

Parking Reservation System Services Pre-Proposal Conference

August 1st, 2025



WELCOME

- ✈ **All participant microphones have been muted and will remain muted for the duration of the conference.**
- ✈ **We kindly request that all questions be submitted through the Teams chat feature.**
- ✈ **An addendum will be posted that includes a copy of today's PowerPoint presentation and all questions submitted today along with their corresponding responses.**



TOPICS

1. **Request for Proposals Review**
 2. **SMF Forward**
 3. **Project Phasing**
 4. **Overview of Scope**
 5. **Price Proposal Form**
 6. **Minimum Qualifications**
 7. **DBE Program Information**
 8. **Evaluation of Proposals**
 9. **RFP Timeline**
 10. **Questions**
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REQUEST FOR PROPOSALS REVIEW

Ashley Leal, ASO II

Proposal Requirements:

A full list of Proposal Requirements can be found on pages 35 through 39 of the RFP. Some of the requirements listed are as follows:

- ✓ One electronic copy submitted through OpenGov on the project page, <https://procurement.opengov.com/portal/saccounty/projects/186819>.
- ✓ Cover Letter
- ✓ Company Qualifications
- ✓ Required Forms:
 - Contractor Certifications of Compliance Form
 - Contractor Identification Form
- ✓ Fee Schedule for the initial 5-year agreement and the potential 1, 5-year term extension.
- ✓ Statement that the Proposer agrees to the Agreement format, content and all requirements as presented, including professional liability insurance limits.

SMF FORWARD

Nick Van Looy, Airport Manager



Over next five years, \$1.3 billion of improvements planned

5,500 Parking Space Garage for Terminal B

New Terminal A Exit Road and Ground
Transportation Center

Relocation of the Consolidated Rental Car Center

An improved walkway between Terminal B and
Concourse B

Additional gates for Concourse B and Terminal A
Expansion



New Parking Technologies

Parking Guidance System in Garages A and B

– ***PGS LLC (Indect Upsolut Cameras)***

New Parking Access and Revenue Control System
across all facilities

– ***IP Parking***

Potential valet system

– ***No solicitation at this time***

PROJECT PHASING

Steven Grant, Consultant

Project Phase	Phase Activity
Phase 1	The PRS will be installed in the Department’s test bed location for testing purposes and Department approval.
Phase 2	Once approval is provided from Phase 1, the PRS will be deployed to production for testing in one entry and one exit lane per direction of the Department staff.
Phase 3	Once approval is provided from Phase 2, the PRS will be deployed across the designated Lot / Garage level.

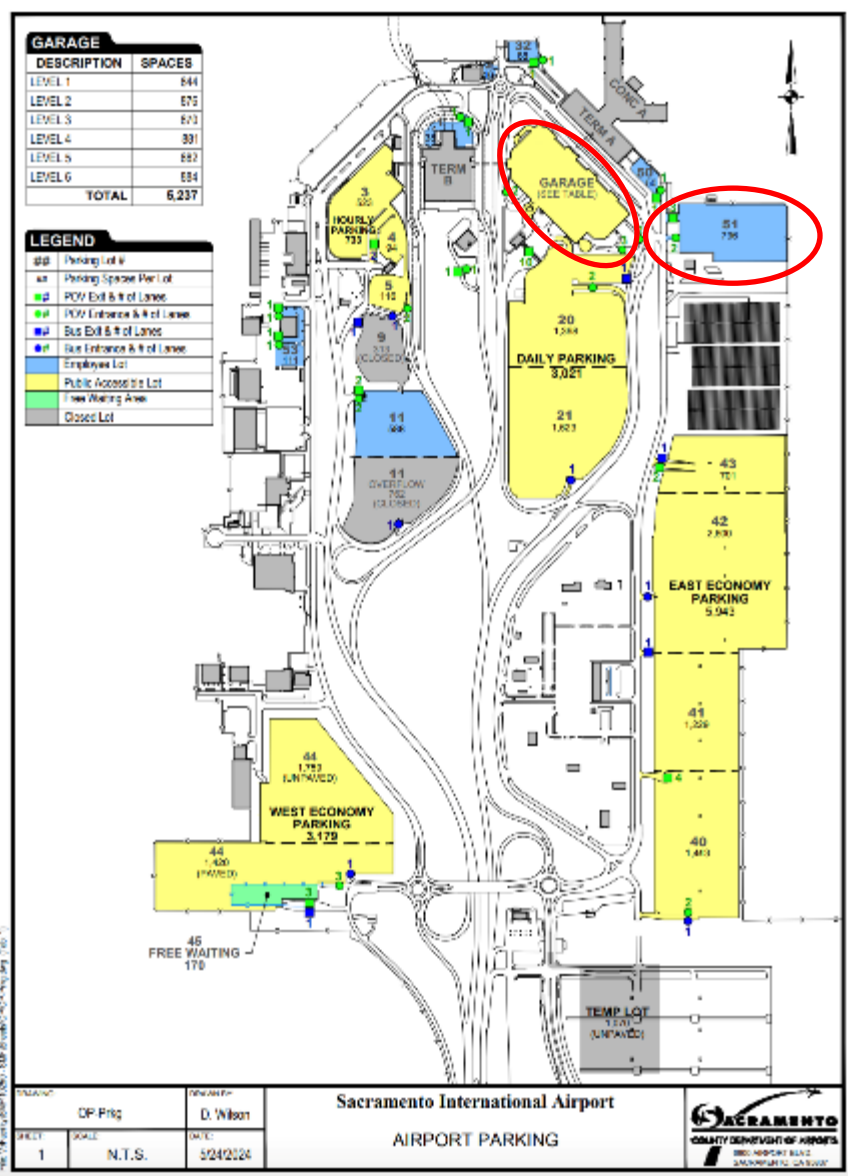
OVERVIEW OF SCOPE

Steven Grant, Consultant

- ✈ Implement a phased install of the PRS at the following initial locations:

Parking Facility	Location / Parking Spaces
Test Bed	Terminal B
Garage A (TAPG)	860 – 880 spaces per level
Surface Lot 51	796
Garage B (TBPG)	860 – 880 spaces per level

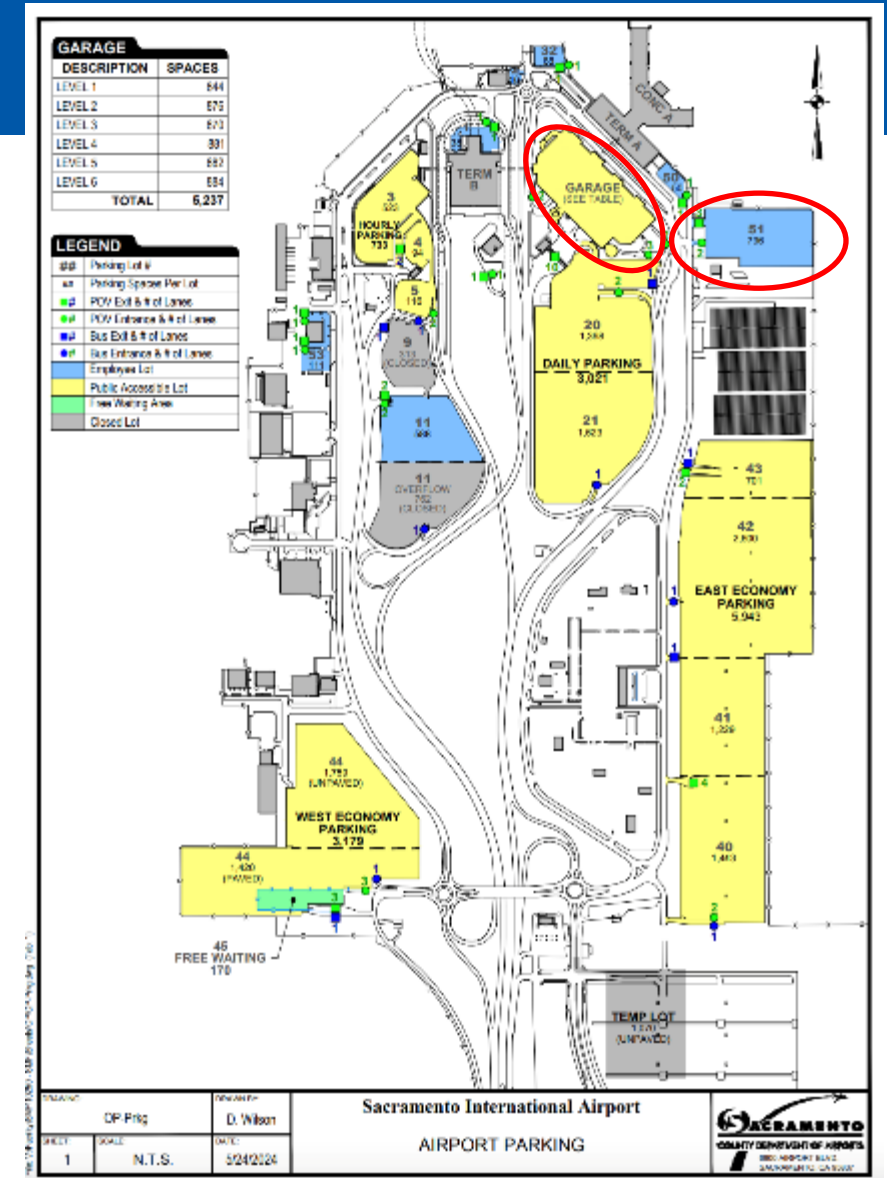
- ✈ Based on parking data collected post-go live, the PRS may be expanded to future levels at Garage A and/or additional surface lots.



OVERVIEW OF SCOPE

Steven Grant, Consultant

- ✈ Garage A – each level is a hard nested area within the garage – LPR will be read at the main entry, nested entry and Exit Plaza with time restriction to the nested area and to Exit Plaza
- ✈ Each garage level will have the infrastructure to allow for hard nest reservation expansion.
- ✈ Lot 51 and other surface lots will not have nests. All spaces will be for reservations.



OVERVIEW OF SCOPE CONTINUED

Steven Grant, Consultant

- ✈ In your proposal, highlight the following:
 - ✈ Features that will help SMF to leverage reservation data to optimize the parking experience.
 - ✈ Features and processes to help the parking operator manage upcoming reservations and overstays.
 - ✈ Describe what makes your PRS better and easier to use than other PRS on the market.

OVERVIEW OF SCOPE CONTINUED

Steven Grant, Consultant

✈ Training

- ✕ Provide operating manuals, administrative procedures manuals, training materials and training sessions as specified herein.
- ✕ Provide one (1) full day onsite - the rest can be provided remotely (this is the only onsite requirement).

✈ Testing

- ✕ Assist with fully unit / end -to-end testing all PRS scenarios in the Test Bed and Production including all interfaces.

✈ Reporting

- ✕ Provide real-time dashboard with configurable content display.
- ✕ Provide daily deposits of online sales revenue into the Department's financial institution.
- ✕ Provide daily and monthly reports to enable the Department to reconcile revenue for online sales to deposits.
- ✕ Provide reports to enable to summarize online sales by products, up sales, and unearned revenue.

OVERVIEW OF SCOPE CONTINUED

Steven Grant, Consultant

Warranty and Post-Warranty Services

- ✈ Provide in your response how you will address the following:
- ✈ 24/7/365 support
 - ✈ Service ticket system
 - ✈ Service level support
 - ✈ Support resources in the US:
 - ✈ Number of staff
 - ✈ Staff location
 - ✈ Office business hours
 - ✈ Services provided

Priority Level	Issue Definition	Hours of Support	Response Target	Resolution Time
1: Critical	Failure(s) that: <ul style="list-style-type: none">Impact the customers' ability to make or modify reservationsImpact communication with IP ParkbaseImpact revenue collection and reconciliation	24/7/365	15 minutes from time of notification	2 hours from time of notification
2: High	All other issues	SMF Business Hours	1 business day from time of notification	Completed 15 business days

OVERVIEW OF SCOPE CONTINUED

Steven Grant, Consultant

Optional Features

- ✈ Interface to IP Parking
 - ✕ The PRS will receive the parking entry and exit data in near real-time from IP's Parkbase software.

- ✈ Interface to LAZ BI and ROADS
 - ✕ Data will be provided daily.

- ✈ Interface to Indect
 - ✕ Vehicle Locator Tool
 - ✕ Virtual Nested Texts

- ✈ E-Commerce Platform
 - ✕ Enables the purchase and management of non-parking products, such as:
 - ✕ Airline tickets
 - ✕ Hotel reservations
 - ✕ Rental cars

OVERVIEW OF SCOPE CONTINUED

Steven Grant, Consultant

Optional Features Continued


- ✈ Push Notifications

- ✈ Loyalty Program
 - ✈ Offer automatic point accumulation based on criteria such as:
 - ✈ Parking product purchased
 - ✈ Time of day/day of week promotions
 - ✈ Account status based on point balances
 - ✈ Automatic customer point redemption

- ✈ Please provide pricing for the optional features defined herein.


PRICE PROPOSAL FORM

Michele Krakowski, Consultant

<div>Sacramento International Airport Parking Reservation System (PRS) Appendix B Price Proposal Form</div> <div></div> <div>Some line items may not be applicable. Complete only fees that are applicable to your proposed solution.</div>				
Fee Type	Description	# Units	Unit Cost	Extended Cost
One-Time Fees	Parking Reservation System Project Fee*	1		\$0.00
	2-Year Warranty (Includes Hosting Fee and Support)	1		\$0.00
	Subtotal			\$0.00
Transaction Fees	Years 1-2 Transaction Fee for 0-50,000 bookings**	50,000		\$0.00
	Years 1-2 Transaction Fee for 50,001 - 100,000 bookings**	50,000		\$0.00
	Years 1-2 Transaction Fee for 100,001 - 200,000 bookings**	100,000		\$0.00
	Years 1-2 Minimum Guaranteed Monthly Fee (2 yrs)	24		
	Subtotal			\$0.00
Other Fees	Other:			\$0.00
	Other:			\$0.00
	Other:			\$0.00
	Other:			\$0.00
	Other:			\$0.00
	Other:			\$0.00
	Subtotal			\$0.00
PRS PROJECT TOTAL			\$0.00	

PRICE PROPOSAL FORM


Michele Krakowski, Consultant

Sacramento International Airport Parking Reservation System (PRS) Appendix B Price Proposal Form			 SACRAMENTO INTERNATIONAL AIRPORT	
Some line items may not be applicable. Complete only fees that are applicable to your proposed solution.				
Fee Type	Description	# Units	Unit Cost	Extended Cost
Post-Warranty Fees				
Hosting/Support Fee	Year 3 Annual Hosting Fee and Post-Warranty Support	1		\$0.00
	Year 4 Annual Hosting Fee and Post-Warranty Support	1		\$0.00
	Year 5 Annual Hosting Fee and Post-Warranty Support	1		\$0.00
	Subtotal			\$0.00
Transaction Fees	Years 3-5 Transaction Fee for 0-50,000 bookings**	50,000		\$0.00
	Years 3-5 Transaction Fee for 50,001 - 100,000 bookings**	50,000		\$0.00
	Years 3-5 Transaction Fee for 100,001 - 200,000 bookings**	100,000		\$0.00
	Years 3-5 Minimum Annual Guaranteed Transaction Fee (Provide Annual Amount)	1		
Subtotal			\$0.00	
Other Fees	Other:			\$0.00
	Other:			\$0.00
	Other:			\$0.00
	Other:			\$0.00
	Other:			\$0.00
	Other:			\$0.00
	Subtotal			\$0.00
PRS POST- WARRANTY TOTAL				\$0.00
PRS FIVE YEAR COST OF OWNERSHIP				\$0.00

PRICE PROPOSAL FORM

Michele Krakowski, Consultant

Sacramento International Airport
Parking Reservation System (PRS)
Appendix B Price Proposal Form


SACRAMENTO
INTERNATIONAL AIRPORT

Some line items may not be applicable. Complete only fees that are applicable to your proposed solution.

Fee Type	Description	# Units	Unit Cost	Extended Cost
PRS Options				
One-time Fees	API to Send PARCS Data to the PRS	1		
	API to Provide PRS Data to LAZ BI	1		
	API to Provide PRS Data to ROADS BI	1		
	PGS Integration for Vehicle Locator	1		
	PGS Integration for Virtual Nest Price Alerts	1		
	E-commerce Platform Project Fee*	1		
	Frequent Parker Program Project Fee*	1		
	Loyalty Program Project Fee*	1		
	Other Fees	E-commerce Platform	Annual	
E-Commerce Transaction Fee - Fixed Fee		1		
E-Commerce Transaction Fee - % of Sale		1		
Frequent Parker Program		Annual		
Loyalty Program for Frequent Parker Customers		Annual		
Loyalty Program for Reservation Customers		Annual		
Loyalty Program for Drive-up Customers		Annual		
Customer Emails per Send		1		
Customer SMS Texts per Send		1		
Other:				
Other:				
Other:				
Other:				

Sacramento International Airport
Parking Reservation System (PRS)
Appendix B Price Proposal Form


SACRAMENTO
INTERNATIONAL AIRPORT

Some line items may not be applicable. Complete only fees that are applicable to your proposed solution.

Fee Type	Description	# Units	Unit Cost	Extended Cost
Rates for Additional PRS Services & Development				
	Project Manager	Hourly	\$0.00	
	Software Engineer	Hourly	\$0.00	
	Software Developer	Hourly	\$0.00	
	Database Engineer	Hourly	\$0.00	
	Server Engineer	Hourly	\$0.00	
	Network Engineer	Hourly	\$0.00	

*Project Fees include all costs to set-up, test, and implement the PRS.

** Number of bookings are not guaranteed.

MINIMUM QUALIFICATIONS

Ashley Leal, ASO II

- ✓ **The Contractor must be registered with the California Secretary of State and permitted to conduct business in the State of California.**
- ✓ **The Contractor must demonstrate experience with completing the tasks described in Section III of the RFP within the last five years by describing previous related projects, their scope(s), who the work was performed for, and other relevant details to demonstrate this experience. This experience must be for facilities in a multi-shift, continuous operation (24/7) environment where the square footage maintained exceeds 500,000 square feet.**
- ✓ **The Contractor shall maintain insurance and workers' compensation coverage that complies with or exceeds the minimum requirements established by the County.**



DISADVANTAGE BUSINESS ENTERPRISE (DBE) PROGRAM INFORMATION

Ashley Leal, ASO II

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DhaerR@saccounty.gov
or
(916) 874-0914

**For more information on the DBE program, visit the
California Department of Transportation (CALTrans)
website at:**

http://www.dot.ca.gov/hq/bep/dbe_program.htm

EVALUATION OF PROPOSALS

Ashley Leal, ASO II

Category	Points Toward Overall Score
Completeness of Response	Pass/Fail
Minimum Qualifications	Pass/Fail
References	Pass/Fail
Scoring of Proposals Receiving “Pass” on the Category Above	
Service Support Capabilities	20
System Requirements	50
Company Qualifications	10
Fee Schedule	20
Total	100

RFP TIMELINE

Ashley Leal, ASO II

Dates	Event
August 12, 2025	Questions due by 12:00 P.M. Pacific Time
August 26, 2025	Addenda issued if necessary, including Department's responses to questions
September 9, 2025	Proposals Due by 12:00 P.M. Pacific Time
October 7, 2025	Interviews with the highest-ranked Proposers
December 16, 2025	Evaluation Complete & Recommendation made to the Board of Supervisors
December 2025	Anticipated effective date of Agreement with selected Proposer

QUESTIONS?

RFP CONTACT:

Ashley Leal

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