

Lexington Parking Authority On-Line Parking Reservations Request for Proposals

I. Overview:

The Lexington Parking Authority wishes to enter into a 24 month agreement with a vendor to provide pre-paid parking reservation services. The service shall be phased in over a three phase period. Phase 1, will begin with Event parking in the Victorian Square Garage July 1, 2017 – September 31, 2017. Phase 2, will be the addition of the other three LPA garages, with the full integration of all LPA garages by October 1, 2017. The event rate at the VS garage is \$15.00. Please refer to the next paragraph for full integration requirements.

The vendor selected must be able to integrate with the Scheidt & Bachmann bar code readers at all four of our parking facilities with emphasis in this order. Victorian Square (VS) Garage, Transit Center (TC) Garage, Helix (HX) Garage and the Courthouse (CH) Garage. Initially this service will only be used for events at Rupp Arena and the Lexington Opera House but Phase 3 is anticipated to include 24/7 reservation system at all four facilities. Full integration with the bar code entry/exit readers must be in place by August 1, 2017, to be ready for the full 2017/2018 event season (Oct - Mar). Full integration means the customer purchasing the pass online has the option to print a bar code or QR code – or may save the code to their mobile device. The code will then be presented to the bar code reader at any of our facilities to vend the gate. Exiting the facility would be the same.

For Event Parking (after 5pm M-F and weekends) LPA will allocate the following number of spaces at each facility to be pre-sold through this service: VS 100, TC 500, HX 100, CH 200, with the possibility of increasing at some of the locations as agreed upon by both parties.

Please detail (no more than 100 words per item) your customized plan for and experience with the following (Items II and III):

II: On-line Strategies:

A) Digital Marketing:

- 1) Search Engine Optimization:
- 2) SEM-- Paid Search Marketing:
- 3) In-App Promotion:
- 4) Paid Digital Media Buys (If Needed):
- 5) Affiliate Websites:
- 6) Social Media:

B) Public Relations:

- 1) Press Release:
- 2) Seeding of press working with local media:

C) Direct Marketing/Outdoor Advertising:

- 1) Outdoor Signage:
- 2) Fliers/Marketing Materials:

III. Promotional Information/ Links:

- A) Links:
- B) Promotional Copy:

IV. Please provide answers to the following questions:

- 1) What is the refund policy suggested? How long before event can someone cancel reservation? Is there a fee to cancel reservation? If so, who gets the cancellation fee?
- 2) What reporting is available to the operations team? Name? License Plate? Provide sample reports for revenue and counts of sales.
- 3) Is the money deposited directly into LEXPARK bank account? Frequency?
- 4) Who pays credit card fees?
- 5) What happens if there is a chargeback on a cc purchase?
- 6) What customer support is available for parkers? Can they call someone 24/7?
- 7) Any customer feedback portals we can gain insight from? (Good or Bad experiences.)
- 8) Is there a way to reach out to a customer if we have an issue? Event canceled? Road closed? Equipment issue at garage?
- 9) What is the recommended pre-event sale cut off? What is the recommended arrival cut off? Or at what point can the unused space be re-sold? Are you flexible with both of these points?

V. Other Proposal Requirements:

- A) Three Client References (two must be with a Municipality):
- B) Two Client References with Scheidt and Bachmann bar code integration.
- C) Proposed set up fees: \$_____
- D) Proposed % of rate fee as payment to vendor for rates over \$10.00 %_____
- E) Proposed % of rate fee as payment to vendor for rates under \$10.00 %_____
- F) Process and time frame for on-line reservation payments to be made to LPA.

Additional items such as examples or website links can be attached to the proposal.

**Responses to this RFP will be due no later than 4pm Eastern on Monday May 1st, 2017.
The selected Vendor will be notified by e-mail on Monday May 8th, 2017.**

Responses to this RFP should be submitted electronically and e-mailed to:

**Gary A. Means, CAPP
Executive Director
Lexington Parking Authority
gmeans@lexpark.org**