</sup> Floor Finance)  
Appleton, WI 54911

Mark on the outside of your proposal "Airport Parking Management".

**14.0 Taxes**

Outagamie County is exempt from Federal Excise Tax (39-6005724), Wisconsin Sales Tax (ES 41005), but if there is a tax, such as local or county, it must be shown in the proposal.

**15.0 Method of Procurement**

The method for this procurement is competitive proposal, pursuant to Chapter 22 of the Outagamie County Code of Ordinances. After submission of the written proposal, qualified proposers may be requested to make an oral presentation to a committee responsible for making final recommendations. The process allows for confidential negotiations and revisions.

**16.0 Venue**

This agreement will be governed and construed according to the laws of the State of Wisconsin. This agreement is performable in Outagamie County.

17.0 **Status of Proposal**

Upon award, proposals will be considered public record and details will be posted online. Information on status could be obtained from Outagamie County's web site [www.outagamie.org](http://www.outagamie.org) than **Status of Bids/Proposals**.