



REQUEST FOR PROPOSALS

Online Parking Reservation System

Bid Number: 1021

DUE DATE: October 13, 2020

DUE TIME: 2:00 pm (local)

INTRODUCTION

The Gerald R Ford International Airport Authority (GFIAA) is requesting proposals from interested firms to **provide, operate and maintain** an intuitive, centralized online parking reservation platform for 8,119 public parking spaces. The system must be web-based and be able to integrate with the Airport’s current Android and iOS App as well as the Airport’s Designa parking revenue and access control system installed in 2018.

The Gerald R. Ford International Airport (GFIA) is the second busiest airport in Michigan. The Airport served over 3.58 million passengers in 2019 with over 9,000 travelers passing through GFIA each day. The Gerald R. Ford International Airport offers nonstop service to 34 major market destinations with more than 140 daily nonstop flights. The Gerald R. Ford International Airport is managed and operated by the Gerald R. Ford International Airport Authority. GFIA generates over \$3.2 billion in annual economic output throughout West Michigan and employs over 2,000 people.

SOLICITATION AND PROJECT SCHEDULE

ACTIVITY	DATE
RFQ Issue Date	September 17, 2020
Question Deadline	October 8, 2020
Submission Due Date	October 13, 2020 at 2 pm (local)
Contract Start Date	December 2020

GFIAA reserves the right to modify the deadline set forth in the above table in its sole discretion. Any such modifications will be stated in an addendum and posted on the Authority website. It is the Respondent’s responsibility to monitor the website for status updates.

WORK SCOPE

The Proposer will create, operate and maintain an intuitive, centralized online parking reservation platform that integrates seamlessly into the Airport’s current website and mobile application. The selected platform should be convenient, efficient, secure and reliable while protecting user’s data through encryption. It must be designed carefully to describe parking options, costs, locations and EV charging to allow guests to make informed choices but must also be robust enough to handle the convergence of multiple events with minimal system outages and or glitches. Importantly, the system should provide a coordinated approach to finding convenient parking while driving incremental revenue throughout the Airport’s parking program using creative techniques including but not limited to dynamic pricing and upselling.

This system must be guest friendly, easy to navigate and provide users with a simple one-stop site to arrange and pay for parking and exit. Once established, information and updates about the reservation system must be disseminated through a clear, concise, and wide-ranging marketing campaign coordinated with the Airport to maximize use and to ensure its effectiveness. GFIA will facilitate coordination with venue operators and will also coordinate with elements of the operating plan.

Recommendations on the most functional system should include options such as the most efficient internet access, advertising and real-time information dissemination support, a plan to accommodate vehicles without pre-booked reservations, staffing requirements with hours of operation, and a preliminary financial plan that includes fees, payment and processing information, and website integration; describe an information dissemination and marketing strategy including digital, social media, press strategy and promotional links; and provide details on customer information capture, loyalty programs and transaction and revenue trends.

SUBMISSION FORMAT

Submissions should be submitted in the format outlined below:

Executive Summary – One (1) page maximum

Summarize the Respondent's strong points and how experience, particularly with similar responsibilities, will benefit the Airport Authority.

Business Organization – One (1) page maximum

State the full name and address of the organization and, if applicable, the branch office, consultants, or other subordinate elements that will provide or assist in providing the resources for this project. Include phone number(s), email address(s) and Respondent's website address.

Recommendation – Six (6) pages maximum

Describe specifically the Respondent's intended process and responsibilities. Identify task and steps that will be taken to meet the Authority's expectations as well as deliverables for each task. Include information on your experience and plan for addressing PCI (Payment Card Industry) and PA-DSS (Payment Application Data Security Standard) compliance as well as payment routing.

Present a business case highlighting how your solution will benefit GFIAA and its guests. Include impacts on customer experience, parking lot optimization, cost or revenue to the airport, etc. A business plan which increases revenue through lot optimization is preferred.

Project Staffing – Two (2) pages maximum

Provide a chart with the staff you are committing to the project if selected. Show lines of authority and communication. Additionally, provide a brief role description with responsibilities for each person as they relate to the solicitation as well as each staff member's key credentials.

References – One (1) page maximum

Provide a minimum of three (3) relevant references, preferably for projects of similar scope and complexity. Include the names of the projects, location, completion date, project cost, and specific challenges; identify project team members and references for each project including telephone numbers and email addresses.

REQUEST FOR PROPOSAL SUBMISSION

Due to COVID-19, responses should be delivered electronically. To be considered, complete submissions must be received as a single PDF document to:

<https://www.dropbox.com/request/XcHLWfWUKo1nZn4W4Iz0>

Late responses will NOT be considered.

Hard copy submissions shall be submitted in an envelope clearly labeled with the solicitation number, Respondent's name, telephone number, and company name.

Electronic submissions shall be named with a form or portion of the firm's name as part of the document name.

The Respondent certifies that the response submitted has not been made or prepared in collusion with any other Respondent and the prices, terms or conditions thereof have not been communicated by or on behalf of the Respondent to any other Respondent prior to the official opening of this request. This certification may be treated for all purposes as if it were a sworn statement made under oath, subject to the penalties for perjury. Moreover, it is made subject to the provisions of 18 U.S.C. Section 1001, relating to the making of false statements.

Sales and Marketing material beyond the scope of this request will not be used to determine the award and is not desired. Each submission should be simply and economically prepared, providing a concise description of the Respondent's ability to perform the product or services requested. Emphasis should be on completeness and clarity of

content.

Submissions may be withdrawn by written request only if the request is received on or before the opening date and time.

Submissions not meeting these criteria may be deemed non-responsive.

GFIAA is not liable for any costs incurred by any prospective Respondent prior to the awarding of a contract, including any costs incurred in addressing this solicitation.

Each submission must be signed by a person authorized to sign contracts on the behalf of the Respondent. The name of the person signing must be followed by title.

REQUESTS FOR INFORMATION

Questions regarding this solicitation are to be submitted in writing to *purchasing@grr.org* prior to 5 pm on October 8, 2020.

GFIAA reserves the right to publish and respond to an inquiry, respond directly to the inquirer without publishing, or not respond to the inquiry at its sole discretion.

It is the Respondent's responsibility to become familiar with and fully informed regarding the terms, conditions, and specifications of this solicitation. Lack of understanding or misinterpretation of any portions of this solicitation shall not be cause for withdrawal after opening or for subsequent protest of award.

Addendums will only be published by the GFIAA Purchasing Department and available for review at www.flyford.org.

TERMS AND CONDITIONS

GFIAA reserves the right to require that its standard terms and conditions apply to any actual order placed in response to a Respondent's submission. No attempt to modify GFIAA's Standard Terms and Conditions shall be binding, absent agreement on such modification in writing and signed by GFIAA.

No payment shall be made to the Respondent for any extra material or services, or of any greater amount of money than stipulated to be paid in the contract, unless changes in or additions to the contract requiring additional outlay by the Respondent shall first have been expressly authorized and ordered in writing by contract amendment or otherwise furnished by the GFIAA.

The intent of these specifications is to promote a properly designed and all-inclusive response. Any requirements not in the specifications, but which are needed for such a response, are to be included in the submission.

The Respondent shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, marital status, or disability that is unrelated to the individual's ability to perform the duties of a particular job or position.

The Respondent shall observe and comply with all applicable federal, state, and local laws, ordinances, rules and regulations at all times during the completion of any contract with the GFIAA.

The terms of this request shall be interpreted, construed and enforced pursuant to the laws of the State of Michigan, and the Parties irrevocably consent to the jurisdiction of the federal and state courts presiding in Michigan.

The GFIAA is tax exempt and a regional airport authority organized under 2015 P.A. 95, being MCL 259.137 et. seq.

Vendor Representation and Warranty Regarding Federal Excluded Parties List: The Respondent acknowledges that the GFIAA may be receiving funds from or through the Federal Government; such funds may not be used to pay any Respondent on the Federal Excluded Parties List (EPLS). The Respondent represents and warrants to the GFIAA that it is not on the Federal EPLS. If the Respondent is in non-compliance at any time during execution or term of this agreement (including any extensions thereof), the Respondent shall be in breach and the GFIAA shall be entitled to all remedies available to it at law or equity, specifically including but not limited to recovery of all moneys paid to the Respondent, all consequential damages (including the loss of grant funding or the requirement that grant funding be returned), and attorney fees (including the costs of in-house counsel) sustained as a result of the Respondent's non-compliance with this warranty and representation.

Pursuant to the Michigan Iran Economic Sanctions Act, 2012 P.A. 517, by submitting a bid, proposal or response, Respondent certifies, under civil penalty for false certification, that it is fully eligible to do so under law and that it is not an "Iran linked business," as that term is defined in the Act.

Insurance requirements are posted on the Documents and Forms page of the GFIAA website within the Purchasing Terms and Conditions document

Termination For Cause: Should the respondent fail to perform the Work as required by and in accordance with the schedule or time requirements, or otherwise violate any of the terms set forth in the Solicitation Request, it shall constitute breach of the Contract. Other than in force majeure situations, Respondent shall have five (5) calendar days to cure a breach of the Contract (the "Cure Period") following issuance of GFIAA written notice. Failure to cure a breach of the Contract within said Cure Period shall allow the GFIAA to, without further notice to the Respondent, declare the Contract terminated and proceed with the replacement of the Respondent and the GFIAA shall be entitled to all remedies available to it at law or in equity including a claim against any required payment/performance bonds.

Termination Without Cause: Notwithstanding any other provision, at any time and without cause, GFIAA shall have the right, in its sole discretion, to terminate the contract by giving sixty (60) days written notice.

Although it is the intent to contract with one provider, the GFIAA reserves the right to contract with alternate sources if the Respondent is unable or unwilling to service its obligation, or it is deemed by GFIAA to be in its best interest to use alternate sources.

Assignment: Neither party shall assign or delegate any of its rights or obligations under this Agreement without the prior written consent of the other party.

Respondent warrants that they are an authorized provider of products or services of his/her submission.

MICHIGAN FREEDOM OF INFORMATION ACT

Information submitted in this solicitation is subject to the Michigan Freedom of Information Act and may not be held in confidence after the Respondent's submission is opened. A submission will be available for review after the project has been awarded.

GFIAA cannot assure that all of the information submitted as part of or peripheral to the Respondent's submission will be kept confidential. Any Respondent submission language designated as confidential is considered automatically invalid and void. GFIAA is subject to the Michigan Freedom of Information Act, which prohibits it from concealing information on or associated with responses, successful or unsuccessful, once they are opened.

EVALUATION, STATUS UPDATES/AWARD NOTIFICATION

The Authority reserves the right to request additional information it may deem necessary after the submissions are received.

As part of the evaluation process, Respondents may be requested to make an oral presentation, at the Respondent's expense, to an evaluation committee. Key staff to be assigned to this project must participate in this presentation unless otherwise waived by the Authority. The presentation may be followed by a question and answer session.

The Authority reserves the right at its discretion to waive irregularities of this solicitation process.

In the event of extension errors, the unit price shall prevail, and the Respondent's total offer will be corrected accordingly. In the event of addition errors, the extended totals will prevail, and the Respondent's total will be corrected accordingly. Respondent must check their submission where applicable. Failure to do so will be at the Respondent's risk. Submissions having erasures or corrections must be initialed in ink by the Respondent. Respondents are cautioned to recheck their submissions for possible errors.

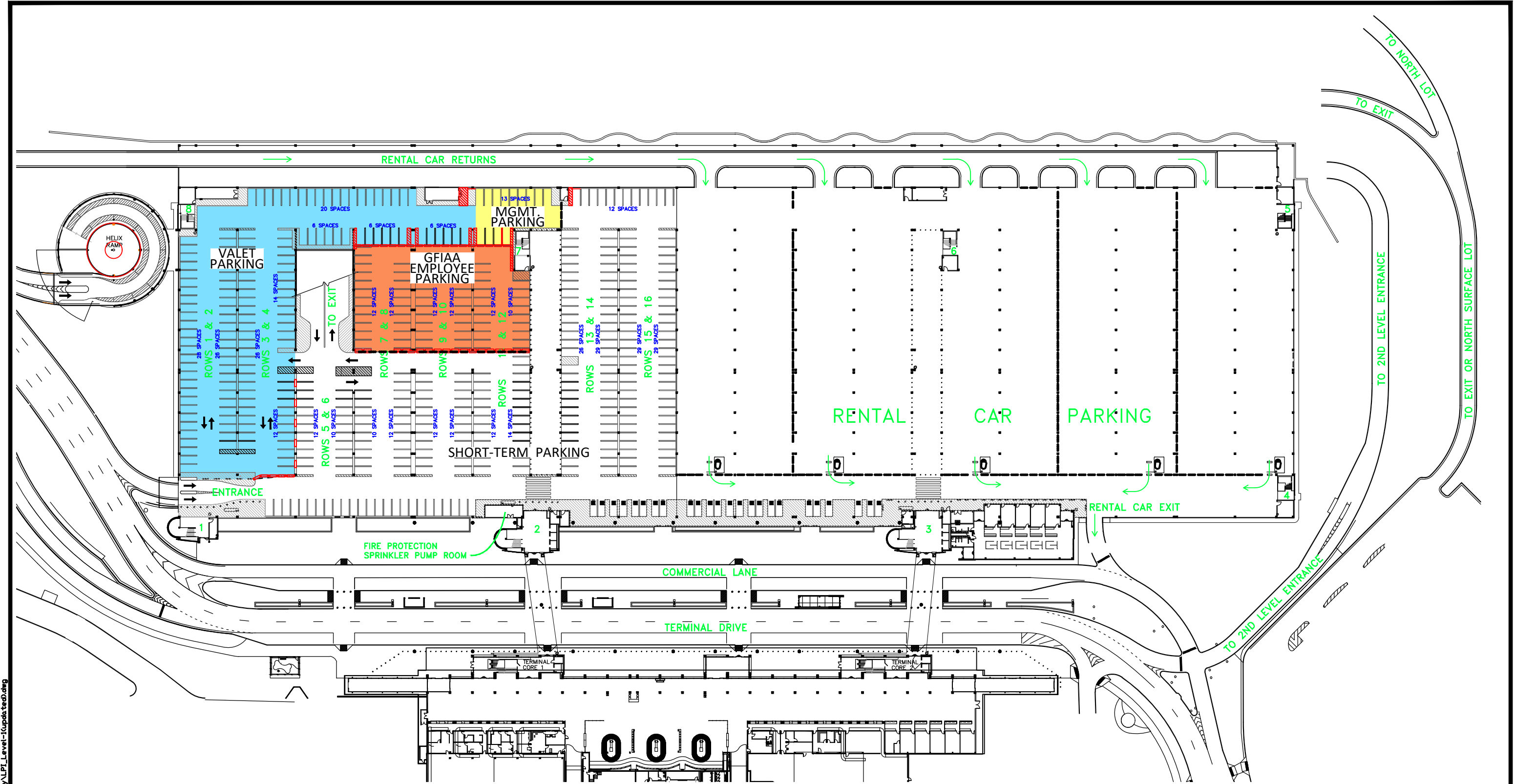
The Respondent shall not be allowed to take advantage of error, omissions or discrepancies in the specifications.

The Authority, at its sole discretion, reserves the right to award to the Respondent whose response is deemed most advantageous to the Authority. The Authority, at its sole discretion, shall select the most responsive and responsible Respondent and evaluate all responses based on the requirements and criterion set forth in this solicitation while reserving the right to weigh specifications and other factors in the award. The Authority reserves the right to reject any and all submissions as a result of this solicitation.

The Authority reserves the right to award by line item when applicable and to accept or reject any or all parts of a submission.

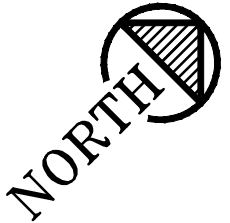
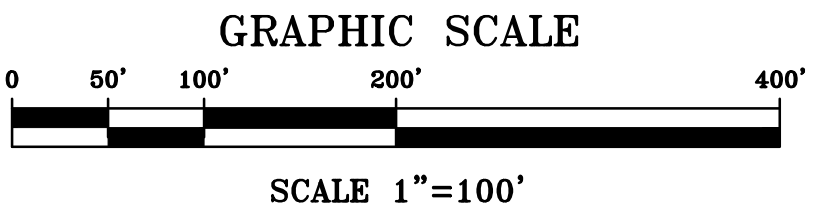
Accelerated discounts should be so stated at the time of submission. If quick-pay discounts are offered, The Authority reserves the right to include that discount as part of the award criterion. Prices must, however, be based upon payment in thirty (30) days after receipt, inspection, and acceptance. In all cases, quick-pay discounts will be calculated from the date of the invoice or the date of acceptance, whichever is later.

Award notifications are posted on the Authority website. It is the Respondent's responsibility to monitor the website for status updates.



268 SHORT-TERM PARKING SPACES
 144 VALET PARKING SPACES
 70 EMPLOYEE PARKING SPACES
 13 MANAGEMENT PARKING SPACES

LEVEL 1



LICENSE PLATE INVENTORY

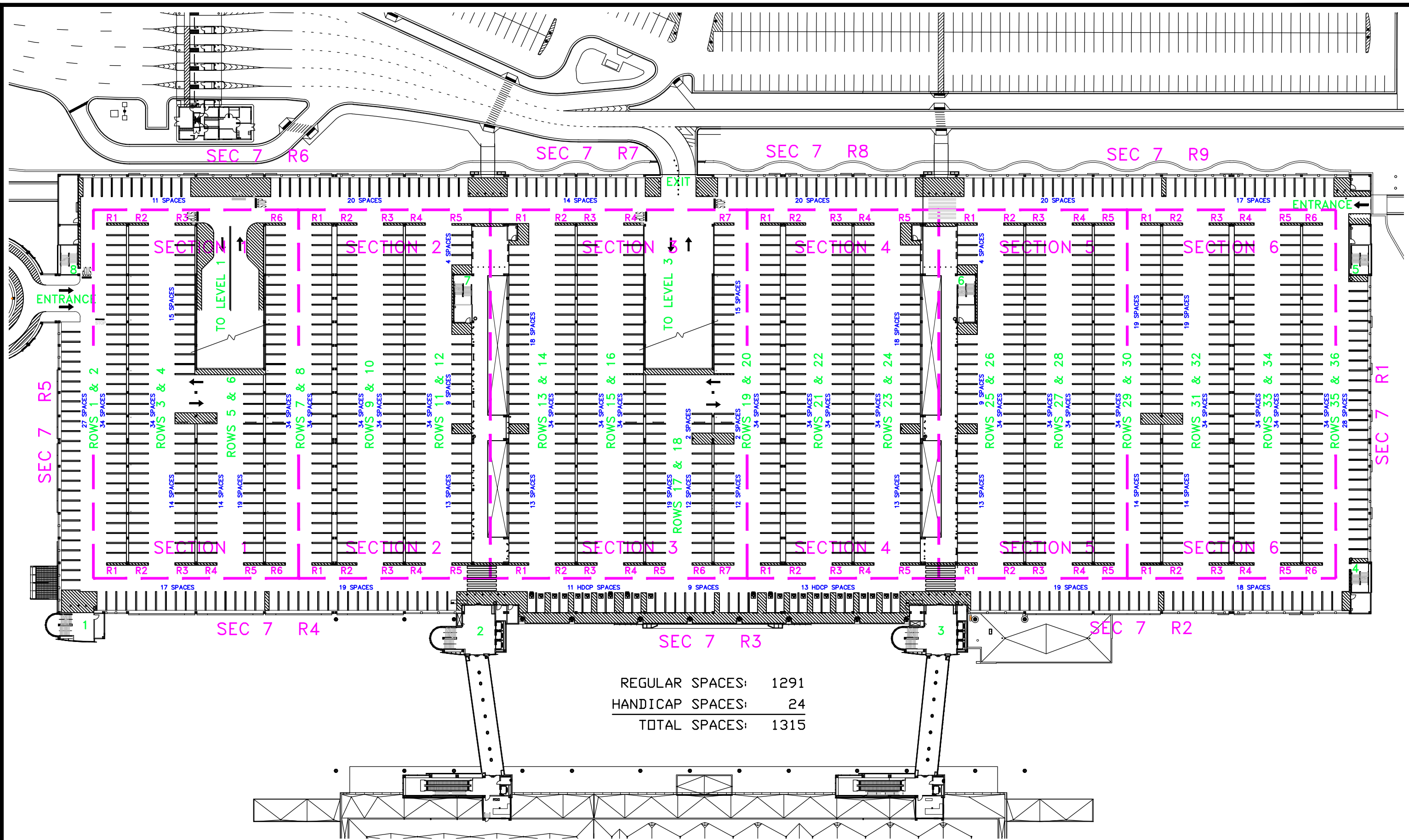


GERALD R. FORD INTERNATIONAL AIRPORT
 5500 44TH ST SE GRAND RAPIDS, MICHIGAN 49512
 GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY

LPI_Level-1(updated).dwg		
4.	02-15-18	SHT NO
3.	09-20-17	
2.	10-21-15	1
1.	11-12-09	RTS

I:\AUTOCAD\Parking_Dept\License Plate Inventory\LPI_Level-1(updated).dwg

G:\Facilities Management\Engineering\AUTOCAD\Parking_Dept\License Plate Inventory\LPI_Level-2\cupda.tbl.dwg



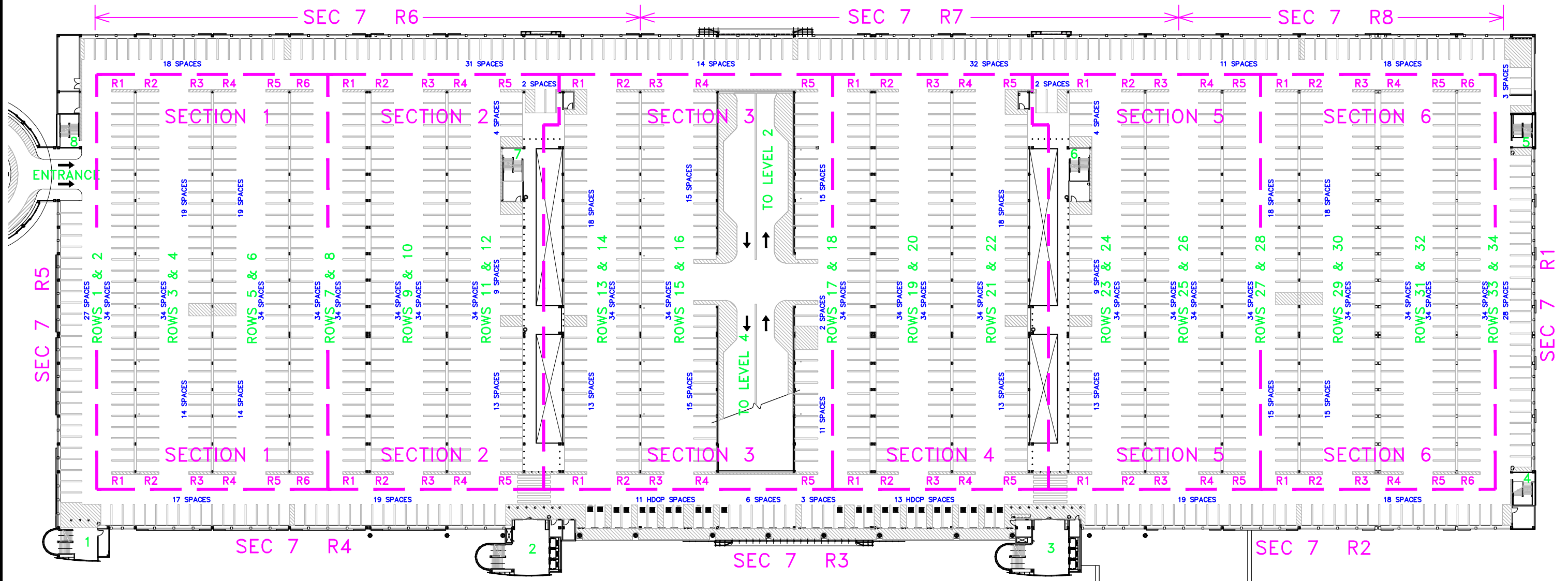
LEVEL 2 - LPI LAYOUT



GERALD R. FORD INTERNATIONAL AIRPORT
 5500 44TH ST SE GRAND RAPIDS, MICHIGAN 49512
 GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY

LPI_Level-2(updated).dwg	
4.	02-28-18
3.	09-21-17
2.	10-21-15
1.	04-14-10
DATE REVISED	RTS

SHT
NO
2



**1322 PARKING SPACES
+24 HDCP SPACES**

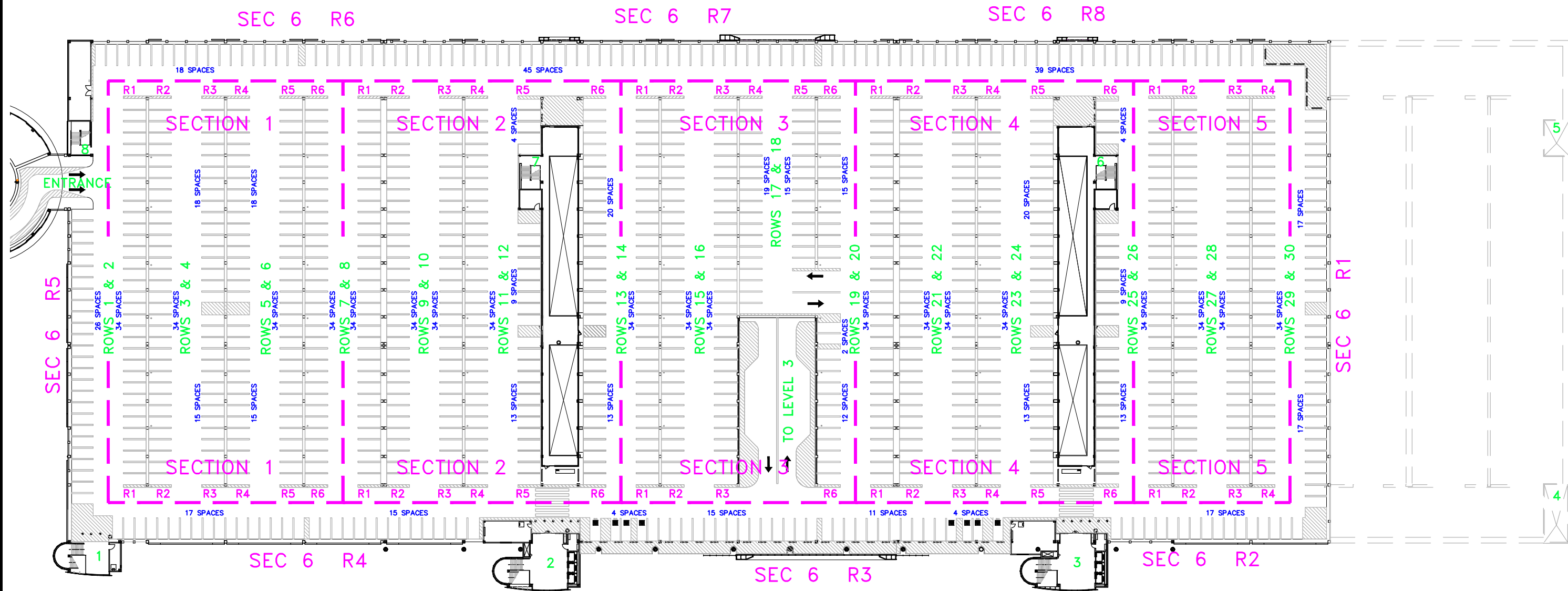
REGULAR SPACES:	1320
HANDICAP SPACES:	24
TOTAL SPACES:	1344

LEVEL 3 – LPI LAYOUT



GERALD R. FORD INTERNATIONAL AIRPORT
5500 44TH ST SE GRAND RAPIDS, MICHIGAN 49512
GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY

LPI Level-3(update-2016)		
4.	02-28-18	SHT NO
3.	09-20-17	
2.	09-15-16	3
1.	07-23-15	RTS
DATE REVISED		



REGULAR SPACES: 1130
 HANDICAP SPACES: 8
 TOTAL SPACES: 1138

LEVEL 4 - LPI LAYOUT



GERALD R. FORD INTERNATIONAL AIRPORT
 5500 44TH ST SE GRAND RAPIDS, MICHIGAN 49512
 GERALD R. FORD INTERNATIONAL AIRPORT AUTHORITY

LPI_Level-4(updated).dwg	
4.	00-00-00
3.	02-27-18
2.	07-23-15
1.	04-14-10
DATE REVISED	SHT NO
	4
	RTS