

**REQUEST FOR QUALIFICATIONS (RFQ)
CONSULTANT SERVICES
FOR DEVELOPMENT OF REQUEST FOR PROPOSALS
CITATION PROCESSING/COLLECTION SERVICES AND CASH
MANAGEMENT/INFORMATION SERVICES
CITY OF MILWAUKEE DEPARTMENT OF PUBLIC WORKS**

1. GENERAL INFORMATION

Request for Statement of Qualification (SOQ)

The City of Milwaukee Department of Public Works is soliciting Statements of Qualifications from management and/or parking consultants to prepare a Request for Proposals (RFP) to contract for citation processing/collection services and cash management/information services. The City's current contract for said services terminates on May 30, 2008. The City desires to hire a consultant to prepare the RFP for dissemination in the second quarter of 2008.

Project Overview

The contract for citation processing and collection services is multi-faceted and primarily includes the following activities: (1) citation processing; (2) citation collection; (3) provisioning automated ticket writers; (4) tow management system; and (5) selling and disbursing night parking permits.

Under this contract, approximately 950,000 parking citations are issued and processed each year of which 90% are issued by parking enforcement officers and 10% are issued by the Milwaukee Police Department. An additional 94,000 traffic citations and 40,000 municipal citations are issued and processed annually under this contract. The City currently leases the AutoCite X3 as the automated ticket writer used by parking enforcement officers for the issuance of parking citations. All other citations are hand-written and must be manually processed at this time. Under the contract, approximately \$20 million in parking citations are collected annually and deposited in the Parking Fund. Collections for traffic and municipal citations are processed and deposited in the General Fund. Of the parking citations collected, approximately 2/3 are collected prior to secondary collections (80 days overdue) and approximately 1/3 are collected after 80 days of which more than 1/3 is collected through the Tax Refund Intercept Program (TRIP). Nearly 475,000 citations have been certified under this program, totaling over \$22 million since 2003. Currently the City has \$65 million in outstanding parking citations of which approximately \$23 million are considered reasonably collectable. Historically the City requests approximately 100,000 vehicle registration holds per year. The City also tows over 30,000 vehicles annually generating over \$5.5 million in towing and storage fees and revenue from vehicle disposal. On an annual basis, the City sells over 170,000 night parking permits, most of which are dispensed from automated payment centers generating over \$2.7 million.

1.3 Scope of Work for RFP Development

The scope of work for this project includes the following activities:

- a. Review the RFP issued by the City of Milwaukee in 1998 regarding automated citation/cash management/information services.
- b. Review existing contract documents and all applicable contract amendments.
- c. Assist the City in structuring the RFP to maximize competition in both citation processing and collection while providing services in the most cost efficient and effective way.
- d. Review all relevant data relating to citation processing and collection, automated and manual night parking permit processing, towing operation, adjudication, vehicle registration holds, and Tax Refund Intercept Program certification/collection.
- e. Review all data relating to outstanding parking citations and collection and payment patterns.
- f. Conduct interviews and field investigations with all stakeholders to include Parking Administration, Parking Enforcement, Parking Information Desk, Tow Lot, DPW's IT staff, City Attorney's Ordinance Enforcement Division, Municipal Court, Milwaukee Police Department, the City's current contractor and policymakers.
 - 1) Analyze utilization of existing systems, including citation processing and tow management systems.
 - 2) Identify mandatory and optional features and functions.
 - 3) Identify enhancements, if any, that should be incorporated in the specifications.
- g. Review state law and local ordinances regarding citation issuance, processing, collection and adjudication and towing procedures.
- h. Conduct inventory of physical assets, including facilities and equipment of both the City and current contractor and obtain information regarding network connectivity.
- i. Research RFPs developed for other cities for similar services. Specifically identify vendor qualifications, performance criteria, collection and payment strategies and operational and programmatic enhancements that may be desirable to the City.
- j. Address all aspects of citation processing and collection and other activities to include, but not be limited to:
 - 1) citation processing for automated and manually-issued citations
 - 2) collection of citations to include various payment options and payment methods
 - 3) participation in the Tax Refund Intercept Program with the Wisconsin Department of Revenue
 - 4) participation in the Traffic Violation and Registration Program with the Wisconsin Department of Transportation
 - 5) processing automated (through Automated Payment Centers) and manually-issued night parking permits and maintenance of database
 - 6) processing manually-issued residential preference parking permits and any other permits and maintenance of database
 - 7) maintaining parking scofflaw database and processing stolen vehicle database

- 8) provisioning downloading of data to automated ticket writers and license plate recognition system
 - 9) payment processing and cash management
 - 10) processing citation/permit refunds
 - 11) scheduling system with the citation review manager and municipal court
 - 12) interface with the Municipal Court's adjudication processing system
 - 13) rental and staffing of multiple violation bureau payment locations
 - 14) operation and management of automated payment centers located in six district police stations
 - 15) staffing of telephones by customer service representatives
 - 16) issuance and/or processing of summons and complaint and notice of appearance forms
 - 17) towing management system
 - 18) provision of automated ticket writing
 - 19) auditing and reporting requirements
 - 20) system management, modifications, upgrade, support, security and training
 - 21) other material policies, procedures and practices required
- k. Incorporate all other general contracting requirements as determined by DPW to include but not limited to insurance, bonding, and EBE and RPP requirements.
 - l. Develop benchmarks or performance criteria associated with processing and collecting citations.
 - m. Develop criteria for vendor qualifications.
 - n. Assist DPW in identifying potential vendors.
 - o. Address transition planning as part of RFP.
 - p. Develop scoring matrix to evaluate proposals.
 - q. Participate with DPW in presenting RFP to Common Council for approval.
 - r. Assist DPW in a pre-proposal conference and prepare to issue final RFP.
 - s. Assist DPW in preparing responses to questions that may arise after issuance of RFP.
 - t. Review proposals based on technical specifications and complete scoring matrix.
 - u. Assist the Selection Committee in the evaluation process. Consultant will not be a voting member of the Committee.
 - v. Assist in the defense of specifications against potential challenges.

1.4 Schedule for RFP Development

The tentative schedule for the development, issuance and evaluation of the RFP is as follows:

December 2007 – January 2008:	RFP preparation
February 1, 2008:	First draft of RFP due
February 29, 2008:	Final draft of RFP due
March-April, 2008:	Common Council approval process
April 14, 2008:	RFP published
May 16, 2008:	Responses to RFP due
June 16, 2008:	Contract award
January 1, 2009:	Contract implementation

1.5 Contract Cost

The maximum cost of this contract including all expenses associated with the RFP as provided for in section 1.3 can not exceed \$80,000. Please include estimated number of hours to complete the project, the hourly rate of each employee assigned to the project, overhead rates, travel expenses and any other anticipated charges.

2. SUBMITTAL REQUIREMENTS

2.1 General Requirements

The SOQ must include the following information:

- a) Cover letter specifying interest in project and identification of person who will act as the primary contact for this project.
- b) Firm profile to include concise description of the company, background, organizational structure and current number of employees.
- c) List of key personnel whom would be responsible for preparing RFP, including name, title, company, address, telephone number and email address.
- d) Resume from each key personnel to include education, relevant work history and work experience and any other pertinent background information.
- e) At least three (3) references for whom consultant has worked with in the past five (5) years to include, name, title, company, telephone number and project description.
- f) List and describe projects similar to what is being requested in the RFP that consultant has worked on and include the contract entity and contact name, address and telephone number and the general description and timeframe of the project. Identify any delays in completing the project beyond the original schedule.
- g) Disclose any conflict of interest with potential proposers to the RFP.
- h) Disclose any contract terminations for any reason during the last five (5) years and include the contract entity, contact name, address and telephone number and the reason for the termination. The Department of Public Works will evaluate the facts and may, at its sole discretion, reject the SOQ if the facts discovered indicate that the completion of the RFP may be jeopardized.
- i) Detailed scope of services outlining the project approach.
- j) Proposed fee schedule.

2.2 Format of Submittal

The format of the SOQ must use the ordering format provided for in section 2.1 of the RFQ. The submittal must be well ordered, detailed, comprehensive and readable. Information not specifically requested in section 2.1 may be submitted, but should be included as an appendix or attachment to the SOQ.

2.3 Cost of Preparing Submittal

The City is not liable for any costs incurred in responding to this RFQ. All materials submitted with this RFQ will become the property of the City and will not be returned.

2.4 Due Date and Submission

The SOQ must be received no later than November 27 at 4:00 PM (CST). SOQs should be directed to:

Dorinda R. Floyd
Administrative Services Director
Department of Public Works
841 N. Broadway, Room 519
Milwaukee, WI 53202

The SOQ may not be sent via facsimile or via email. Questions regarding this RFQ should be in writing and directed to the Administrative Services Director at the address above, or by email to dorinda.floyd@milwaukee.gov by no later than November 26 at 4:00 PM (CST).

The SOQ received and time stamped after the date and time provided above will not be accepted.

The City reserves the right to reject any or all SOQs.

Five (5) hard copies of the SOQ must be provided at the time of submittal.

2.5 Participant Substitution

The City expects that all key personnel listed in section 2.1 will fulfill their stated role for the duration of the project. Changes to key personnel will require prior written approval by the Commissioner of Public Works. Approval of such request will only be approved by the Commissioner if it is determined by the City that such change will not have a detrimental effect on the quality and progress of the project.

2.6 EBE Goal

In accordance with Chapter 360 of the Milwaukee Code of Ordinances, the standard Emerging Business Enterprise (EBE) participation goal is 18%. Indicate in your proposal if you will have EBE participation and, if so, the degree of participation and how this participation will be accomplished as part of the RFP project. EBE participation must be certified by the Joint Certification Program as a City of Milwaukee EBE. See Appendix A.

2.7 Expected Contract

The contract is contingent upon the Common Council approving a resolution authorizing the Commissioner of Public Works to enter into a professional services contract. The consultant awarded this contract is expected to enter into a contract with the City of Milwaukee Department of Public Works that is substantially the same as the contract in Appendix B.

The consultant awarded this contract will not be able to participate in any other elements of this project.

3. SELECTION PROCESS

3.1 Selection Criteria

A Selection Committee consisting of City of Milwaukee representatives will review and evaluate the SOQs based on the following:

1. Experience in preparing RFPs similar to that which is being requested by the City of Milwaukee.
2. Experience in preparing RFPs or management consulting services for local governments as it relates to parking operations.
3. Experience in preparing RFPs or management consulting services for local and/or state governments as it relates to operations or programs.
4. Demonstrates understanding of the nature and scope of this RFP project as provided for in the scope of services and project approach.
5. Depth of relevant education and work experience.
6. References from previous clients.
7. Ability to meet the schedule for the development of the RFP as provided for in section 1.4.
8. A fee schedule that is below the maximum cost of the contract as provided for in section 1.5.

3.2 Evaluation Process

The SOQs will be evaluated based on the following descriptive categories:

VERY HIGHLY QUALIFIED: The consultant has presented qualifications that significantly exceed requirements and that indicate a consistently outstanding level of quality.

HIGHLY QUALIFIED: The consultant has presented qualifications that exceed stated requirements and that indicate an above average level of quality.

QUALIFIED: The consultant has presented qualifications that meet the stated requirements and that indicate an acceptable level of quality.

NOT QUALIFIED: The consultant has presented qualifications that contain substantial weaknesses or deficiencies and or unacceptable quality. The consultant fails to meet the stated requirements and objectives, lacks essential information, and/or contains conflicting information.

3.3 Selection Process

The Selection Committee will identify the finalists per the evaluation process provided for in section 3.2. The Committee will conduct telephone interviews with the finalists to verify their stated capabilities. The Committee will finalize the selection and make a recommendation to execute a contract with the approval of the Commissioner of Public Works.