

**CITY OF MILWAUKEE**  
**Department of Public Works**  
**Request for Proposals (RFP) for Parking LPR System**  
**[Official Notice Number 48 – March 28, 2013]**

**1. Introduction**

The City of Milwaukee, Wisconsin (the City) desires a qualified, proven company to furnish, test, install and maintain a cost-effective, automated License Plate Recognition (LPR) System, including vehicle-mounted LPR equipment, for supporting its on-street parking enforcement and permit programs. The City is issuing this Request for Proposals (RFP) to solicit responsive proposals from qualified firms for furnishing the LPR System (as described in more detail below).

The purpose of this RFP is to identify and engage the most qualified, reliable and cost-effective vendor for meeting the City’s needs as set forth herein. It is organized into the following sections:

- Project Background – a brief description of the City’s relevant parking programs;
- Procurement Process – the City’s procurement approach for this project, including evaluation guidelines, and proposal submittal requirements;
- Project Requirements – the products and services required by the City from the contractor (or contractors) to meet the City’s needs; and
- Contract Management Principles – the City’s key contract terms and guidelines under which the contract will likely be executed and the LPR system acquired, installed and maintained.

This RFP also has three exhibits which every proposer must read, understand and follow. These exhibits—the Required Proposal Contents (Exhibit A), Anticipated Project Requirements (Appendix B) and City-Required Submittal Forms (Exhibit C)—are attached hereto.

**2. Project Background**

a. Overview – The City comprises numerous departments, including the Department of Public Works (DPW). DPW is responsible for several public services, including the City’s parking operations, and manages a comprehensive on-street public parking program, including on-street parking permit and parking enforcement programs. These programs are described in more detail below.

b. Operating Highlights – Through its Administrative Services Division, DPW oversees the Parking Fund (an enterprise fund) and manages the City’s parking programs. As shown in the table below, 120 positions are assigned to DPW’s Parking Fund operation.

**Parking Employees by Organizational Unit**

Organizational Unit	Positions	Percent
Parking Enforcement	71.0	59.2%
Parking Information Desk	14.0	11.7%
Towing & Impound	25.0	20.8%
Parking Meters	4.0	3.3%
Parking Administration	6.0	5.0%
Total Staffing	120.0	100.0%

Over fifty-nine percent (59%) of DPW’s parking employees are assigned to parking enforcement. On a 24/7 basis, the Parking Enforcement Officers (PEOs) enforce parking regulations and issue parking citations<sup>1</sup>. The Parking Enforcement Unit has 64 PEOs and lead PEOs (also known as Parking Checkers) and 7 supervisors working 3 shifts with 6 different start times. The third shift, which has staggered start times of midnight and 1 am, is the largest shift with about 25 PEOs.

The Parking Information Desk (PID) employees handle complaints, inquiries, parking permits and tow dispatches, also 24/7. The Tow Lot serves the public during normal business hours (including Saturday) and facilitate tows 24/7. Other DPW employees administer parking meters and facilities. DPW out-sources several parking functions, including off-street parking, vehicle towing and citation processing.

DPW is the lead City agency for this RFP, but two other City agencies are involved with parking. The Milwaukee Police Department (MPD) issues manual parking citations and houses the City’s automated permit and payment centers<sup>2</sup>. The City Attorney’s Office, through its Ordinance Enforcement Division, prosecutes parking citations. The City’s citation processing contractor, Duncan Solutions (DC), also will be involved with the implementation of the LPR System.

As shown below, on-street parking revenues exceeded \$32.5 million in 2012, of which about sixty-two percent (62%) were generated by parking citations and eleven percent (11%) by parking permits.

**Summary of On-Street Parking Revenues by Year**

Revenue Source	2010 Actual	2011 Actual	2012 Actual	2012 Percent
Parking Meters	\$4,878,490	\$4,709,214	\$4,741,204	13.2%
Parking Citations	25,094,491	23,097,923	22,144,710	61.8%
Parking Permits	3,927,789	3,879,683	3,876,273	10.8%
Towing/Disposal	4,266,101	5,491,061	5,048,982	14.1%
Total Revenues	\$38,166,871	\$37,177,881	\$35,811,169	100.0%

Note: 2012 revenue data is estimated and unaudited.

Since 2010, overall on-street parking revenues have fallen. Parking citation revenues, the largest revenue source, have decreased by nearly twelve percent (12%). Only vehicle towing/disposal revenues have increased during the same time period. Still, the City’s General Fund received over \$20.4 million in net operating income from the Parking Fund in 2012.

c. Parking Enforcement Program – DPW operates the City’s parking enforcement program in conformance with applicable state laws and local ordinances<sup>3</sup>. Under Chapter 101 of the City’s Traffic Code, DPW may erect parking signs, designate parking zones and take other reasonable measures to control access and maximize the availability of on-street parking spaces.

The City’s parking violation fine structure, which is periodically modified by the Common Council, provides for parking citation fines ranging from a low of \$20.00 for night parking permit violations to a high of \$200.00 for disabled parking zone violations. The fine for restricted parking time zone violations is \$25.00. The City’s most frequently-levied parking violation fines are posted on the DPW parking website ([www.Milwaukee.gov/parking](http://www.Milwaukee.gov/parking)).

<sup>1</sup> About ten percent (10%) of the Parking Enforcement employees are managers and supervisors.

<sup>2</sup> In 2000, the Common Council consolidated all parking operations under DPW.

<sup>3</sup> The Common Council approves all local parking ordinances.

In 2012, the City issued 778,288 parking citations, of which DPW issued just over ninety-eight percent (98%) and MPD issued less than two percent (2%)<sup>4</sup>. In contrast, DPW only issued eighty-three percent (83%) of total parking citations in 2003. DPW issues parking citations using automated, mobile Ticket Issuance Devices (TIDs) and MPD issues manual citations. DPW downloads parking citation data from the TIDs<sup>5</sup>, but MPD still enters citation data manually. The PEOs rely heavily on a fleet of fifty-six (56) enforcement vehicles<sup>6</sup>, issuing about ninety percent (90%) of citations (and nearly all night permit citations) from parking enforcement vehicles.

As shown in the table below, night parking violations, which include night permit violations, accounted for nearly fifty-seven percent (57%) of all parking citations issued in 2012, only slightly more than in 2003.

**Parking Citations Issued by Violation Type & Year**

Violation Type	2010	2011	2012	Percent
Night parking violation	501,940	518,330	513,328	56.6%
Parking meter violation	153,298	139,857	120,713	13.3%
Restricted time violation	74,560	62,675	57,679	6.4%
Other parking violations	196,479	211,484	214,703	23.7%
Total	926,277	932,346	906,423	100.0%

In 2012, ninety-three percent (93%) of parking citations were issued to vehicles registered in Wisconsin. In-state residents are subject to registration holds on their vehicles if a citation remains unpaid after fifty-eight (58) days, and can have their state tax refunds withheld for outstanding parking citations totaling \$40.00 or more<sup>7</sup>. Most parking citations issued to out-of-state vehicles are for residents of Illinois and Minnesota. The City’s citation processing contractor lists out-of-state scofflaws with credit bureaus.

State law prohibits municipalities from towing or booting parked vehicles for unpaid parking citations. Thus, the City cannot tow or boot a car merely for being a scofflaw<sup>8</sup>. However, the City can tow parking scofflaws if their vehicles also are illegally parked. If the State enacts modern legislation allowing the towing and booting of parking scofflaws, the City could use LPR technology to support the expansion of this function.

State law<sup>9</sup> distinguishes moving and nonmoving violations. Moving violations are issued to individuals and automatically assigned a court date, but nonmoving citations are issued to vehicles and not automatically assigned a court date<sup>10</sup>. If the City employs LPR technology for mailing citations in lieu of affixing a citation to a vehicle, it won’t need statutory changes. However, the mailed citation will constitute the first notice and the City will have to modify its late payment policies and procedures.

**d. Parking Permit Program** – City law establishes night and day parking permit programs. Each year, the City sells about 160,000 night parking permits. The actual number of day parking permits is unknown. About twenty-six percent (26%) of all night permits sold are annual permits and seventy-four percent

<sup>4</sup> The City Housing Authority issues a few parking citations.

<sup>5</sup> Most citation data is sent wirelessly to a database shortly after citation issuance and other data (e.g., photos) are downloaded at shift end.

<sup>6</sup> The Parking Enforcement vehicles are small, right-hand drive Chrysler jeeps designed for on-street enforcement.

<sup>7</sup> Such scofflaws must be certified with the Wisconsin Tax Intercept Refund Program (TRIP).

<sup>8</sup> Scofflaws are defined as vehicles with at least two unpaid citations for over thirty (30) days.

<sup>9</sup> Wisconsin General Statutes §345.28.

<sup>10</sup> Only those persons contesting nonmoving citations receive a scheduled court appearance.

(74%) are four-month permits. The volume of night parking permits increased from 120,000 in 2003 to 201,000 in 2007, but fell in 2012 due to the substitution of four-month permits for quarterly permits.

The night parking permit program, which prohibits parking without a permit on City streets between 2:00 AM and 6:00 AM (Monday to Saturday), offers three distinct permits (see table below).

#### Summary of On-Street Night Parking Permits

Ord. No.	Permit	Primary Customers	Frequency	Fee
§81-85 / §101-27	General	For residents who lack adequate off-street parking & park on-street or on municipal lot	Annual & four-month	\$55/year & \$20/4 months
§81-85 / §101-27	Disabled	For disabled residents with state-issued disability permits who park vehicles on-street	Annual	No fee
§81-85 / §101-27	3 <sup>rd</sup> Shift Worker	For late night workers without adequate employer-provided off-street parking who park vehicles on-street (requires employer letter)	Annual	No fee

Note: The annual fee is pro-rated on a four-month basis after the first four months.

City residents must display the night parking permit on their vehicle<sup>11</sup>. Residents who do not possess an annual or four-month night parking permit can obtain temporary night parking permission if requested before 1:00 AM (Monday through Saturday) for up to three days within a thirty-day period.

The City sells most night parking permits at nine self-serve payment kiosks inside six MPD district stations<sup>12</sup>. It also sells permits online and at the tow lot and violation bureaus<sup>13</sup>. MPD manually issues the night disabled and 3<sup>rd</sup> shift worker parking permits, but the City maintains the data on a night parking permit database. The PID downloads all night parking permits into the TIDs. The City experiences its highest permit sales volume around January 1<sup>st</sup> (when annual and four-month permits are sold) and relatively high volume around May 1<sup>st</sup> and September 1<sup>st</sup> (when four-month permits are sold)<sup>14</sup>.

The City also offers three types of day parking permits to enable qualified residents to exceed the daytime parking time limits within the designated zone for each permit, as follows:

#### Overview of On-Street Daytime Parking Permits

Ord. No.	Permit	Primary Customers	Frequency	Fee
§81-86 / §101-27	Non-Conforming Use	For owners of homes built pre-1970 with inadequate off-street parking per zoning code on residential block (up to 1 vehicle permit per household)	Annual & four-month	\$10/year & \$3/quarter
§81-87 / §101-27	Commuter-Impacted Area	For owners of homes in designated areas where over 20% of daytime parked vehicles are not from neighborhood (up to 1 vehicle permit per household)	Annual	No fee
§81-86 / §101-27	Residential Preference Permit (RPP)	For permanent residents of approved blocks in Univ. of Wisc.-Milwaukee (UWM) area on one side of residential block (up to 2 permits per household)	Annual	No fee

<sup>11</sup> Each 3x3 parking permit must have a valid identification number (linking to vehicle) and expiration date, and be affixed on the rear window.

<sup>12</sup> The kiosks, which also can handle citation and utility bill payments, are popular because they located at police stations, open 24x7 and accept cash, but peak period wait times can be long and kiosk maintenance costs high.

<sup>13</sup> On-line sales are up from 9% to 24% just in the last year, but require a credit card and a \$2.25 on-line service fee.

<sup>14</sup> The City starts selling permits on the 20<sup>th</sup> of the preceding month.

Qualified residents must obtain the permits from their local police district station. MPD manually issues all daytime parking permits in person. For RPP permits, the City's contractor maintains an automated permit database, coordinates permit data entry and controls database access. For RPP permits, the PID may authorize designated guests and service contractors to park near the RPP holder's residence, but this data must be downloaded daily into the database.

e. Suspect Vehicle Program – The City, led by MPD, tracks a wide variety of suspect vehicles, including stolen vehicles, vehicles with expired registrations and other vehicles of interest. In performing this role, MPD deploys an LPR system<sup>15</sup>, equipping up to ten police vehicles with surveillance cameras. MPD uses the National Crime Information Center (NCIC), an automated index of criminal justice data<sup>16</sup> that is accessible to all law enforcement agencies at all times. MPD, as an authorized criminal justice agency, makes inquiries and gains access to data about crimes and criminals and uses this national data to help identify stolen vehicles, retrieve stolen property, locate missing persons and apprehend fugitives. This data is especially useful for vehicle registration checks and other traffic stops.

f. Technology – Through this RFP, DPW will acquire and install an LRP System for capturing images of parked vehicles, scanning LP numbers, identifying parking violators and linking parked vehicle data to other databases (e.g., permits, scofflaws and stolen vehicles).

An LPR system, sometimes referred to Automated License Plate Recognition (ALPR) technology, typically comprises several elements in the parking environment, including vehicle-based cameras and software for detecting, capturing and enhancing LP images, processing software (usually vehicle-based) for translating image/character reads to useful parking data and an automated platform for transmitting, displaying and managing LP data. However it is ultimately configured, the proposed LPR System will be but one step in a series of technological enhancements supported or envisioned by the City.

In recent years, DPW has worked with its citation processing contractor to automate the parking citation process and make other improvements to its parking permit and enforcement programs. The City's parking technology platform includes the following relevant elements:

- Parking permit processing – an on-line, real-time parking permit processing system for most permits;
- Parking citation issuance – TIDs<sup>17</sup> for issuing citations, downloading citation data, uploading other databases and enforcing multi-space parking meters<sup>18</sup>;
- Parking citation management – a citation management system (furnished by DS) for processing parking citations, payments and notices and scheduling disputes;
- Other citation management – an automated database for supporting non-parking violation inquiries;
- Violation bureaus – a point-of-sale cashiering system for accepting, processing and recording permit and citation payments;
- Tow Lot – a point-of-sale cashiering system for accepting, processing and recording permit, citation, towing and vehicle storage payments;
- Kiosks – automated, self-serve centers maintained by DS at MPD stations for facilitating the automated issuance of parking permits and payment of citations; and
- Other payment modes – an automated 24/7 Interactive Voice Response (IVR) system for handling customer inquiries and processing citation payments by telephone and online.

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<sup>15</sup> MPD acquired a PIPS LPR system from Federal Signal (formerly Federal APD).

<sup>16</sup> NCIC data includes stolen property, criminal record history, missing person and fugitive data.

<sup>17</sup> The City's current TIDs are AutoCite units from Duncan Solutions (DS), its citation processing vendor.

<sup>18</sup> The TIDs pull expired meter data from the Luke multi-space meters (Digital Payment Systems).

All applications are integrated via servers and linked to the City’s technology platform via the City’s fiber optic network. DS maintains two data centers and links its applications through a private secured network. The City has other systems that are relevant to this RFP, such as MPD’s Stolen Vehicle database. Finally, the City has an enterprise-wide technology platform comprising a fiber optic network, telecommunications system and Oracle database.

g. Other Issues – DPW, subject to budgetary constraints, continues to implement upgrades and enhancements to its permit and parking enforcement programs. For instance, to strengthen scofflaw efforts, DS processes state vehicle registration holds. The City will continue exploring system upgrades and other productivity enhancements for its permit and parking enforcement programs, including measures to expedite legally-parked scofflaw booting and towing, streamline the citation review process and improve the integration of citation and adjudication processes. The LPR System, once in place, could help support some of the above initiatives.

### 3. Procurement Process

a. Overview – The City is employing a rigorous competitive process for soliciting proposals from qualified vendors. Its goal is to engage an LPR software firm with the optimum blend of capabilities, products and value for meeting the City’s needs. DPW will supervise the procurement process and execute a contract with the selected vendor. Each proposer must attain a full understanding of the City’s requirements, including the procurement process, and fully comply with all terms and conditions as outlined herein.

b. Evaluation Factors – The selected vendor must demonstrate its ability to serve the City’s best interests. In making this determination, the City will employ the evaluation criteria and factors outlined below:

#### Evaluation Criteria & Related Evaluation Factors

Criteria	Related Evaluation Factors	Weight
Firm capabilities	Overall capacity of the firm to meet City needs, as reflected by such factors as: <ul style="list-style-type: none"> <li>▪ Firm stability, parking LPR market focus &amp; City policy/goal commitment</li> <li>▪ Breadth, depth &amp; relevance of experience providing comparable products &amp; services</li> <li>▪ Quality of prior performance (as reflected by relevant, recent client references)</li> </ul>	15%
Project team capabilities	Overall capacity of project team to meet City needs, as reflected by such factors as: <ul style="list-style-type: none"> <li>▪ Credentials, integrity &amp; compatibility of proposed project manager</li> <li>▪ Breadth, depth &amp; relevance of other staff expertise</li> <li>▪ Quality of key team members’ prior performance (as measured by client references)</li> </ul>	15%
Product features	Proven ability of proposed products to meet City needs, as reflected by such factors as: <ul style="list-style-type: none"> <li>▪ Product reliability, durability &amp; functionality (e.g., alignment of features with defined City needs for time zone enforcement, scofflaws, suspect vehicles &amp; permitting)</li> <li>▪ Suitability of products for City’s current parking technology environment</li> </ul>	30%
Service approach	Creativity & responsiveness of firm’s proposed approach, as measured by such factors as: <ul style="list-style-type: none"> <li>▪ Scope, thoroughness &amp; timeliness of proposed implementation plan</li> <li>▪ Scope, thoroughness &amp; reliability of proposed warranty &amp; maintenance program</li> <li>▪ Overall prospects of success for improving permit &amp; enforcement programs</li> </ul>	15%
Value	Overall cost-effectiveness of the proposed services, reflecting such factors as: <ul style="list-style-type: none"> <li>▪ Short-term affordability of proposed acquisition &amp; implementation costs</li> <li>▪ Long-term costs &amp; benefits of proposed service approach</li> </ul>	25%

Note: Submittals will be evaluated more favorably the extent to which they meet the above criteria & factors (e.g., those offering greater stability, LPR market focus & commitment to using local, small, woman-owned or minority-owned service subcontractors).

Since the City cannot predict the number of proposals that it will receive, it reserves the right to employ certain minimum criteria to identify vendors that it believes, in its sole judgment, are best qualified to meet its needs and thereby merit further consideration. Those threshold criteria are:

- Recent experience successfully furnishing and implementing mobile LPR technology to at least three comparable municipal clients for supporting on-street parking enforcement and permitting programs;
- Proven ability of the proposed LPR system to meet the City's most vital needs (e.g., restricted time enforcement, scofflaw identification, paperless permitting and suspect vehicle identification);
- Commitment and capability to install a turnkey LPR system in accord with the City's schedule; and
- Proven ability to service, maintain and upgrade the LPR system for at least five years.

After evaluating all proposals in an objective and thorough manner, the City will negotiate a contract with the firm that most fully satisfies the City's evaluation criteria.

c. Process Description – The competitive procurement and contract negotiation process employed by the City will comprise the tasks listed below.

- RFP – the City shall issue an RFP to qualified vendors by March 28, 2013;
- Vendor inquiries – all interested vendors shall submit any questions, along with a letter evidencing their intent to propose, to DPW no later than 4:00 pm CDT on April 19, 2013;
- Proposal – all interested vendors shall submit a signed proposal to DPW in accord with the requirements set forth herein by 4:00 pm CDT on April 30, 2013;
- Evaluation – the City shall evaluate vendor proposals, conduct client reference checks and select finalists for further presentations no later than May 15, 2013;
- Finalists – as needed, the City will conduct finalist presentations by May 30, 2013 (these presentations may include a demonstration of the finalist's ability to meet the City's requirements),
- Award – the City will select a vendor for contract negotiations no later than June 3, 2013;
- Contract – the City will execute a contract with the recommended vendor with which it has consummated successful contract negotiations by June 12, 2013; and
- Implementation – the Contractor shall install the LPR System for testing by July 15, 2013, ensure its full functionality and operability by August 5, 2013 and obtain the City's final acceptance of the LPR system in time by August 20, 2013<sup>19</sup>.

All interested vendors shall comply with this process. If the City deems it necessary to alter the procurement process, revise the RFP or provide other relevant data, DPW will furnish RFP addenda to all interested vendors who have complied with the procurement process guidelines as set forth herein.

Interested vendors must direct any inquiries about this RFP to the attention of Cindy Angelos, DPW's Parking Financial Manager, by telephone (414-286-2404), email (cindy.angelos@milwaukee.gov) or regular mail (841 North Broadway, Room 501, Milwaukee, WI 53202). DPW will answer any questions of general interest in writing or by email. Only DPW's written answers will be binding upon the City.

An Evaluation Committee will review the proposals, and evaluate them in accord with the City's evaluation criteria. The Evaluation Committee, which reserves the option to recommend up to three finalists for final interviews, will then recommend one firm that best meets the City's criteria. The final interview phase will likely include a formal presentation, for which the City may require finalists to

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<sup>19</sup> The City may designate a later date, but it plans to use the LPR system to support night permit sales beginning on August 20, 2013.

demonstrate sample products. All sample products must be delivered, demonstrated and removed at the Contractor's sole cost. The City shall not be responsible for such samples. DPW will then negotiate a contract with the top-ranked proposer. If DPW is unable to execute a contract with the top-ranked proposer, it will negotiate a contract with the next highest-ranking proposer.

d. Submittal Requirements – Each vendor must submit six (6) copies of its proposal—one in electronic format and five in hard copy format. Proposers must send the electronic version via email to Cindy Angelos, the Parking Financial Manager, at [cindy.angelos@milwaukee.gov](mailto:cindy.angelos@milwaukee.gov) and the printed proposals by US mail to Attn: Contract Section, Department of Public Works, Room 506, Municipal Building, 841 North Broadway, Milwaukee, WI 53202. The proposals sent by regular mail shall be legibly printed in black ink and enclosed in an envelope labeled **City of Milwaukee LPR System Proposal-Official Notice 48**. At least one of the hard copy proposals must have original signatures.

Each proposal shall be organized and prepared in accord with the following format:

- Cover letter – commitment to meeting City's needs and key proposal highlights;
- Corporate capabilities – description of vendor's relevant organizational qualifications;
- Project team – description of vendor's proposed project team;
- Product plan – description of proposed products and how they will fulfill the requirements;
- Service plan – description of proposed implementation and maintenance services, including schedule by phase, delivery schedule, installation schedule, testing methodology, training program, warranty coverage for the first year and maintenance services for up to five years thereafter;
- Costs – full, itemized costs of the proposed products and services; and
- Attachments – all City-required procurement forms using the City-specified format (e.g., non-collusion affidavit) and any other vendor attachments (e.g., corporate marketing materials).

The contents required for each section are set forth in Exhibit A. Vendors should keep their submittals concise, using the page limits for each proposal section noted in Exhibit A.

The anticipated specifications are outlined in Exhibit B. A vendor need not meet all City specifications noted in the RFP, but it must disclose any exceptions to such specifications in its proposal. Otherwise, the City will assume that the vendor intends to meet all specifications. In addition to offering products and services called for in the RFP, vendors may propose options that they believe could benefit the City. If a vendor desires to offer options, it should fully explain those options, including any costs, implementation barriers and other advantages and disadvantages for such options.

Vendors must complete, sign and return all City-required procurement forms, including the forms set forth in Exhibit C, and may be required to sign and return addenda with their proposal. Vendors may attach readily-available materials (e.g., marketing brochures, product brochures, user guides and training manuals) to their proposals.

e. Cost Information – Each proposal must include all costs to be charged the City for the acquisition, installation and maintenance of the products required by the City. In providing this data, each vendor should present the following cost elements:

- Acquisition costs - a schedule of unit costs associated with providing and delivering the proposed LPR system, and all components required to ensure its full operability, to the City, including the costs of any warranty for the first year, plus a proposed not-to-exceed total system cost;

- Implementation costs - all costs associated with installing the LPR system, integrating it with the City's existing technology and business processes, modifying the LPR system to meet the City's needs and ensure compatibility with the City's citation processing vendor's systems and training the City's staff to become knowledgeable and adept at operating and using the LPR system, and;
- Service costs - any costs associated with servicing and maintaining the LPR system for four years (expressed in average annual costs) after the expiration of the warranty, including a pricing schedule for making City-requested system modifications.

Every vendor will be expected to include in its proposals any and all costs reasonably expected to be incurred by the vendor and charged to the City in order for the vendor to meet its contractual obligations to the City. Vendors may offer alternative cost structures for making system updates.

f. Other Submittal Issues – To respond to this RFP, firms must obtain a full understanding of the City's needs. The City will notify all vendors who indicate their intent to submit a proposal of any changes to the RFP or procurement process. All proposals will remain valid for a period of at least 180 days following the submission deadline, and all materials submitted shall remain the City's property. No proposal will be deemed complete and responsive unless it is submitted in accord with these guidelines.

The City does not require a proposal bond, but each vendor is solely responsible for all costs it incurs during the procurement process. This RFP does not constitute a commitment by the City to award a contract or pay any procurement process costs. The City reserves the right to reject any or all submittals, including those it deems non-responsive<sup>20</sup>, waive any proposal defects, alter or delay the procurement process (or waive any irregularities therein), accept or reject any subcontractor and approve or reject any alternative or combination of alternatives. The City may select any vendor whose proposal is, in its exclusive judgment, in the City's best interests.

#### **4. Project Requirements**

a. Overview – The City has several objectives for this project, including the following:

- Optimize the effectiveness of the on-street parking enforcement program and deployment of parking enforcement resources for all violations (including restricted time zone violations);
- Improve the efficiency of the on-street parking permit program and ensure superb customer service for all residents seeking on-street parking permits;
- Support the City's law enforcement strategies for suspect vehicles; and
- Strengthen the City's overall public parking system, including the Parking Fund's performance.

The City will select one firm<sup>21</sup> to furnish and install an LPR system for its on-street parking enforcement and permitting programs, and to maintain that system after installation. The initial contract term shall be about sixty-three (63) months<sup>22</sup>, but the contract may be extended for servicing purposes for one additional five-year period, subject to mutual agreement. The Contractor will be responsible for all subcontractor products or service as well as all third party software.

<sup>20</sup> Submittals may be deemed responsive for such reasons as non-compliance with the RFP, collusion, disbarment, public sector contract default or an unsatisfactory performance record.

<sup>21</sup> The City may select a joint venture, but one firm will have to have lead responsibility for the contract.

<sup>22</sup> Starting with the date of execution, the contract should allow at least three months for implementation and acceptance, one year for the warranty period and four years for the maintenance period.

**b. Desired System** – The City will engage a Contractor to furnish, install and maintain an automated LPR system, including mobile vehicle-mounted units, in accord with the requirements set forth herein and the contract terms (including the City’s requirements). The City anticipates that this system will support thirty (30) parking enforcement vehicles and be fully integrated with the City’s citation processing system.

**Summary of Desired LPR System Components**

<b>System Component</b>	<b>Units (Qty.)</b>	<b>Representative LPR System Component Features &amp; Characteristics</b>
Camera	30-60	Rugged, mobile vehicle-mounted surveillance units that capture infrared images of vehicles & vehicle LPs; all-in-one unit design with camera, infrared illuminator image enhancement technology & image analyzer
LP detection software	30	Vehicle-based application software for scanning each camera’s field of view for vehicle LPs & helping camera capture desired images & resolution
Vehicle processor	30	Vehicle-based unit with integrated components (e.g., monitor, speaker, interface board, OCR software, algorithms & processing software) for reading images, translating image/character reads & sending useful parking data to system
Back-office LPR system	1	<ul style="list-style-type: none"> <li>▪ Application software for managing captured data, analyzing images, displaying results, transmitting to other applications &amp; controlling system</li> <li>▪ Computer (Windows or Linux-based) for operating LPR application &amp; other hardware (e.g., input/output boards) for linking external devices</li> <li>▪ Local or remote database for recording, compiling, aggregating, organizing, storing &amp; transmitting captured data (e.g., LP image &amp; alphanumeric data)</li> </ul>

Note: City’s one-way streets may require a dual camera design or multiple cameras per vehicle; the number of camera units will likely depend in part on the proposed camera design.

The LPR system must enable City personnel at all times to quickly and easily access, navigate and cross-reference multiple parking data platforms, including the City’s citation processing system. To that end, the City expects to fully control the LPR system, and all system components, by virtue of an ownership, leasing or licensing arrangement with the Contractor (as specified in the contract).

DPW has defined several requirements for the LPR system. These requirements, which are summarized below and listed in Exhibit B, include: 1) Operational, 2) Implementation and 3) Service. The City will assume that the Contractor shall fulfill the initial requirements set forth in Exhibit B in a manner acceptable to the City except to the extent the Contractor specifies otherwise in its proposal.

**c. Operational Requirements** – The LPR system must support the operation of the City’s parking enforcement and on-street parking permitting programs as well as aid MPD efforts to identify and retrieve suspect vehicles. The Contractor will equip DPW’s parking enforcement jeeps with the requisite LPR technology to identify scofflaws, stolen vehicles, time restriction violators and permit program violators and satisfy the City’s other operational requirements. These requirements are highlighted below.

First and foremost, the LPR system must ensure accurate, reliable LP recognition and reads. The City expects LP capture rates of at least ninety-eight percent (98%) and accuracy rates of at least ninety percent (90%) of captured LPs. The Contractor must provide a standard protocol for measuring such performance rates and offer viable means for improving these performance rates and overcoming likely performance issues. The Contractor also must provide all software upgrades and other system updates to the City<sup>23</sup>. All data captured or produced by the LPR system will be owned by the City.

<sup>23</sup> The City prefers that such upgrades be provided at no charge during the duration of the contract.

The LPR system must fully support the City's parking enforcement program and expedite the City's efforts to improve its efficiency (e.g., minimize duplicate data entry and processing steps). For instance, LPR technology must enable PEOs to use vehicle-mounted and other mobile technology to scan the LPs of parked vehicles, read LP data, identify any vehicles violating parking regulations, including those vehicles violating parking zone time restrictions, navigate other applications and issue accurate parking citations. LPR technology must enable PEOs to immediately determine parking permit status and identify parking scofflaws. PEOs must be able to scan the LPs of parked vehicles from a reasonable distance (not block traffic) and still obtain good reads and high-quality images under all light conditions (e.g., day and night).

The LPR technology must have the capabilities to effectively support the City's various parking permitting programs, including all night and day parking permit programs. For example, the LPR system must position the City to adopt a fully paperless on-street parking permitting program. With a paperless permitting system, the City will be able to approve and issue on-street parking permits for vehicles without requiring residents to purchase a permit decal and affix it to their vehicles. Since the day permit process is manual and administered by the MPD, the LPR system could be used to enhance it at a later date. Ultimately, the LPR technology should facilitate the City's efforts to make the permit process more customer-friendly and thereby reduce permit-related complaints.

The new system also must enable DPW to enforce permit violations (e.g., identify vehicles violating the night parking permit program, that is, lacking the required permit) merely by scanning LPs and matching LPs to a list of authorized permit holders. In other words, PEOs will be able to identify vehicles that lack on-street parking permits (the *Invalid Permit List* or IPL) merely by scanning vehicles from their vehicles. Through the LPR interface, the PDAs will alert PEOs if the scanned vehicle lacks a valid permit and should receive a parking violation. In short, LPR technology will enable PEOs to immediately detect vehicles not on DPW's approved parking permit and permissions lists and issue a parking citation (permit violation), and ensure that vehicles with valid permits are neither cited nor towed.

Finally, the LPR system must support the City's suspect vehicle identification efforts. For instance, it must enable PEOs to use vehicle-mounted technology to scan the LPs of parked vehicles, automatically read LP data, immediately match the LP data against a MPD-furnished database (e.g., Suspect Vehicle List), identify stolen vehicles and other suspect vehicles, and support any City-approved measures for processing the suspect vehicles. The Suspect Vehicle List (SVL) also should include unregistered LPs. As permitted, the MPD-furnished SVL should reflect vehicles derived from the NCIC database.

d. Implementation Requirements – The Contractor shall provide a thorough plan for implementing the new system, including all phases required to ensure the successful turnkey operation of the new LPR system (e.g., delivery, documentation, installation, testing, training and final acceptance). The Contractor's implementation plan shall include tasks, task assignments, milestones and scheduled start/completion dates. This plan must address all issues required by the City to ensure a successful implementation. The Contractor shall obtain the City's approval of its implementation plan within five business days of contract execution.

The Contactor shall deliver all required system components in accord with the implementation plan and bear responsibility for all delivery costs. Upon delivery of the system, it also shall furnish all City-required system documentation, including software and hardware manuals in digital and hard copy formats, at no additional charge. It shall then install the system subject to the City's approval, and in a manner that will ensure the system's full functionality and operability as required by the City. The Contractor shall be responsible for all products covered by the contract until they are accepted by the City.

The implementation process must include a detailed testing methodology for ensuring that the LPR system will be fully operational and sufficiently integrated with the citation processing system to enable the City to start selling night permits by mid-August 2013. It also must provide for sufficient training to ensure that all City-designated personnel are knowledgeable about the LPR system and fully qualified and prepared to operate the LPR system before the City starts selling parking permits. The training program should include adequate classroom time and training manuals/guides.

Within ten (10) business days after the Contractor has formally notified the City that the system is fully installed and operational, the City will conduct a rigorous final acceptance test to determine whether to accept the installed system. However, the City's failure to inspect and accept or reject the system shall not impose any waiver or liability on the City if the Contractor's products and services do not comply with the City's requirements. If the City rejects the system or any system components, the Contractor shall bear all risk and responsibility for removing or replacing the rejected components. If the Contractor fails to act within five business days of receiving the City's notice, the City may dispose of or return the rejected components at the Contractor's sole expense.

e. Service Requirements – The Contractor shall provide a comprehensive service program to ensure the system's full and continuous operability at all times after its final acceptance by the City. That program must include a warranty plan, a maintenance plan and a software upgrade plan as described below.

The Contractor shall warrant that all system components, equipment, materials and services be free from defects and fully comply with the City's specifications. The Contractor shall provide full warranty coverage, including all software, parts, materials, shipping, travel and labor, for the LPR system for one year after the City's final acceptance of the system. Under this warranty plan, the Contractor will ensure the continuous operability of the LPR system, and do so in an expeditious, cost-effective and transparent manner. The Contractor will repair any system component that fails within two hours of its reported failure and, if the component cannot be repaired in that time, replace the component immediately from the City's spare parts inventory and replenish the spare parts inventory within two (2) days. Any defective components should be repaired or replaced at no cost to the City. However, if the Contractor does charge the City for any repairs or replacements, it must do so in accord with a discounted pricing schedule incorporated in the contract. The Contractor should use a local vendor to ensure prompt maintenance and service during the warranty and post-warranty periods. The Contractor shall not disclaim any implied warranty of merchantability and fitness for this purpose.

After the expiration of the warranty period, the Contractor shall offer the City an annual service plan under which it will maintain, repair or replace defective system components for four years after the expiration of the warranty period. The service plan must ensure prompt maintenance support and minimal downtime for all system components (e.g., same day responses to any service calls placed during the City's normal business hours). The plan must include a 24x7 customer service/technical support hotline for City personnel to discuss, troubleshoot and correct system performance issues. It also should include an on-site spare parts inventory and a convenient parts ordering and pricing program for all components<sup>24</sup>. The service plan shall include a preventive maintenance schedule for all system components and, for each component, the required preventive maintenance activities, as well as any tasks, frequencies and requisite resources for each activity.

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<sup>24</sup> All spare parts in the on-site inventory shall remain the City's property.

The City shall be entitled to all LPR system upgrades without charge immediately upon their release to another client for the duration of this contract. If the City asks the Contractor to modify the system software (and such modifications have not been released to other clients as upgrades), the Contractor shall work with the City to ensure a mutually-satisfactory strategy for making such modifications and ensuring reasonable compensation for such modifications in accord with the contract. The City reserves the right to approve any changes to data management and reporting formats and procedures.

f. Other Issues – The City shall have the right to inspect the Contractor’s records and accounting transactions that pertain to its invoices at any time during regular business hours. In order to ascertain the accuracy of documents submitted by the Contractor, the City may conduct any fact-finding required to reconcile any Contractor report with the City’s records. In addition, the City may conduct inspections or audits to reconcile Contractor documents, identify any reporting errors and adjust payments.

## **5. Contract Management Principles**

a. Overview – All proposers are hereby advised that the City intends to incorporate the requirements set forth in Exhibit B in the contract with the selected Contractor, unless the City’s interests dictate otherwise. As such, all proposers are required to carefully review those specifications and identify in their proposals any items to which they take exception.

b. Contract Start – The City will negotiate a contract with the selected vendor. If the City fails to successfully negotiate a contract with the selected vendor, it will commence negotiations with second highest-ranking vendor. The City will execute a contract that is flexible enough to respond to future developments, and reserve the option to modify contract provisions through properly-executed, written amendments. The Contractor will commence work immediately upon award and install a fully-tested system by August 5, 2013 or a subsequent time designated by the City (the contract will include deadlines and liquidated damages for any failure to meet deadlines).

c. Contract Termination – The contract will be subject to termination without cause by the City upon giving written notice to the Contractor of such termination at least thirty (30) days before the effective date of such termination. If the City terminates this contract without cause, it shall pay the Contractor for services satisfactorily performed up to the termination, less payments for such services previously made, where such amount is determined solely by the City in accord with the terms of this contract.

In addition, the contract will be subject to termination for cause by the City. DPW’s designated Contract Coordinator will monitor the Contractor’s work and inform the Contractor of any potential contract breach. If the Contractor does not promptly correct such breach, the City may initiate termination procedures. In addition, the following events shall constitute an event of default:

- The Contractor’s abandonment or suspension of contract work for any reason;
- The Contractor’s assignment or transfer of its contract rights without the City’s prior written consent;
- The Contractor’s sale or transfer of ownership or partnership interests or filing of any other legal proceedings that could materially affect control of the Contractor’s business affairs; and
- The Contractor’s making of a false or materially misleading statement to the City or failure to report possible dishonesty or conflict of interest involving any Contractor agent or employee.

The City also may terminate this contract if the Contractor fails to remedy a problem (within five days of receiving notice from the City) which the City believes threatens the Contractor’s ability to deliver a fully operational LPR system on a timely basis. The City shall pay no damages as a result of contract termination. Upon default, the Contractor shall compensate the City for any damages proximately caused by said default, including any legal fees and costs incurred by the City. The City may take remedial action, but no such action by the City shall be deemed to terminate this contract or waive any other City right without the City’s written notice. The Contractor shall waive trial by jury in any action or proceeding arising out of or in connection with its breach of this contract.

**d. Risk Management** – The Contractor shall maintain adequate insurance coverage at all times in the forms, limits and amounts required to protect the City against all hazards and risks reasonably associated with such projects. The Contractor and its subcontractors shall secure and maintain the insurance set forth in the table below for the duration of the contract, including any extension thereof.

**Summary of Anticipated Contractor Insurance Requirements**

<b>Insurance Type</b>	<b>Coverage Scope</b>	<b>Liability Limits</b>
Workers’ Comp.	Claims under state worker compensation laws	Statutory limits in Wisconsin
Employer’s Liability	Claims for employee injury, disease or death not covered under worker’s compensation law	\$100,000 per accident + \$100,000 per employee up to \$500,000
Comprehensive General Liability	Claims for damages due to bodily injury, personal injury or property damage written on commercial general liability form (including elevator incidents)	\$1,000,000 per occurrence for bodily injury, personal injury or property damage + \$2,000,000 aggregate
Automobile Liability	Claims for damages due to bodily injury, personal injury or property damage due to auto incidents	\$500,000 combined single limit for bodily injury & property damage

Note: The City must be named as a certificate holder and an additional insured on the comprehensive general liability policy.

All such insurance and the underwriters, all of which must have A or better ratings per AM Best and be licensed to conduct business in Wisconsin, shall be subject to City approval.

Prior to contract execution, the Contractor shall provide ample evidence of coverage on a City-approved form. The Contractor shall be responsible for any policy deductibles and any damages that result from unusual hazards. The Contractor shall notify the City at least sixty (60) days before any insurance policy is changed or canceled. The City’s acceptance of the Contractor’s insurance shall not relieve, limit or decrease the Contractor’s liability. The Contractor shall notify its insurance carrier and City of any claims for loss or damage (or any complaints that could result in such claims) within five business days.

The Contractor shall perform in a manner that minimizes the City’s liability risks. To that end, the City shall require the Contractor to provide a performance bond up to the amount of the contract (issued by a responsible City-approved surety). In addition, the contract shall include a liquidated damages provision that requires the Contractor to compensate the City for any performance delays or failures. The liquidated damages should be at least \$500 per day of delay for the first 10 days of delay and \$1,000 per day of delay for each day of delay thereafter. The Contractor shall defend, indemnify and hold harmless the City, its officers and employees, from any liabilities, claims, damages, judgments and costs resulting directly or indirectly from any negligent act or omission of the Contractor, or its employees, agents or subcontractors, in its performance of or failure to perform the work of this contract. The Contractor shall hold the City harmless from any claims or liens for labor, services or materials furnished to the contractor in connection with its performance under this contract.

e. Legal/Policy Compliance – The Contractor shall comply with all applicable federal, state and local laws and regulations, including Milwaukee’s Code of Ordinances (MCO)<sup>25</sup> and the following:

- Conflict of Interest (MCO 303-7);
- Equal Employment Opportunity and Anti-Discrimination (MCO 109-45);
- Small, woman-owned and minority-owned business enterprise program (MCO 360)<sup>26</sup>;
- Local Business Enterprise (LBE) Program (MCO 365)<sup>27</sup>;
- Slavery Disclosure Affidavit (MCO 310-14)<sup>28</sup>;
- Living wage requirement (MCO 310-13)<sup>29</sup>;
- Indemnification (MCO 7-18); and
- Public Records (Wisconsin Statute Section 19.21, *et seq.*).

The Contractor shall prepare and submit all forms and reports required by the City to comply with such provisions. Each proposer must be knowledgeable about these laws and policies.

In all employment resulting from this contract, there cannot be any discrimination against any employee or applicant for employment because of race, color, religion, sex, sexual orientation, age, handicap or national origin, and where applicable, affirmative action will be taken to ensure that the vendor’s employees are treated during employment without regard to their race, color, religion, sex, sexual orientation, age, handicap or national origin. All solicitations for employees shall state that all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, age, handicap or national origin.

The contract will contain all applicable state and local law provisions required for contracts of this nature<sup>30</sup>. This contract shall be subject to all relevant national, state and local laws and regulations, and subordinate to the provisions of any existing agreements between the City, other public agencies and their respective boards and commissions, and to any future operating rules and any future agreements among the foregoing relative to the operation of the parking facilities. This contract also shall be subordinate to the right of the United States to use the parking facilities or any part thereof, during time of national emergency.

f. Fiscal Matters – While each vendor is expected to submit a proposed compensation method in accord with the City’s requirements, the City reserves the right to determine the most appropriate method for compensating the Contractor after it has selected the firm with which it will negotiate a contract (i.e., the successful proposer). The Contractor’s compensation shall not exceed amounts specified in the contract without the City’s prior written approval.

The City will provide the Contractor with a clear invoicing process, including clear guidelines for submitting and reviewing invoices. Upon receiving a proper invoice from the Contractor, the City will validate the accuracy and appropriateness of any costs. It is the City’s policy to pay all invoices promptly. In accord with the Common Council’s Prompt Payment Resolution<sup>31</sup>, the City shall pay all timely and

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<sup>25</sup> The Milwaukee Code of Ordinance (MCO) is at <http://city.milwaukee.gov/ordinances>.

<sup>26</sup> Vendors can learn more about Chapter 360 of MCO from the Office of Small Business Development (OSBD).

<sup>27</sup> The City’s LBE program is outlined in Chapter 365 of the MCO.

<sup>28</sup> Per Section 360-14 of the MCO, each contractor must complete an affidavit verifying its search for records of any corporate investments or profits during the slavery era and disclosure of required information.

<sup>29</sup> The current wage requirement is \$9.39 per hour, subject to annual change (this rate is effective until March 1, 2014).

<sup>30</sup> The Milwaukee Code of Ordinance (MCO) is at <http://city.milwaukee.gov/ordinances>.

<sup>31</sup> Common Council File No. 101137 adopted January 2011.

properly completed invoices within thirty (30) days of submission of a proper invoice, unless the City notifies the Contractor of its objection thereto. A payment will be deemed timely if it is remitted within forty-five (45) days of the City's receipt of a properly-completed and undisputed invoice and other required contract documentation and acceptance of the services delivered under this contract. If the City does not dispute the invoice amount or make payment by the 45<sup>th</sup> calendar day, it shall pay simple interest beginning with the 31<sup>st</sup> calendar day at the rate of one percent (1%) per month. Any dispute shall be promptly resolved by mutual resolution of the parties.

g. Other Contract Principles – The Contractor must acknowledge it is an independent contractor under Wisconsin law. As such, the City shall not be liable to the Contractor or its subcontractors for any benefits or coverage provided under the workers' compensation law of the State of Wisconsin. No Contractor or subcontractor employee shall be considered a City employee for the purpose of workers' or unemployment compensation coverage or any other reason. Other contract terms and conditions are likely to include the following:

- This contract and all questions arising in connection herewith shall be governed by and construed in accord with the laws of the State of Wisconsin;
- The exclusive venue for any action related to this contract shall be the City of Milwaukee for matters of state law and the closest Federal District Court for matters of federal law;
- The Contractor agrees that no City officer, employee or agent shall have any interest, financial or otherwise, direct or indirect, in the contract;
- The City may use or alter any document produced under this contract without the consent of, or further compensation to, the Contractor;
- The Contractor may not assign or transfer any interest in, or obligations under, this contract without the City's prior written approval;
- The City reserves the right to approve all subcontractors and personnel, but the Contractor shall be fully responsible for the acts and omissions of its subcontractors and employees;
- If the Contractor fails to perform its required maintenance activities or promptly notify the City of any major maintenance needs, it may be required to replace any loss which arises;
- The contract shall be subject to annual appropriation and the encumbrance of funds;
- The Contractor shall maintain books, records, documents and other evidence pertinent to performance in accord with accepted customary business practices; and
- The City reserves the right to audit the Contractor's accounts, records and systems and the Contractor must fully cooperate with such audits.

The contract principles set forth in this section should be duly considered by all interested vendors when preparing and submitting a proposal. Any interested vendor should identify any unclear or problematic contract principles outlined above and notify the City of any potential issues or exceptions in its proposal. The City will assume that every vendor submitting a proposal accepts, and intends to comply with all such provisions, unless the vendor suggests alternative language or indicates an exception in its proposal.

## Exhibit A – Required Proposal Contents

Section	Length	Required Information (by Section)
1. Cover Letter	1-2 pages	Statement of interest in providing services signed by authorized representative (include contact data) & top reasons firm believes it should be selected
2. Corporate Capabilities	2-3 pages	<ul style="list-style-type: none"> <li>a. Profile of lead firm’s organization &amp; relevant capabilities, including:               <ul style="list-style-type: none"> <li>1) Name, FEI#, legal form, incorporation state &amp; history</li> <li>2) Corporate size &amp; market concentration in parking technology industry</li> <li>3) Fiscal condition &amp; stability (attach most recent audited financial or credit report)</li> <li>4) Insurance &amp; bonding (e.g., carrier, coverage types, liability limits &amp; policy dates)</li> <li>5) Relevant organizational experience (attach list of parking LPR System clients)</li> <li>6) Performance on recent, similar projects (attach 5 client references with contacts)</li> <li>7) Disclosure of any contracts terminated in last 5 years or any pending litigation</li> </ul> </li> <li>b. Profile of lead firm’s proposed subcontractors (if any)               <ul style="list-style-type: none"> <li>1) Name, legal form, incorporation state, size &amp; FEI number</li> <li>2) Proposed role &amp; responsibilities</li> <li>3) Relevant organizational experience &amp; capabilities</li> <li>4) Prior performance for recent, similar work (attach 2 client references with contacts)</li> </ul> </li> <li>c. Compliance with or commitment to applicable City laws &amp; policies, including:               <ul style="list-style-type: none"> <li>1) Small, woman-owned or minority-owned business participation</li> <li>2) Local Business Enterprise (LBE) participation</li> </ul> </li> </ul>
3. Project Team	2-3 pages	<ul style="list-style-type: none"> <li>a. Project team local office, organizational structure &amp; reporting relationships</li> <li>b. Capabilities of proposed project manager &amp; other key personnel               <ul style="list-style-type: none"> <li>1) Relevant occupational experience summaries for key personnel (attach resumes)</li> <li>2) Project availability schedules for all key personnel</li> <li>3) Recent project manager performance (attach 3 client references with contact data)</li> </ul> </li> </ul>
4. Product Plan	4-5 pages	<ul style="list-style-type: none"> <li>a. Overview of LPR system &amp; offerings</li> <li>b. System component descriptions               <ul style="list-style-type: none"> <li>1) Camera(e.g., dimensions, weight, optics, focal lengths, illumination, IR wave lengths, color/monochrome, video, mounting, communications, operating temperature)</li> <li>2) Mobile LPR processor</li> <li>3) Back office hardware/software (e.g., CPU, memory, OS, browser)</li> <li>4) Other (e.g., licensing restrictions if any)</li> </ul> </li> <li>c. Explanation of how LPR system will fulfill or exceed City’s key operational needs               <ul style="list-style-type: none"> <li>1) Parking enforcement (e.g., time restriction violations)</li> <li>2) Parking scofflaw &amp; suspect vehicle identification</li> <li>3) On-street parking permitting &amp; permit enforcement</li> </ul> </li> <li>d. Any exceptions to requirements outlined in RFP</li> </ul>
5. Service Plan	3-4 pages	<ul style="list-style-type: none"> <li>a. Overview of project phases, milestones &amp; schedule</li> <li>b. Description of acquisition &amp; delivery phase</li> <li>c. Description of implementation phase (e.g., including timing &amp; description of installation, testing &amp; training components)</li> <li>d. Description of maintenance phase (including timing &amp; description of warranty inclusions &amp; exclusions, maintenance program, items not covered by maintenance program, spare parts inventory &amp; shipping approach, product upgrade process &amp; software modification process)</li> </ul>
6. Costs	2-3 pages	<ul style="list-style-type: none"> <li>a. Proposed cost elements, i.e.:               <ul style="list-style-type: none"> <li>1) Acquisition costs</li> <li>2) Implementation costs</li> <li>3) Service costs</li> </ul> </li> <li>b. Proposed costing alternatives (e.g. system update pricing scheme)</li> <li>c. Disclosure of key payment terms &amp; pricing assumptions underlying proposed costs</li> <li>d. Any exceptions to contract principles outlined in RFP</li> </ul>

## Exhibit B – City Requirements for LPR System

Topic	Anticipated LPR System Requirements
<b>1A – Operational (license plate scanning &amp; recognition)</b>	
1). Scanning	<ul style="list-style-type: none"> <li>▪ Convenient method for PEOs to scan &amp; digitize photos of LPS &amp; parked vehicles</li> <li>▪ Sophisticated software &amp; technology for finding LPs &amp; enhancing LP images</li> <li>▪ Real-time capture of alphanumeric, date/time, site, image &amp; other required LP/vehicle data</li> <li>▪ Ability to capture parked vehicle LPs from all jurisdictions &amp; other vehicle data (e.g., color image, GPS coordinates &amp; scan date/time stamps) at all times whether PEO vehicle stopped or moving &amp; regardless of parked vehicle position (e.g., parallel or angle-parked)</li> <li>▪ Full accommodation of state/nation LP design variances (e.g., fonts, colors, position &amp; gaps)</li> <li>▪ LP data capture rates of at least 98% (of scanned vehicles) even in adverse conditions</li> </ul>
2). Reading & recognition	<ul style="list-style-type: none"> <li>▪ Real-time on-site processing of captured LP data (with remote processing option)</li> <li>▪ Robust algorithms to ensure high resolution &amp; accurate reads (e.g., LP localization, orientation &amp; sizing, image normalization, character segmentation, OCR, syntax analysis &amp; geo-analysis)</li> <li>▪ Robust image manipulation &amp; OCR techniques to ensure high resolution &amp; accurate reads</li> <li>▪ Outstanding LP resolution features (e.g., high resolution image sensor &amp; fast image processing)</li> <li>▪ Superb recognition at varying speeds, angles (e.g., up to 60°) &amp; distance (e.g., 4" - 6')</li> <li>▪ Detection of LPs from multiple formats &amp; jurisdictions (e.g., all reflective &amp; non-reflective LPs)</li> <li>▪ Superb LP resolution &amp; recognition accuracy rates of at least 90% in any conditions (e.g., glare, ambient light, inclement weather)</li> <li>▪ Real-time processing of parking data from citation processing system</li> <li>▪ Real-time transfer of accurate LP data to citation processing system</li> <li>▪ Real-time ability to match LP numbers of parked vehicles against pre-loaded database</li> <li>▪ Compliance with National ACPO ANPR Standards (NAAS) for data capture &amp; accuracy</li> </ul>
<b>1B – Operational (parking enforcement)</b>	
1). Time violations	<ul style="list-style-type: none"> <li>▪ Ability to distinguish different parking zones &amp; time periods (e.g., 30, 90 &amp; 120 minutes)</li> <li>▪ Full support of citations for all time zone restrictions (e.g., 15 minutes, 1 hour or 2 hours)</li> <li>▪ Full support of automatic chalking mode (e.g., images for marking time &amp; vehicle movement)</li> <li>▪ Ability to note precise location of time limit violation via flexible method (e.g., GPS or zone)</li> <li>▪ Display of violation evidence (e.g., map, vehicle position, wheels, read times &amp; elapsed times)</li> </ul>
2). Other parking violations	<ul style="list-style-type: none"> <li>▪ Full support of citations for other parking violations (including pay-by-space violations)</li> <li>▪ Full integration with citation processing system</li> <li>▪ Full field capabilities for PEOs to query citation processing system &amp; verify violations</li> <li>▪ Ability to enforce all metered spaces (single-space or multi-space parking meters)</li> </ul>
3). Scofflaw identification	<ul style="list-style-type: none"> <li>▪ Automatic import/storage of all parking scofflaw data from citation processing system</li> <li>▪ Real-time access to &amp; real-time wireless retrieval of all parking scofflaw data (e.g., LP data)</li> <li>▪ Automatic identification of scofflaws by matching LP numbers against scofflaw database</li> <li>▪ Full field capabilities for PEOs to query citation processing system &amp; verify scofflaw match</li> </ul>
4.) Optional needs	<ul style="list-style-type: none"> <li>▪ Automatic population of correct TID data fields for any violation (LPR transfers data to TIDs)</li> <li>▪ Ability to support subsequent citation issuance by mail in lieu of affixing citation to vehicle (LPR system transfers violation-related LP images &amp; data to citation processing system)</li> <li>▪ Ability to equip other City vehicles to support parking enforcement (e.g., sanitation trucks)</li> </ul>
<b>1C – Operational (parking permitting)</b>	
1). Sales	<ul style="list-style-type: none"> <li>▪ Full integration with parking permit sales process at all City-approved centers, including MPD kiosks, violation bureaus, Tow Lot &amp; automated payment centers</li> <li>▪ Automatic import/storage of all parking permit data sold manually &amp; electronically</li> </ul>
2). Zone management	<ul style="list-style-type: none"> <li>▪ Automatic recognition of all permit zones (e.g., commuter-impacted &amp; RPP permit zones)</li> <li>▪ Ongoing maintenance of all required permit zone data (e.g., street &amp; address data)</li> <li>▪ Real-time access to permit zone database &amp; updates (e.g., for inquiries)</li> </ul>

## Exhibit B – City Requirements for LPR System (cont.)

Topic	Anticipated LPR System Requirements
<b>1C – Operational (parking permitting, cont.)</b>	
3). Account management	<ul style="list-style-type: none"> <li>▪ Automatic recognition of all permit account data (e.g., name, number, address, vehicle &amp; LP)</li> <li>▪ Seamless interface with permit account database &amp; citation processing system</li> <li>▪ Real-time access to permit account database &amp; updates (e.g., for LP/permit inquiries)</li> </ul>
4). Enforcement	<ul style="list-style-type: none"> <li>▪ Convenient scanning of LP data for matching against Permit Database (<i>Invalid Permit List</i>)</li> <li>▪ Automatic detection of permit violators by matching against Permit Database (<i>Invalid Permit List</i>)</li> <li>▪ Real-time alerts for PEOs of LPR-captured LPs without valid parking permit</li> <li>▪ Ability to simultaneously enforce permits, permit zones &amp; permit regulations (including odd/even &amp; day-of-week parking) &amp; other regulations (e.g., time restrictions)</li> </ul>
5). Optional needs	<ul style="list-style-type: none"> <li>▪ Seamless integration with MPD database</li> <li>▪ Ability to read, recognize &amp; enforce disabled parking permits</li> </ul>
<b>1D – Operational (suspect vehicle identification)</b>	
1) Data management	<ul style="list-style-type: none"> <li>▪ Real-time access to MPD stolen vehicle database (<i>Suspect Vehicle List</i>) wireless or via file exchange</li> <li>▪ Storage (with real-time access) of all City-furnished suspect vehicle data (<i>Suspect Vehicle List</i>)</li> <li>▪ Accurate maintenance of suspect vehicle data for at least 365 days</li> <li>▪ Access to other relevant data for supporting criminal justice investigations (e.g., witness identification, pattern recognition or suspect individual tracking)</li> </ul>
2) Scanning	<ul style="list-style-type: none"> <li>▪ Ability to scan LPs of suspect vehicles while simultaneously identifying parking violations</li> <li>▪ Automatic, real-time detection of suspect vehicles by type via LP/database match</li> <li>▪ Automatic, real-time alerts for detected suspect vehicles (with digital documentation)</li> </ul>
3). Optional needs	<ul style="list-style-type: none"> <li>▪ Mechanism for accessing NCIC database downloads &amp; other relevant databases</li> <li>▪ Real-time access to daily updated NCIC criminal data from all cities</li> <li>▪ Full compatibility &amp; seamless interface between MPD &amp; DPW systems (as requested by MPD)</li> <li>▪ Integration of identifying driver data (e.g., photo) for supporting MPD law enforcement strategies</li> </ul>
<b>1E – Operational (other system requirements)</b>	
1). Hardware & equipment	<ul style="list-style-type: none"> <li>▪ Compact design (e.g., compact weatherproof housing for camera, illuminator &amp; processor)</li> <li>▪ Rugged, infrared mobile cameras mountable on vehicles with requisite camera shutter speed &amp; lens configurations to enable plate reads from multiple distances &amp; angles</li> <li>▪ Small, durable processors housed easily in vehicles &amp; seamlessly linking OCR technology</li> <li>▪ High-capacity battery &amp; flexible power options (e.g., solar &amp; DC in-vehicle adaptor)</li> <li>▪ Full redundancy (e.g., power, fiber connectivity &amp; disk arrays)</li> <li>▪ High manufacturing standards (e.g., compliance with ISO 9001:2000 standards)</li> </ul>
2). Software & interfaces	<ul style="list-style-type: none"> <li>▪ Requisite integration of LPR system with TIDs to ensure efficient field use of LPR technology &amp; automatic population of appropriate citation fields in TIDs)</li> <li>▪ Full, real-time data access &amp; integration with citation processing system &amp; parking databases</li> <li>▪ Open architecture &amp; feasible communications for facilitating integration with other applications</li> <li>▪ Compatibility with Windows operating system &amp; Internet Explorer 7.0 or later browser</li> <li>▪ Automatic data conversion to key Windows-based programs (e.g., Word &amp; Excel)</li> <li>▪ Accreditation of software for Web-based services</li> <li>▪ Full integration capabilities with relevant smart/cell phone apps</li> <li>▪ Requisite flexibility &amp; scalability to meet long-term needs (including field upgradeability)</li> <li>▪ Adequate security controls for protecting LPR data from unauthorized access (e.g., firewall, password controls, PCI/HIPAA compliance &amp; data communications encryption)</li> </ul>

## Exhibit B – City Requirements for LPR System (cont.)

Topic	Anticipated LPR System Requirements
<b>1E – Operational (other system requirements, cont.)</b>	
3). Data management	<ul style="list-style-type: none"> <li>▪ Automatic uploads of synchronized time zone, parking violation, scofflaw, parking permit &amp; suspect vehicle data from citation processing system to LPR units</li> <li>▪ Prompt storage of captured images &amp; data</li> <li>▪ Sufficient storage capacity for parking enforcement, permitting &amp; suspect vehicle program needs</li> <li>▪ Flexibility to transfer images &amp; other data to remote PC for subsequent processing &amp; retrieval</li> <li>▪ Good database formatting flexibility (e.g., customize screens &amp; alarms based on system hits)</li> <li>▪ Continuous back-ups to archived data to ensure no loss of vital data</li> <li>▪ Database management by qualified entity (e.g., ISO 9001:2008 &amp; Microsoft Gold certification)</li> </ul>
4). Data analysis & reporting	<ul style="list-style-type: none"> <li>▪ Comprehensive daily, weekly, month &amp; yearly permit program reports</li> <li>▪ Comprehensive daily, weekly, month &amp; yearly parking enforcement reports on full spectrum of enforcement data (e.g., violations by type, street &amp; PEO)</li> <li>▪ Generation of all other management reports in format required by City, including <i>ad hoc</i> &amp; customizable reports requested by City (e.g., LPs captured/ read, photos &amp; system usage)</li> <li>▪ Mapping feature for displaying geo-coded enforcement, permitting &amp; suspect vehicle patterns &amp; tracking discrete LP locations, multiple vehicle activity &amp; violations by area using LPR data (attach geo-coded digital file to citation, permit or suspect vehicle)</li> <li>▪ Real-time display of every LPR-issued citation issued from TIDs &amp; all other collected data (e.g., scofflaws, suspect vehicles, violations, wheel images for time zones &amp; route &amp; system usage data)</li> <li>▪ Provision of all management reports in frequency &amp; manner required by City</li> <li>▪ Automatic alerts to back office when LPR system inactive or off</li> </ul>
5). Optional needs	<ul style="list-style-type: none"> <li>▪ Ability to import all City-required national &amp; regional databases (public safety interface)</li> <li>▪ Ability to cross-reference driver ID data with LP database</li> <li>▪ Ability to handle multiple video inputs from color cameras</li> <li>▪ Ability to manually correct previously incorrectly-read LP data</li> <li>▪ Flexibility to transfer data in real time via SIM card or batch process upload/download</li> <li>▪ Ability to attach photo of captured LP image to citation issued to violator</li> <li>▪ Ability to add notes to images captured by system</li> <li>▪ Ability to record, track &amp; display actual PEO routes during assigned shifts</li> </ul>
<b>2 – Implementation requirements</b>	
1). Installation	<ul style="list-style-type: none"> <li>▪ Flexible installation options especially for vehicle-mounted components</li> <li>▪ Proper positioning of vehicle cameras (e.g., optimum proximity of camera for good LPR reads)</li> <li>▪ Simple, easy system/equipment installation &amp; deployment</li> </ul>
2). Testing	<ul style="list-style-type: none"> <li>▪ Rigorous testing protocol to ensure full system operability by first day of permit sales</li> <li>▪ Simple, easy &amp; quick operability (e.g., easy-to-use software interfaces)</li> </ul>
3). Training	<ul style="list-style-type: none"> <li>▪ At least three one-hour on-site classroom training sessions (one for each shift)</li> <li>▪ One online training manual/guide for all employees</li> <li>▪ At least ten (10) hard copies of training manual/guide for leads &amp; other designated employees</li> </ul>
<b>3 – Service requirements</b>	
1). Service	<ul style="list-style-type: none"> <li>▪ At least 99.9% uptime for all system components</li> <li>▪ Full warranty coverage for first 12 months of operation</li> <li>▪ Remote technical assistance access with 24/7 customer service line</li> </ul>
2). Maintenance	<ul style="list-style-type: none"> <li>▪ Local service capabilities for ensuring timely repairs or replacement</li> <li>▪ 24x7 customer service/technical support telephone line for customer inquiries &amp; troubleshooting</li> </ul>
3). Updates	<ul style="list-style-type: none"> <li>▪ Commitment to providing all system updates to City in a timely fashion</li> <li>▪ Contractual mechanism for modifying system to meet City's dynamic needs</li> </ul>

**Exhibit C – City of Milwaukee Procurement Forms**  
**Non-Collusion Affidavit**  
**[These forms must be submitted with your proposal]**

State of \_\_\_\_\_ )  
 ) ss.  
 County of \_\_\_\_\_ )

\_\_\_\_\_, being first duly sworn, deposes and says that:

(1) He/she is \_\_\_\_\_ of \_\_\_\_\_  
 (owner, partner, officer, representative or agent) (name of organization)

the proposer that has submitted the attached proposal;

(2) He/she is fully informed as to the preparation and contents of the attached proposal and of all pertinent circumstances respecting such proposal;

(3) Such proposal is genuine and is not a collusive or sham proposal;

(4) Neither the said proposer, nor any of its officers, partners, owners, agents, representatives, employees or parties in interest, including this affiant, has in any way colluded, conspired, connived, or agreed, directly or indirectly with any other proposer, firm, or person to submit a collusive or sham proposal in connection with the Contract for which the attached proposal has been submitted or to refrain from proposing in connection with such Contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other proposer, firm, or person to fix the price or prices in the attached proposal or of any other proposer, or to fix any overhead, profit, or cost element of the proposal price or the proposal price of any other proposer, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against the Commissioner of Public Works or any person interested in the proposed Contract; and

(5) The price or prices quoted in the attached proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the proposer or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

_____ [Signature of Affiant]	(Check One): <input type="checkbox"/> Affiant if the proposer is an individual; <input type="checkbox"/> Partner if the proposer is a partnership; <input type="checkbox"/> Officer if the proposer is a corporation.
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NOTARIZATION: Subscribed and sworn to before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

\_\_\_\_\_  
 [Notary Signature]

My commission expires \_\_\_\_\_, 20\_\_\_\_.

