



10.01.24

REQUEST FOR PROPOSAL
Parking Lot Revenue and Membership Management
Operating Platform & Equipment

Introduction

Lincoln Park Zoo is a historic, 49-acre zoo located in the heart of Chicago. Lincoln Park Zoo cares for more than 170 species, employs almost 300 full-time and seasonal workers, and welcomes 3 million visitors annually from around the world. It is committed to Chicago's communities, offering camps, programs, and events year-round.

Overview

Lincoln Park Zoo is seeking an experienced service provider for outdoor equipment and system operations to accommodate daily/transient parking and members with parking benefits.

Project Scope

This request for proposal is intended for response by companies that have established operations managing parking lots with multi-use vehicle traffic exceeding 1,000 transactions per day.

Service providers must be able to:

- A. Install automated machines.
 - 1. Current configuration consists of three entry lanes, four exit lanes, and four pay-on-foot machines. Lane configuration and machine type and placement can be altered to improve entry and exit flow. Large vehicle lane should have height-adjustable interface.
 - 2. Provide knowledgeable service, repair, and assistance with 24/7 availability.
 - 3. Provide parking lot equipment that can operate in all weather conditions.
- B. Provide options for license plate recognition or another camera/electronic-based interface.
- C. Provide options for optimal weather protection of machines.

Products (A) must have, at a minimum, the following functionality:

- A rating of IP56 or higher.
- Integration with Ticketure Point of Sale and Salesforce Database systems.
- Physical connection to the zoo network infrastructure or operation on a cellular network—ideally both, for redundancy.
- Ability to use preexisting QR-coded membership IDs with scanners that can accommodate the use of cellphones or tablets.
- Options to collect and process credit card and mobile payment options. Should be able to queue transactions when necessary for later processing, if there is a communications problem.
- Processing of complimentary and flat-rate discounted benefits to over 10,000 preexisting members in multiple groups that include varying levels of donors, employees, staff, and service providers. One group may have complimentary and discounted benefits applied to same account. Must be able to recognize current or expired memberships.
- Generation of one-time use codes or multi-use codes upon request.
- Links between entrance and exit intercoms to smartphones and workstations in central office, paired with remote activation of gates.
- Production of complimentary validations—both electronic and paper—to be distributed by a central office or others.
- Allowance for multiple-rate tiers or flat rates that can be changed from a central office.
- Simultaneous access for multiple workstations.
- Operating platform that can produce daily and monthly as well as customizable reports.

Logistics

Schedule:

RFP Released: October 9, 2024

Proposals Due: October 30, 2024

Decision Communicated: Week of January 13, 2025

Feel free to include any related or pertinent best practices, ideas, and suggestions that may not be listed above.

Submission Requirements

- Provide an overview of the company's organization, resources, and support capabilities.
- Provide a list of current clients with parking lot usage and volume like that of

Lincoln Park Zoo.

- Provide details about how your company works with parking-related apps such as SpotHero to increase lot usage.
- Include line-item costs of installation, equipment, and operating platform (A).
- Add cost of electronic recognition platform (B).
- Add cost of weather protection (C).
- Provide details of warranty information and cost of non-covered work.
- Include cost of service agreement and or maintenance programs.
- Include Lincoln Park Zoo's responsibilities to ensure completion of the project by the bidder; Include timeline of installation and training.
- Provide information regarding bidder's status as a Minority Business Enterprise or Women Business Enterprise. Contractors certified as such are preferred.
- Include your company's Diversity Statement or policy.
- Submit proposal as a PDF where possible.

Submission Inquiries and Delivery

- Lincoln Park Zoo grounds are available during regular zoo operating hours.
- We can schedule an introduction if prospective bidders are interested.
- If you have questions, please email Director of Guest Services Chris Jorgensen at cjorgensen@lpzoo.org.
- Please submit your proposals via email to Senior Accountant Emily Stroebel at estroebel@lpzoo.org and Director of Guest Services Chris Jorgensen at cjorgensen@lpzoo.org by October 30. Late proposals will not be accepted.

Selection Criteria

Selection criteria will include, but not be limited to, the following:

- Qualifications and ability to meet the requests outlined above.
- Previous and or current clients who have contracted for your services.
- Cost of proposal.