



SACRAMENTO INTERNATIONAL AIRPORT

REQUEST FOR PROPOSALS

PARKING RESERVATION SYSTEM SERVICES AT SACRAMENTO INTERNATIONAL AIRPORT

Proposals Due:

**Tuesday, September 9, 2025
12 P.M. Pacific Time**

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Attachments:

1. *Sample Agreement for Parking Reservation System Services at Sacramento International Airport*
2. *FAA General Contract Provisions for Solicitations*
3. *County of Sacramento Contractor Certification of Compliance Form*
4. *Contractor Identification Form*
5. *Exception and Substitution Form*
6. *Price Proposal Form*

July 25, 2025

TO: Prospective Service Providers

FROM: Ashley Leal
Administrative Services Officer II
Sacramento County Department of Airports

SUBJECT: **Parking Reservation System Services at Sacramento International Airport**

I. SUMMARY AND BACKGROUND

The County of Sacramento (County) owns and/or operates four airports in Sacramento County, including Sacramento International Airport (SMF or Airport) through the Department of Airports (SCDA or Department). The Department is issuing this Request for Proposals (RFP) to solicit proposals from prospective service providers (Contractors) to provide the Department with an online Parking Reservation System (PRS) for the public parking facilities at SMF.

The selected Contractor shall perform the services described in this RFP as requested by the Director of Airports (Director), on a time-and-expense basis, subject to a specified not-to-exceed amount. The selected Contractor shall be required to execute an agreement for the provision of PRS services, the template for which is attached hereto as Attachment 1 (Agreement). Any proposed exceptions to the terms and conditions of the Agreement must be clearly identified and submitted as part of the Contractor's proposal using Attachment 5 – Exceptions and Substitutions.

SMF is currently undergoing a comprehensive modernization initiative known as SMForward (<https://sacramento.aero/smforward>), a large-scale capital improvement program designed to reimagine and enhance the airport experience for passengers, employees, and partners. As part of this ambitious program, SMF is investing in infrastructure, technology, and services that improve operational efficiency, passenger convenience, and long-term scalability.

A key component of the SMForward program is the transformation of SMF's parking and access systems, including the deployment of a state-of-the-art PRS to support contactless, convenient, and flexible parking for travelers. The PRS will be designed and deployed in parallel with the following projects and upgrades impacting the parking program:

A. Tiered Access Control for Reserved Parking

1. Select levels of the current garage and surface lots will utilize gated entry control with reservation-only access enabled by IP entry stations and barrier arms, allowing for exclusive, pre-booked parking zones.
2. To support early adoption and test the PRS functionality, SMF will initially designate the following areas for reservation-based parking products, subject to change:
 - a. Lot 51 – Conversion to Dedicated Reservation Lot
SMF intends to repurpose the existing 796-space employee Lot 51 into a dedicated pre-booked public parking lot, expanding reservation capacity near terminal areas.
 - b. Garage Levels – Exclusive Pre-Booking Access
 - i. Yet-to-be-determined level(s) of the existing garage will be allocated exclusively for advance reservations.
 - ii. Entry points will be outfitted with IP entry stations, rear LPR cameras, QR code readers, and barrier arms to ensure a premium, reservation-only parking experience.

B. Deployment of New PARCS Infrastructure

1. SMF has completed the transition to a new Parking Access and Revenue Control System (PARCS) for all existing public and employee parking facilities provided by IP Parking (IP), the Department's current PARCS services vendor.
2. The system is built around IP's ParkBase software platform, complemented by IP lane equipment and payment stations supporting both cash and credit transactions.
3. Integrated technologies include INEX Zamir 500G License Plate Recognition (LPR) cameras, TagMaster Automated Vehicle Identification (AVI) readers and tags, and QR code readers.

C. Garage Parking Guidance System Deployment

SMF will install the Indect Upsolut camera-based Parking Guidance System (PGS) beginning in Q3 of 2025 in the existing garage to enable real-time space detection, enhance wayfinding, and support level-based parking reservations.

D. New Parking Garage Development

A new parking structure, currently under construction and expected to open in Q4 of 2026, will add approximately 5,500 spaces. This facility

will also feature IP PARCS equipment and the Indect Upsolut PGS, creating a fully integrated, scalable parking ecosystem.

II. PURPOSE AND OBJECTIVES

The County wishes to enter into the Agreement with a single qualified Contractor for the provision of a PRS and associated support services, as further described in the Anticipated Scope of Services (Section III below) and outlined in Attachment 1 to this RFP.

The selected Contractor shall provide a robust, user-friendly PRS that meets or exceeds the following requirements:

A. Enhance Passenger Convenience

1. Pre-Booking and Payment

- a. Passengers must be able to reserve and pay for parking in advance through a mobile-responsive web portal or mobile application.
- b. The system must support multiple payment methods including credit cards, Apple Pay, Google Pay, and airport-issued coupons or vouchers.

2. Digital Credentials

Reservations must generate a digital credential (e.g., QR code, LPR) usable for touchless entry and exit.

3. Reservation Modifications

Users must be able to modify or cancel reservations within defined policies. Refund processing must be automated where applicable.

B. Provide Flexible Parking Solutions

1. Dynamic Product Configuration

- a. Airport administrators must be able to define and configure various parking products including economy, premium, and short-term options.
- b. Support time-based pricing, promotional codes, tiered loyalty discounts, and bundled offers.

2. Customer Segmentation Tools

System must allow targeting of offers to distinct customer types (e.g., frequent flyers, business travelers, families).

3. Inventory Control

Provide administrative tools to allocate, restrict, or adjust reservation inventory dynamically by lot, date, and time.

C. Increase Revenue through Upselling

1. Ancillary Product Marketing

- a. The PRS shall allow integration or linking of ancillary airport services (e.g., car washes, EV charging, valet service, lounge access, dining credits).
- b. Enable upselling during the reservation process using smart prompts or banners.

2. Cross-Platform Campaigns

Allow SMF to deploy targeted campaigns across email, SMS, and mobile app notifications to promote parking and non-parking products.

3. Data Analytics Dashboard

Provide real-time dashboards and reports that show reservation behavior, product performance, conversion rates, and upsell revenue.

4. Automation of Ancillary Process

- a. Provide outline of how third-party ancillary providers are paid for services.
- b. Provide details on scheduling and reporting for all scheduled and completed ancillary services.

D. Enhance Passenger Convenience

Provide SMF passengers with the ability to reserve and pay for available parking spaces online, ensuring a seamless and stress-free parking experience to enhance overall customer satisfaction.

E. Provide Flexible Parking Solutions

Offer SMF passengers new parking products and promotions at existing facilities, providing greater flexibility and catering to diverse passenger needs, thereby increasing customer loyalty and potential revenue streams.

F. Increase Revenue through Upselling

Market and up-sell additional airport services such as lounge access and concessions, driving ancillary revenue and improving the overall passenger experience at SMF.

G. Facilitate Performance Evaluation and Strategic Insights

Equip the Department with a customized dashboard and detailed reports to accurately evaluate product performance. This data enables informed decision-making and strategic planning for new products and promotions. These reports include:

1. Sales metrics
2. Revenue figures
3. Cancellation and amendment rates
4. Average booking costs
5. Running revenue totals
6. Average lead times

H. Provide Real-Time Data Accessibility

Provide an intuitive interface for SMF passengers, Department staff, and other authorized PRS users to access real-time, configurable parking data.

I. Offer Personalized Passenger Experience

Collect individual passenger parking activity data to tailor parking products more effectively, improving passenger satisfaction and fostering repeat business.

J. Provide Agile Product Launches

Enable quick and targeted new product launches via all web-enabled devices (PCs, smartphones, tablets), including the ability to cross-sell and upsell both parking and non-parking products.

K. Offer Dynamic Pricing Flexibility

Offer maximum flexibility in creating variable and demand-based pricing for all parking products, optimizing revenue and aligning pricing strategies with market conditions.

L. Provide Robust Reporting Capabilities

Provide the Department with comprehensive and configurable PRS reporting tools to assess product performance, facilitating data-driven management and continuous improvement.

M. Support Enhanced Administrative Control

Equip the Department with administrative and content management tools to continuously update, improve, and customize the online booking customer experience, ensuring it remains user-friendly and competitive.

N. Accommodate Third-Party Sales Integration

Enable third-party sales and reporting, broadening the market reach and providing additional revenue opportunities.

III. ANTICIPATED SCOPE OF SERVICES

SERVICE LOCATION

Facility Name: Sacramento International Airport (SMF)

Street Address: 6900 Airport Blvd.

City and Zip Code: Sacramento, CA 95837

PART 1 - GENERAL DEFINITIONS

List of Abbreviations:

ADA	Americans with Disabilities Act
API	Application Programming Interface
AVI	Automated Vehicle Identification
CCPA	California Consumer Privacy Act
EMV	Europay, MasterCard, and Visa
FAQ	Frequently Asked Question
IP	IP Parking Inc.
LPR	License Plate Recognition
PA-DSS	Payment Application Data Security Standard
PCI	Payment Card Industry
PCI DSS	Payment Card Industry Data Security Standard
PGS	Parking Guidance System
PII	Personally Identifiable Information
POF	Pay On Foot
PRS	Parking Reservation System
PSP	Payment Service Provider
ROADS	Repository of Airport Data System
SAT	Site Acceptance Test
SCS	Space Count System

1.1 RESPONSIBILITIES

- A. For purposes of these Scope of Services, "Contractor" shall mean the successful Contractor and any of its subcontractors or subconsultants employed in the provision of PRS and associated support services.
- B. The Contractor shall provide, maintain, and monitor a fully hosted online prepaid PRS that accepts reservations and bank card payments for both the test bed (Phase 1) and production phases (Phases 2 and 3).
 - 1. The Contractor shall ensure all interfaces and integrations are provided as defined in this document.
 - 2. The PRS parameters shall be flexible enough to be configurable to meet Department's current and future needs.
 - 3. The PRS shall be fully implemented as a web interface, allowing the Department to utilize all its functionalities from any browser, regardless of geographical location.
- C. The Contractor shall provide the following:
 - 1. Customization of the PRS website (within the constraints of the proposed PRS website templates) as directed by the Department.
 - 2. Hosted payment page as part of the online PRS website.
 - 3. Setup Department parking products and revise, as needed, until go-live.
 - 4. Booking widget for the Department website main page to input reservation dates and times.
 - 5. Links in the Department website to the online PRS website.
 - 6. Links in the PRS website to FAQ's, Terms & Conditions (T&C's), privacy policy, parking maps, and other relevant information.
- D. The Department will provide the following:
 - 1. All necessary logos, fonts, colors, graphics, and pictures.
 - 2. Content to be displayed for website links.
- E. The PRS information security provisions, policies and procedures shall be equivalent to those of the Department's.
- F. The PRS shall accept the following identifiers for lane access:
 - 1. QR code
 - 2. License plate (with QR code as a backup)
- G. The PRS shall operate in all unstaffed PRS-configured lanes.

- H. Reservation QR codes scanned at POF stations shall display a message identifying the QR code as a reservation and to proceed to the exit lane.
- I. The PRS shall provide reservation, variable pricing, and yield management features.
- J. The PRS shall be configurable to offer upsell products as part of the booking process.
- K. The PRS shall be configurable to offer ancillary products and services and bundles as part of the booking process.
- L. The Contractor shall provide the Department and its representatives access to the PRS administrative software application that provides a reservation dashboard, data tools and filter, reports, and changes to PRS configurations including product/price/promotion management and pricing.

1.2 MINIMUM REQUIREMENTS

The selected Contractor shall deliver a fully functional PRS that meets or exceeds the following minimum requirements:

A. Compliance and Regulatory Requirements

- 1. The PRS shall conform to the most current versions of all applicable codes, regulations, and standards, including but not limited to:
 - a. PCI DSS
 - b. ADA accessibility standards
 - c. Federal, State of California, Sacramento County, and other applicable local ordinances and regulations
- 2. The Contractor shall provide documentation confirming compliance with the above standards.

B. System Integration

- 1. The PRS shall integrate with SMF's existing PARCS solution via a documented and supported API.
- 2. The PRS shall fully support the exchange of the following data in real time:
 - a. Reservation creation, modification, and cancellation
 - b. Credential generation (QR code, LPR, or AVI ID)
 - c. Occupancy management and access validation
 - d. Financial transaction reconciliation

C. Functional Capabilities

The PRS must:

1. Support reservation lookup and modification by users
2. Allow for discount or promotional codes to be applied at checkout
3. Enable dynamic pricing and product-based inventory control

D. Administrative Tools

The PRS shall include a secure, web-based admin portal with:

1. Real-time visibility of reservations and inventory
2. Customizable reports and dashboards
3. Marketing and campaign configuration tools
4. User role-based access control
5. Ability to configure blackout dates, restricted times, and limited time offers

E. Reporting and Auditing

The PRS shall provide comprehensive financial and operational reports, including:

1. Daily reservation activity
2. Revenue summaries by location/product/date
3. Reconciliation with PARCS transactions
4. Promotion/campaign effectiveness tracking
5. Export capability to CSV, PDF, and API feeds

F. Security and Data Privacy

In addition to PCI DSS compliance, the PRS shall:

1. Encrypt all PII and financial data in transit and at rest
2. Adhere to best practices for user authentication and session management
3. Include audit logging and alerting for security events
4. Comply with CCPA requirements

G. System Availability and Performance

The PRS must maintain:

1. 99.9% system uptime (excluding scheduled maintenance)
2. Response time under two (2) seconds for core reservation transactions under normal load
3. Redundant hosting with data backup and disaster recovery protocols

H. Support and Maintenance

The Contractor must provide the following:

1. 24/7/365 technical support
2. Defined incident escalation protocols
3. Regular software updates and security patches
4. Onboarding and training support for SMF personnel

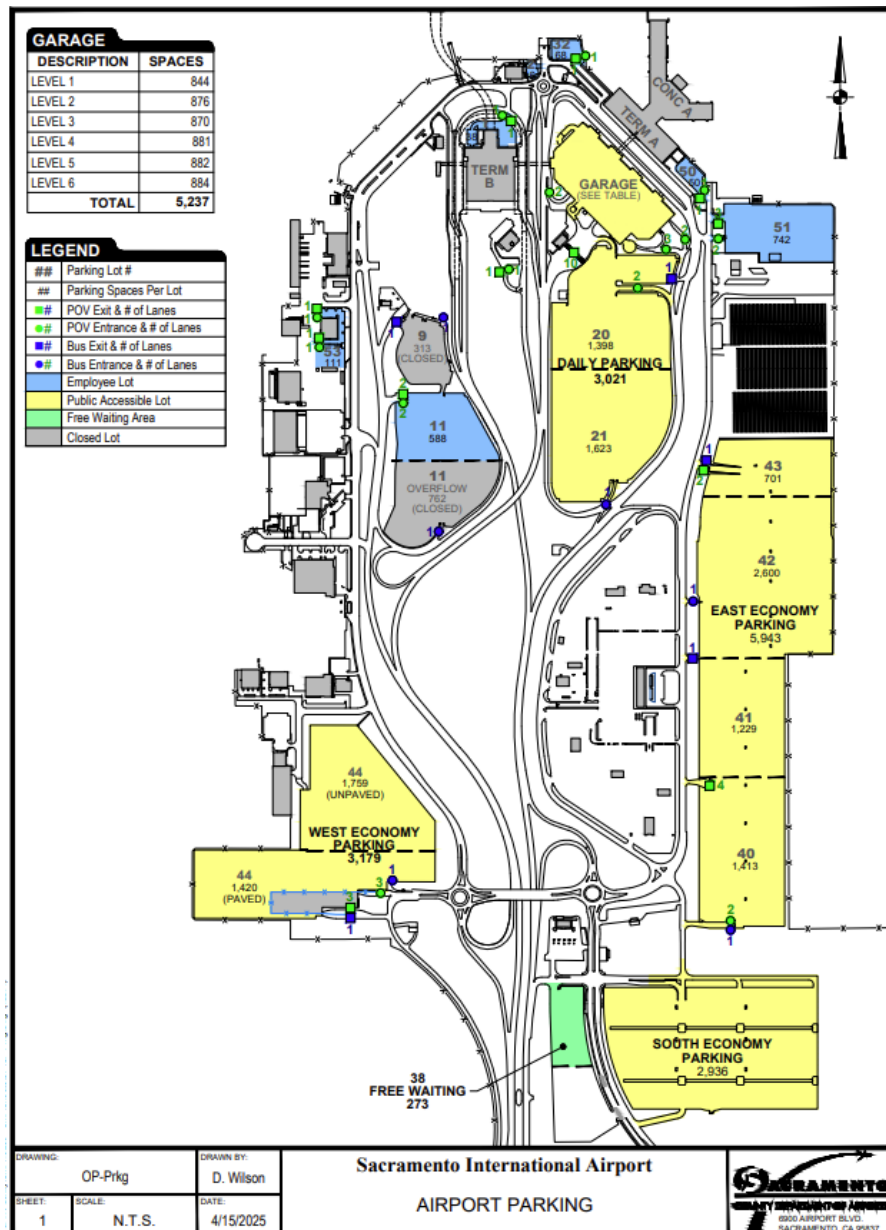
I. Future Scalability and Flexibility

The PRS must be designed to:

1. Accommodate the addition of new parking facilities and products (e.g., valet, EV charging)
2. Support integration with future SMF applications (e.g., mobile app, loyalty programs)
3. Allow multi-lingual support and ADA accessibility compliance enhancements

1.3 PARKING FACILITIES DESCRIPTION

A. SMF Parking Facility Map



B. Facilities Description – Table 1 provides information for the overall SMF parking facilities. SMF has a PARCS test bed in Terminal B with one entry lane, one exit lane, and one pay-on-foot station.

Table 1: Summary of SMF Parking Facility Counts

Parking Facility	Parking Spaces	Entry Lanes	Exit Lanes	No. of Pay Stations	Bus Entry Lanes	Bus Exit Lanes
Garage A	5,237	7	10	6	0	0
Hourly B Parking	733	2	3	1	0	0
Daily A Parking	3,021	2	-	1	1	1
East Economy Lot	5,943	2	6	1	2	3
West Economy Lot	3,179	2	2	1	1	1
South Economy Lot*	2,936	2	2	1	1	1
Employee Parking (Lot 11)	1,350	2	2	0	1	1
Employee Parking (Lot 50)	50	1	1	0	0	0
Reservation Lot (Lot 51)	718	2	2	0	0	1
Employee Lot (Lot 53)	113	1	2	0	0	0
	27,267	19	25	11	6	8

Table 1 – Proposed Parking Facility Counts

C. SMF Parking Transactions – Table 2 provides a comparison of the monthly historical and forecasted number of originating and non-originating enplanements.

Table 2: SMF Historical Parking Transactions

Location	Avg. Monthly Transactions	Total Annual Transactions
Garage A Entries	51,945	623,338
Hourly B Parking	56,451	677,416
Daily A Parking Entries	22,795	273,540
Combined Garage A / Daily A Exits	74,098	889,180
East Economy Lot	59,807	717,678
West Economy Lot	5,917	70,998
Revenue Parking Totals	271,013	3,252,150
Employee Parking: Lot 11	126,036	1,512,432
Employee Parking: Lot 51	62,573	750,876
Employee Parking Totals	188,609	2,263,308

The PRS must also meet the following requirements to ensure long-term scalability, operational readiness, and financial accountability.

D. Future System Expansion

The PRS must be built to support future expansion, system enhancements, and integration with additional facilities, technologies, and third-party systems anticipated under the SMForward development program.

1. Long-Term Scalability

The PRS shall support expansion to new parking products and facilities for a minimum of five (5) years, aligned with phased implementation of SMForward projects.

2. Modular and Upgradeable Design

The PRS architecture shall be modular and scalable, enabling the Airport to deploy or remove system components with minimal disruption.

3. Expansion-Ready Functionality

The PRS shall accommodate future enhancements, including but not limited to:

- a. Integration of additional parking facilities, including surface lots, garages, and valet service zones.
- b. Open and well-documented APIs for integration with third-party systems (e.g., loyalty programs, mobile apps, business analytics platforms).
- c. Addition of new features and functional modules without re-platforming.
- d. Remote firmware and software updates without the need for field equipment replacement or system downtime.

E. Required PRS Service Components

The selected Contractor shall provide all necessary software, infrastructure, and support services required to deliver and maintain a fully operational, prepaid PRS, both in the test environment and in live production.

1. System Hosting and Monitoring

Contractor shall provide and maintain a secure, cloud-hosted PRS with 24/7 monitoring, including uptime tracking, performance analytics, and threat detection.

2. Software and Interface Support

Contractor shall maintain all software components, APIs, and system interfaces required for complete end-to-end functionality of the PRS.

3. Test Bed and Production Deployment

The PRS shall be configured, deployed, and validated in a test bed environment prior to production use. Functional, security, and integration testing must be conducted at both stages.

4. Revenue Processing and Deposits

Contractor shall process all online prepayments and ensure daily deposits of revenue into a designated Sacramento County financial institution. Deposits must include full transaction records and settlement summaries.

5. Reconciliation and Financial Reporting

- a. The PRS shall produce detailed daily and monthly financial reports that enable reconciliation between sales and deposits.
- b. Reports must include breakdowns by product type, transaction volume, upsell revenue, unearned/deferred revenue, and refund activity.

6. Operational Reports

The PRS shall generate and export reports summarizing:

- a. Reservations by product type
- b. Upsell performance
- c. Customer behavior and purchasing trends
- d. Cancellations, no-shows, and earned vs. unearned revenue

7. Documentation and Training

Contractor shall provide:

- a. Comprehensive system operating manuals
- b. Step-by-step administrative procedures
- c. User-friendly training materials (slides, videos, quick-start guides)
- d. Onsite or virtual training sessions for designated Airport staff

8. Warranty and Post-Warranty Support

Contractor shall offer a warranty on all hosted software and services for a minimum of two (2) years post go-live.

Post-warranty support shall include:

- a. Ongoing system monitoring
- b. Helpdesk services
- c. Software patches and updates
- d. Performance optimization as needed

F. Phasing of PRS:

1. Phase 1: The PRS will be installed in Department's test bed location for testing purposes and Department approval.
2. Phase 2: Once approval is provided from Phase 1, the PRS will be deployed to production for testing in one entry lane and one exit lane per direction of Department staff.
3. Phase 3: Once approval is provided from Phase 2, the PRS will be deployed across the entire designated lot.

PART 2 - PRS REQUIREMENTS

For purposes of these Scope of Services, "Contractor" shall mean the successful Contractor and any of its subcontractors or subconsultants employed in the provision of PRS and associated support services.

2.1 API INTEGRATION REQUIREMENTS

A. The PRS shall expose and consume robust, secure, and well-documented APIs to enable seamless data exchange between the PRS, SMF systems, and third-party applications. All API components must adhere to the following requirements:

1. API Architecture & Standards

- a. RESTful Design: All endpoints shall follow REST principles, using appropriate HTTP methods (GET, POST, PUT, DELETE) and standard status codes.
- b. Versioning:
 - APIs must be versioned (e.g., v1, v2) in the URL path to allow backward-compatible enhancements.
 - Deprecation notices must be provided at least ninety (90) days before end-of-life for any version.

B. Core Endpoints & Payloads

1. At a minimum, the PRS API suite shall include the following endpoint groups:

Endpoint Group	Key Operations
Reservations	<ul style="list-style-type: none"> • Create/modify/cancel reservation • Retrieve reservation details
Inventory & Availability	<ul style="list-style-type: none"> • Query real-time space counts by facility, product, and time window
Credentials & Access	<ul style="list-style-type: none"> • Generate QR codes or LPR/AVI tokens • Validate credentials at entry/exit
Payments & Refunds	<ul style="list-style-type: none"> • Process payment authorization and capture • Initiate refunds and adjustments
Reporting & Audit Logs	<ul style="list-style-type: none"> • Export financial transactions • Retrieve audit trail for reservation activity

2. Each endpoint must clearly document:
 - a. Required and optional parameters
 - b. Request/response schemas (with examples)
 - c. HTTP status codes and error messages

C. Documentation & Support

1. Developer Portal:
 - a. Interactive API documentation (Swagger/OpenAPI specification) with "try-it-out" functionality.
2. Change Management:
 - a. Public changelog of API updates.
 - b. Advance notification (minimum 30 days) of breaking changes.
3. Technical Support:
 - a. Dedicated API support channel (email or ticketing).
 - b. SLA for API issue response: High-priority incidents addressed within four (4) business hours.

D. The Contractor shall provide, maintain, and monitor all software and API interfaces necessary to deliver a complete and functional online prepaid PRS for Phases 1-3.

- E. Provide a PSP API interface to perform the following:
1. Process PRS website sales and deposits into the Department's bank account. Department's payment gateway is TNS / (previously named ADVAM), and its clearinghouse is Grant Street.
 2. Push PRS data to IP's Parkbase software.

- F. PRS Data Transmittal Frequency:
1. Credit Card Approval: 5-7 seconds during the reservation process.
 2. Sales Deposit: Daily to Department's bank.

3. Reservation Data to/from PARCS: Near real-time.
4. Admin Module/Dashboard Refresh: Every 5 minutes.
5. Data to BI Tools (LAZ BI and ROADS BI): Daily.

- G. The Contractor shall test the following in the test bed and then in production:
1. The PRS website.
 2. The PRS API's.
 3. The PRS interface with the PARCS entry and exit lane hardware and pay stations.
 4. The PRS API receiving data from the PARCS.
 5. The Report API.

2.2 PRS CONTRACTOR RESPONSIBILITIES

- A. Reservation Recognition - Detect and process pre-booked reservations when customers present access credentials.
- B. Access Identifier Support - Support both QR-code scanning and license-plate recognition in all SMF entry and exit lanes.
- C. Real-Time Occupancy Updates - Push upcoming reservation data to the Department in real time for accurate occupancy management.
- D. Configurable Inventory Controls - Maintain separate, configurable space counts in the PARCS control system for each reservation product.
- E. Overstay Management - Automatically calculate and collect any overstay fees at exit.
- F. Grace-Period Configuration - Apply distinct entry and exit grace periods specifically for reservation transactions.
- G. Reporting and Revenue Tagging - Flag reservation transactions and prepaid revenue in all standard PARCS reports.
- H. Timed Nesting - Enable designated nested reservation zones with time-based nesting controls.
- I. API Integration - Leverage IP's Exhibit G API documentation and perform any necessary additional development to fully interface the PRS with the IP PARCS.

1. PARCS API: Enables the PRS to receive data from IP's Parkbase software in near real-time.
2. Reporting API: Provide data to the Department's Business Intelligence (BI) tools, which are the LAZ BI and the Repository of Airport Data System (ROADS) BI which is developed in-house by the Department.

2.3 PRS CUSTOMER REQUIREMENTS

- A. The PRS shall offer an intuitive online tool for customers to easily reserve, modify, cancel, and pay for parking spaces.
- B. The booking path shall be clear and user-friendly, with built-in cross-sell and upsell capabilities to enhance customer choices.
- C. Customers shall be given the ability to conveniently select travel dates and view parking options, features, and rates across multiple facilities.
- D. The PRS shall feature a responsive design, automatically adjusting to the user's device for an optimal viewing experience.
- E. The PRS shall support all major browsers including Chrome, Firefox, Microsoft Edge, Safari, and mobile operating systems like Android and iOS.
- F. At launch, the PRS shall support multiple languages, primarily U.S. English and Spanish, ensuring accessibility for diverse users.
- G. Easy online customer enrollment shall be provided, with simple account creation, login functions, and management tools for updating user accounts, including:
 1. Account information (name, email, license plate)
 2. Account preferences (preferred products, language)
 3. Loyalty program enrollment (optional).
- H. User login shall be straightforward and should be achieved via multiple methods including:
 1. Email address
 2. Facebook account
 3. Gmail account
- I. Login functions shall offer:
 1. Recognition of user preferences
 2. Modification/cancellation of reservations
 3. Viewing of reservation history and upcoming reservations

- 4. Receipt printing
- 5. Password reset
- J. The PRS shall display all available parking products for the selected reservation time, with an option to show sold-out products.
- K. Flexible product presentation shall be available, including:
 - 1. Configurable product order
 - 2. Vertical, horizontal, and list views
 - 3. Multiple sorting criteria
- L. Parking products on the website shall include:
 - 1. Product name, picture, branding, and description
 - 2. Transport method icons to the airport terminal
 - 3. Total product price
 - 4. Savings amount in dollars and percentages
 - 5. Number of spaces remaining
 - 6. Number of spaces recently sold
 - 7. Links to parking maps or details
- M. The PRS shall allow for offering ancillary products and services, with payments processed during the reservation. Delivery coordination shall be handled by the Department.
- N. Upsell of products shall be easily included in the booking process.
- O. Customer information required for checkout shall be configurable.
- P. The purchase page shall clearly and simply lay out all product information, taxes, and fees.
- Q. Customers shall receive a reservation confirmation at the time the reservation is finalized, which includes:
 - 1. Reservation details (dates, parking product, price breakdown, payment details).
 - 2. Instructional content (text, pictures, video or links with content provide by the Department).
 - 3. Printable receipt.
- R. An email confirmation shall be sent to customers upon reservation completion, including:
 - 1. Reservation details (dates, parking product, price breakdown, payment details).
 - 2. QR code for entry and exit lanes and POFs.

3. Instructional content (text, pictures, video with content provided by SMF).
4. Printable receipt and reservation QR code.

2.4 ADMINISTRATION

- A. The PRS shall provide forward arrivals data for the number of future reservation customers expected to arrive for a specified time.
- B. The PRS shall include flexible self-service website content management features, capable of accommodating different products and branding, including, but not limited to:
 1. Landing Page
 2. Content Areas
 3. Product Descriptions
 4. Logos
 5. Images
 6. Maps
 7. Confirmation Receipts
- C. The PRS shall contain programmable variable pricing and yield management tools.
- D. The PRS shall allow Department staff to configure, modify, and delete the following with clear and simple tools:
 1. Products
 2. Rates
 3. Promotions
 4. Website page content
 5. Email content
 6. Link content
- E. The PRS shall provide multiple pricing options including 365-day pricing calendar and automatically accommodates leap year.
- F. The PRS shall contain the following “shortcuts” for ease of use:
 1. Sharing, linking, and cloning products.
 2. One-click pricing uploads.
 3. Automated import of third-party reservation data.
- G. The PRS shall offer configurable options for overstays and under stays such as:
 1. Entry grace period - how far in advance of the actual reservation start time a customer can enter on their reservation.

2. Reservation start time – whether the reservation starts at the actual entry time or the reserved start time.
 3. Exit grace period – how long after the reservation end time the customer has to exit before being charged for an overstay.
 4. Determine if a refund will be issued for customers who do not stay for the full reservation period.
- H. The PRS shall allow the breakdown of data and product/promotion performance data including, but not limited to:
1. Product
 2. Promotion
 3. Time Frame
 4. Sales Channel
- I. The PRS shall allow administrators to quickly and easily look up reservations in the parking office command center for trouble shooting, if access credential is forgotten or not read. Administrator access may be limited to reservation lookups, if specified by the Department.
1. Administrators shall be able to easily search reservations by reservation number, reservation dates, and by customer name.
- J. Marketing Tools:
1. The PRS shall have the ability to recognize and use variable and one-time use promotional codes.
 2. The PRS shall allow promotion codes to be re-used with different settings, for example the code 'Turkey' may be used every year for a Thanksgiving promotion and the promotion configuration may vary each year.
 3. The PRS shall include automated campaign performance management and tracking services.
 4. The PRS shall provide email and SMS text campaign features.
 5. The PRS shall provide integrations with third party marketing services.
 6. The PRS shall allow the Department to put tracking codes on site pages via Google Analytics.

2.5 DATA & REPORTING REQUIREMENTS

- A. The PRS shall provide real-time dashboards with configurable content display. Dashboard content options shall include for selectable periods (day, week, month, year) and by product, or all the following information:

1. Number of daily arrivals expected by product.
 2. Number of reservations made, number of requests, conversion rate.
 3. Number/percentage of cancellations and amendments.
 4. Calendar booking heatmaps or other display type to show reservation volumes by calendar day.
 5. Revenue, average daily rate, average reservation value.
 6. Average duration.
 7. Average lead days.
 8. Reservations by source (website, mobile, consolidators, 3rd parties).
 9. Inventory allocations by product.
 10. Occupancy history
 11. Inventory Dashboard shows product inventory, availability, and pricing.
- B. The PRS shall allow for the export of parking data in .csv, .xlsx, and .pdf formats.
- C. The PRS historical data shall be available for the duration of the contract.
- D. The PRS shall provide data query abilities that can be sorted with the following data fields for selectable start/end dates:
1. Reservation ID number
 2. Booked arrivals
 3. Booked return date
 4. Cancellation
 5. Modifications
 6. Booked duration
 7. Total reservation value (fee band)
 8. Payment card type
 9. Reservation date
 10. Day of the week
 11. Value and type of ancillary products and services sold
 12. Up-sales and value of up-sales
 13. Sales channel
 14. Selectable car park, group of car parks, or category
 15. Selectable periods:
 - a. Weekends
 - b. Grouped days of the week
 - c. Whole weeks
 16. If SMF selects the option to send data from the PARCS to the PRS:
 - a. Arrival time

- b. Departures time
 - c. Overstay fee
 - d. Overstay payment method
 - e. No show
- E. The PRS shall provide a standard reporting module with select criteria available for each report by day, week and month.
- F. The PRS shall provide revenue reporting functions for selectable start/end times:
 - 1. Reports supporting reconciliation of daily website deposits to Department's bank account.
 - 2. Reports to identify revenue adjustments such as refunds.
 - 3. Reports to assist in determining unearned revenue.
 - 4. Reports by revenue type (products, source) with details on taxes, fees, and discounts.
 - 5. Future booking revenue and number of reservations.
 - 6. Detail reservation report showing details of each reservation.
- G. The PRS shall provide historical pricing reports.
 - 1. Records shall be easily viewed and accessed.
 - 2. Old pricing and promotional records shall not be overwritten.
- H. The PRS shall provide the ability to schedule reports by the administrator and send to multiple email addresses.
- I. The PRS shall provide a user defined report creator.

2.6 PAYMENTS & AUDIT REQUIREMENTS

- A. The Contractor shall be responsible for the PRS PCI compliance.
- B. The PRS shall be fully certified to the latest PCI DSS requirement standards at the time of proposed supplier submission.
- C. The PRS shall be EMV compliant.
- D. The Contractor shall prepare and submit to the Department a PRS Annual Report on Compliance (ROC).
- E. The PRS shall provide online real-time authorization for bankcard payments.

- F. For payments, the customer shall be directed to the PRS payment gateway's website to input bankcard information. The PRS gateway shall send the request to the processor ("clearinghouse"), which is currently Grant Street. The processor shall provide authorization for all bankcard purchase transactions.
- G. At the end of each business day, as mutually agreed by SMF and the gateway and processor, the PRS shall automatically provide necessary settlement data files.
- H. The PRS shall accept the following payment options:
 - 1. American Express
 - 2. MasterCard
 - 3. Visa
 - 4. Discover
- I. The PRS shall accommodate a product that can be cancelled up to the time of entry with an automated refund.
- J. The PRS shall allow for a configurable "cancel before" time period as a general setting for all products that do not have a higher price for cancellation up until time of entry.
- K. The PRS shall allow for end-to-end tracking of payments without heavy manual intervention such as:
 - 1. Auto-generated unique payment reference ID.
 - 2. Exact transaction date and time.
 - 3. Payment method.
 - 4. Value of the payment or the refund.
 - 5. Whether it was a payment or a refund.
 - 6. Associated reservation the payment was linked to.
 - 7. Last four digits of the card used to make the payment if applicable.
 - 8. Reference held by the payment service provider linked to the payment.
 - 9. Reservation change details, dates, increase/decrease in fees.
 - 10. Date, time, user ID of manual changes to reservations.
- L. The PRS shall keep a log of system administrator functions including:
 - 1. Date
 - 2. Time
 - 3. User ID
 - 4. Description

2.7 SYSTEM SECURITY REQUIREMENTS

- A. The Contractor shall provide the PRS hosting in a dedicated virtual private cloud environment.
- B. Hosting service uptime shall be 99.999% with no latency issues.
- C. The PRS shall provide scalable, load balanced web servers with redundancy and full disaster recovery, hosted in multiple secure data centers, preferably one of which is located within the USA.
- D. The Department shall retain sole ownership and rights to all customer data.
- E. The Contractor is prohibited from using customer data in any way that is not specified in this RFP.
- F. The Contractor shall provide gateway servers to manage VPN connections in and out of the cloud.
- G. The Contractor shall provide SOC II or a similar report.
- H. The PRS shall provide licensing for a minimum of ten (10) users.
- I. The Contractor shall provide system uptime, reliability such as website failures and bankcard failures, and stability including error monitoring and submit how these will be measured and reported.
- J. The Contractor shall provide disaster recovery and submit procedures to the Department.
- K. The PRS shall provide security groups to control access through user permissions and tracking.
 - 1. Access to the PRS administration module shall require a valid user login and password.
 - 2. The PRS shall provide fully encrypted password management.
 - 3. The administration module provide granularity so that different users have access to different administrative features.
- L. The PRS shall provide credit card and PII data protection, i.e., any data that can be used to distinguish or trace an individual's identity.
- M. The PRS shall provide scalability and submit how this will be achieved.

2.8 OPTIONAL PRS FEATURES

- A. PARCS API for the PRS: The system shall receive data in near real-time from IP's Parkbase software.
- B. Reporting API: Data shall be provided once per day to the Department's two BI tools, LAZ BI and ROADS, developed in-house by SMF.
- C. PRS integration with the PGS for vehicle locator: Customers shall receive a text message or email guiding them from their parked vehicle to the airport terminal, and back to their vehicle upon return.
- D. PRS integration with the PGS for virtual nested areas: If a customer parks in a virtual nest but reserved elsewhere, they will receive a text message or email alerting them about the potential additional charges for parking in a different area.
- E. E-Commerce platform: This feature allows customers to purchase and manage non-parking products such as airline tickets, hotel reservations, and rental cars.
- F. Push Notifications: The PRS may have the ability to push reservation details to customer calendar applications like Outlook, iCal, and Google Calendar.
- G. Loyalty Program:
 - 1. Administered through the PRS for reservation customers
 - 2. The program offers:
 - a. Automatic point accumulation based on criteria such as:
 - i. Parking product purchased
 - ii. Time of day/day of week promotions
 - iii. Account status based on point balances
 - b. Automatic customer point redemption
- H. The Contractor shall provide pricing for the optional features defined herein as part of its proposal.

2.9 WARRANTY AND POST WARRANTY SERVICE AGREEMENT REQUIREMENTS

- A. The two-year Warranty period shall begin upon the issuance of the written Final System Acceptance by the Department (see section 3.5

below for information regarding when Final System Acceptance is issued).

- B. All costs associated with providing, maintaining and monitoring the PRS shall be covered by the Contractor during the Warranty period.

- C. Software Updates

Provide the Department with regular PRS software improvement releases (updates) at no additional cost as they become available.

- D. Patches and Updates

1. Supply all PRS software patches and updates free of charge during the contract.
2. PRS functionality shall not be impacted during software patches and updates.
3. Deliver documentation at least seven calendar days prior to any PRS software modifications, patches, updates, or upgrades. This documentation shall include:
 - a. Patch/update release designation
 - b. Proposed date and time of implementation
 - c. Detailed description of the patch/update's functionality
 - d. Comprehensive disaster recovery procedures to revert the system to its pre-patch/update status

- E. Change Management Compliance

Adhere to the Department's change management procedures for all software patches, upgrades, and updates.

- F. Coordination of Testing and Implementation

1. Coordinate with the Department as needed for the testing and implementation of all patches, upgrades, and updates.
2. PRS database and application software maintenance can be performed remotely or on-site as approved by the Department.

- G. Corrective Patches and Upgrades

Provide corrective patches and upgrades in response to identified security vulnerabilities or system availability issues.

H. Service Support

1. The Contractor shall provide remote support as noted in Table 3 for the PRS software, integrations, and all third-party software applications provided as part of the PRS solution.
2. Online and telephone support shall be available twenty-four (24) hours per day, seven (7) days per week, three hundred and sixty-five (365) days per year for critical system issues.
3. The following table outlines the issue resolution service levels:

Table 3: Department PRS Service Support

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 reservations• Impact communication with IP Parkbase• Impact revenue collection and reconciliation	24/7/365	15 minutes from time of notification	2 hours from time of notification
2: Regular	All other issues	SMF Business Hours	1 business day from time of notification	Completed 15 business days

4. The Contractor shall monitor the PRS and notify the Department of any system failures via email within the times in Table 3.
5. The Contractor shall maintain a service ticket system that:
 - a. Track system issues found by the Contractor during system monitoring.
 - b. Allows the Department and its representatives to submit PRS issues.
 - c. The ticketing system shall provide data to show whether service level agreements (SLAs) in Table 3 have been met each month.

I. Post-Warranty Support

1. The Post-Warranty support period shall begin after the two-year warranty period.

2. The Post-Warranty support shall have the same requirements as the warranty period.
3. The Post-Warranty term shall be for two (2) years, with one (1) option to extend the post-warranty term for one (1) year. County will by provide Contractor with written notice of such election sixty (60) days prior to the expiration of the then existing Post-Warranty term.

2.10 INSTRUCTION AND TRAINING REQUIREMENTS

- A. Onsite Training Delivery - Provide one full day of onsite training for designated SMF staff, delivered by a qualified instructor.
- B. Comprehensive Instruction - Through classroom sessions and hands-on exercises, train staff on all PRS features, including operation, configuration, troubleshooting, and routine maintenance.
- C. Training Schedule Development - Propose a detailed training schedule, including dates, times, and session durations, at a pre-installation kickoff meeting. Coordinate with the Department to finalize dates, avoiding peak operational periods.
- D. Curriculum Outline - Submit an outline of training modules with estimated times for each topic, ensuring ample hands-on practice for every PRS component.
- E. Training Format and Logistics - Combine presentations, live demonstrations, and practical exercises in a classroom designated by the Department. Supply a dedicated instructor for all sessions.
- F. Language Proficiency - Ensure the instructor communicates fluently and clearly in English.
- G. Training Materials & Documentation - Provide electronic and print copies of:
 1. User manuals written in plain English, supplemented with photos, diagrams, and schematics
 2. Quick start guides and troubleshooting checklists
 3. Deliver all materials per the RFP's submittal guidelines.
 4. Grant the Department unlimited rights to reproduce training materials for internal use.
- H. Training Categories - Provide training classes for all system functionalities, including the following:

Functionality	Feature
<ul style="list-style-type: none"> Dashboard 	<ul style="list-style-type: none"> Change dashboard content
<ul style="list-style-type: none"> Administration 	<ul style="list-style-type: none"> Website changes Inventory changes Product changes Pricing changes Promotions set up Up-sale changes Daily arrivals Data filtering Report generation Report scheduling
<ul style="list-style-type: none"> Technical 	<ul style="list-style-type: none"> Assets Pages Page Groups Widget Translations Content Blocks Templates Forms Tracking Code Help Content Site Configuration
<ul style="list-style-type: none"> Call Center (Operations) 	<ul style="list-style-type: none"> View Bookings Amend Bookings Cancel Bookings Issue Refunds Customer Noted Re-Send Confirmation Emails Reservation Arrivals
<ul style="list-style-type: none"> Revenue Reconciliation and Reporting 	<ul style="list-style-type: none"> Information available to reconcile web sale deposits and refunds

PART 3 - ADMINISTRATION REQUIREMENTS

3.0 SUBMISSION REQUIREMENTS

- A. Within thirty (30) days of contract execution, submit the following deliverables to the Department:
1. Project Plan
 2. Project Schedule
 3. Technical Approach
 4. Training Plan
 5. Testing Plan
 6. PRS setup document/information request

7. User documentation - user manuals to be written in English.

- B. Document Updates – Within five (5) business days after receiving Department staff’s submittal review comments, resubmit revised documents.

3.1 PROJECT MEETING REQUIREMENTS

- A. Project Kick-Off Meeting - Conduct a kickoff meeting after submitting the documents listed in Section 3 to review the PRS process, project schedule, other submittals, meet Department staff involved in the PRS, and discuss next steps.
- B. Weekly Meetings - Schedule and participate in weekly project meetings via MS Teams (or a similar conferencing tool) from the design phase through system acceptance.
- C. Meet with the Department (and other County departments, if necessary) as needed to configure the PRS.
- D. Meeting Agendas - Prepare and distribute an agenda for each meeting until the project is closed.
- E. Meeting Minutes - Prepare and distribute meeting minutes for each meeting until the project is closed.
- F. Action Items Log - Prepare, maintain, and distribute a project action item log until the project is closed.

3.2 INSTALLATION AND CONFIGURATION SERVICES REQUIREMENTS

- A. The Contractor shall provide comprehensive services to design, configure, install, and test the PRS, including:
1. Project Schedule and Plan: Submit a detailed project schedule and implementation plan with the proposal, outlining milestones, deliverables, and the Quality Assurance and deployment process.
 2. Configuration Review: Meet with the Department to review PRS configuration options and gather business rules for PRS configuration.
 3. Asset Gathering: Meet with the Department to obtain assets needed for designing the PRS website.
 4. Test Plan Submission: Submit a comprehensive test plan for both test bed and production environments covering the following:

- a. User Acceptance Testing - cover the following areas:
 - i. Website functionality
 - ii. Bankcard processing
 - iii. PARCS interface
 - iv. Data and reports
 - v. Optional features
- b. System Acceptance Testing

3.3 INTERNAL USER ACCEPTANCE TESTING REQUIREMENTS

- A. Conduct internal tests of user acceptance test areas to confirm readiness for testing by the Department.
- B. Costs incurred by the Department for retesting failed items, including labor and travel, shall be reimbursed to the Department if the responsibility lies with the Contractor.
- C. Participation in Testing
 - 1. Participate and provide technical support during the Department's test bed and production tests.
 - 2. Provide follow-up support for any failed test items.
- D. Punchlist Maintenance
 - 1. Maintain a punch list of open items from project start to System Acceptance Test (SAT).
 - 2. Record all deviations noted during acceptance testing on the punch list.

3.4 SYSTEM ACCEPTANCE TEST REQUIREMENTS

- A. Commencement: After successful completion of all PRS tests and punch list items, commence the SAT on a mutually agreed date and time.
- B. SAT Test Document: Submit an SAT test document outlining procedures for monitoring overall PRS performance, including:
 - 1. General procedures narrative
 - 2. Methodology for downtime and accuracy calculations
 - 3. Electronic tracking document for failures and downtime during SAT
- C. SAT Duration: Conduct the SAT for 30 consecutive 24-hour periods. Restart if system performance criteria are not met.

- D. SAT Performance Criteria: Ensure no subsystem is unavailable:
1. For four or more hours cumulatively.
 2. For more than two consecutive hours Extend SAT duration by one day for each occurrence. Department may restart the SAT at Day 1 after correcting failed items.
- E. Subsystem Failures and System Crash Handling:
1. Subsystem Definition: Includes PRS software, features, and integrations.
 2. Exclusions from Failure Count: Excludes failures due to network connectivity issues beyond the PRS, failures outside the Contractor's control, third-party failures, and natural disasters.
 3. System Crash Handling: Halt, analyze, document causes, repair, and document repairs. Department may continue day count after system recovery or restart SAT at Day 1.
- F. SAT Reporting:
1. One-page summary of system downtime and causes to be provided the following calendar day.
 2. Detailed corrective action reports for each failure
 3. Documentation updates impacted by corrective actions before Final System Acceptance
- G. Approval and Testing Continuation: Continue testing upon Department's written approval of corrective action reports, ensuring isolated remedies without broader system impact.
- H. Stability Testing: Demonstrate system stability—proper PRS functioning without data loss, instability, or contamination—for 30 consecutive days.

3.5 FINAL SYSTEM ACCEPTANCE

The Department shall issue Final System Acceptance in writing to the Contractor upon 30 consecutive days of PRS functioning without failure and verification that all punch list items have been resolved.

IV. TERM AND EFFECTIVE DATE OF THE AGREEMENT

The Department intends to award a single Agreement in January 2026. The initial term of the proposed Agreement will be five (5) years, with one (1) option to extend the term for an additional five (5) years, for a possible total term of ten (10) years.

V. HOW TO OBTAIN A COPY OF THIS RFP

A copy of this RFP and any addenda to it can be found on the following websites:

Sacramento County Department of Airports Website:

http://www.sacramento.aero/scas/opportunities/bids_and_requests

OpenGov Website:

[Procurement Portal](#)

VI. DEADLINE AND PROPOSAL SUBMISSION

Submittals shall be comprised of one (1) digital PDF copy of the proposal (in a format compatible with Adobe Acrobat) and one (1) digital copy of the Proposal compatible with Microsoft Word in DOC or DOCX format.

- Proposals are due no later than 12:00 P.M. Pacific Time (PT) on September 9, 2025.
- All late responses will be rejected.
- Submit proposals via Opengov.com.

VII. OPTIONAL VIRTUAL PRE-PROPOSAL CONFERENCE

An Optional Virtual Pre-Proposal Conference is scheduled for August 1, 2025, beginning at 9:00 A.M. PT. The purpose of the conference will be to discuss the requirements and objectives of this RFP. Department representatives will be available to answer questions from interested companies.

To attend the optional virtual pre-proposal conference, please join via your computer, mobile app or room device using the information provided below.

Meeting Link:

https://teams.microsoft.com/l/meetup-join/19%3ameeting_ODM1Mzc5MWQtMjkzYi00YWl2LTk5OGMtNWZIMzA2ODc2MjJj%40thread.v2/0?context=%7b%22Tid%22%3a%222b077431-a3b0-4b1c-bb77-f66a1132daa2%22%2c%22Oid%22%3a%22e6b92f03-69e4-4d0d-9276-b3ae92ddee9a%22%7d

Meeting ID: 243 301 032 718

Passcode: Aq9Lk6Hk

Dial In:

+1 916-245-8966,,116905260# United States, Sacramento

<https://dialin.teams.microsoft.com/e6ecf38a-c5f2-4b16-8b9b-b2e22c716ef8?id=116905260>

Phone conference ID: 116 905 260#

VIII. FORMAT OF PROPOSAL

Proposals submitted in response to this RFP must be prepared in the following format and must address the contents in this Section VIII and Sections IX, X, XI, and XII listed below. The proposal must be signed by an authorized employee or officer to receive consideration.

A. COVER LETTER FOR PROPOSALS

A cover letter must be included with the proposal and must be signed by an individual who is authorized to contractually bind the Contractor. The cover letter must be submitted on business letterhead and contain the following information:

1. Name and address of Contractor;
2. Name, telephone number, and e-mail address of a designated contact person;
3. Name, title, address, telephone number, and e-mail address of the individual(s) with authority to execute a binding agreement on behalf of the Contractor;
4. Demonstrated understanding of the work to be performed, the commitment to perform the work, and why the Contractor believes it is the best qualified to perform the work;
5. Acknowledgement of any addenda that may be issued;
6. Acknowledgement that Contractor has reviewed the proposed sample agreement, and the Scope of Services contained therein, a sample of which is attached as Attachment 1 to this RFP and incorporated herein;
7. A statement that the Contractor agrees to the sample agreement format, its content and all requirements as presented, including insurance coverage and limits; and

8. State other general information which the Contractor desires to include regarding the Contractor's business organization.

B. EXECUTIVE SUMMARY

The executive summary will list important features of the proposal and must include a statement certifying that the Contractor meets or exceeds the minimum requirements of this RFP.

C. REQUIRED DOCUMENTATION AND FORMS

In addition to the Cover Letter, the following documentation and forms must be completed and attached to the proposal:

1. County of Sacramento Contractor Certification of Compliance Form provided as Attachment 3 to this RFP; and
2. Contractor Identification Form provided as Attachment 4 to this RFP.

D. PAGE LIMITS

Proposals must be typed or printed in a font no smaller than eleven (11) point, on 8.5" by 11" sized pages. The proposal should be concise and must not exceed forty (40) pages, including any marketing materials.

The following items are not included in the page limit count:

1. Cover page;
2. Cover letter;
3. Staff resumes;
4. Contractor team organization chart;
5. Independent market study;
6. County of Sacramento Contractor Certification of Compliance Form; and
7. Contractor Identification Form.

IX. MINIMUM QUALIFICATIONS

The following section describes the required minimum qualifications a Contractor must demonstrate to be eligible to submit a proposal. Proposals that do not meet these minimum qualifications will not be further evaluated or considered.

Incomplete proposals will be rejected. It is the respondent's responsibility to incorporate all pertinent information to effectively present a proposal and to communicate the respondent's qualifications. All respondents are required to thoroughly review all attachments detailing services required, specifications, and required reports.

- A. The Contractor must be registered with the California Secretary of State and permitted to conduct business in the State of California.
- B. The Contractor must demonstrate experience with completing the tasks described in Section III 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.
- C. The Contractor shall maintain insurance and workers' compensation coverage that complies with or exceeds the minimum requirements established by the County.

X. STATEMENT OF QUALIFICATIONS

The selected Contractor must successfully demonstrate the capability to provide the services described in this RFP in a large public use facility in continuous operation, such as in an airport or shopping mall.

A. COMPANY QUALIFICATIONS:

- 1. Describe the company and how it meets the minimum qualifications of this RFP;
- 2. Provide information on your company's estimated market share in the parking guidance and reservation services market. Please provide an independent market study to support this figure, if available; and
- 3. Explain how you will provide the County a value-added advantage in service and technology.

B. APPROACH, SCOPE AND TIMELINE:

Provide a proposed approach and projected timeline to conduct and complete each step in the Anticipated Scope of Services described in this RFP.

XI. FEE STRUCTURE, PROPOSAL COST, AND SCOPE

Please include the hourly rates for the project. Clearly identify any overhead multipliers or other fees not covered by the stated hourly rates, if applicable. The terms of the resulting agreement will be subject to negotiations between the Department and the successful Contractor. Include anticipated hours for all employees proposed and justification of hours to complete the required scope of services.

Include the following additional information:

A. FINANCIAL BACKGROUND INFORMATION

Include the following historical financial information for the Contractor and any joint venture or affiliate entities:

1. Balance sheet and income statements for the last two fiscal years prepared in accordance with generally accepted accounting principles, reflecting the current financial condition of the Contractor. Also, include an interim balance sheet and income statement of any significant financial events occurring subsequent to the closing date of the most recent financial statements.
2. Describe ownership of the proposing entity.

B. FEE SCHEDULE

Contractor shall include a proposed Fee Schedule for the initial five-year agreement and the potential five-year term extension. The terms of the resulting Agreement will be subject to negotiation with the successful entity. The agreement will be executed using the Department's standard agreement, in the form attached as Attachment 1.

XII. REFERENCES

Provide references from at least five (5) clients or individuals who have direct experience with your company within the last five (5) years and can be contacted to verify your qualifications. Please include:

- A. Company name;
- B. Contact name;
- C. Contact title;
- D. Address;
- E. E-mail address;
- F. Telephone number; and
- G. Services performed

Note that the Department reserves the right to contact past or current references not provided by the Contractor and may evaluate those

references with the same consideration as those provided by the Contractor.

XIII. RFP TIMELINE

The table below describes the estimated timeline for the RFP process through award of agreement:

Dates	Event
July 25, 2025	Issuance of RFP
August 1, 2025 9 A.M. PT	Optional Virtual Pre-Proposal Conference
August 12, 2025 12 P.M. PT	Deadline for submitting questions
August 26, 2025 12 P.M. PT	Addenda issued if necessary, including Department's responses to questions
September 9, 2025 12 P.M. PT	Proposals Due
October 7, 2025	Interviews
January 2026	Anticipated effective date of agreement with selected Contractor

The Department reserves the right to modify, at its sole and absolute discretion, this schedule and any specific deadlines, including the selected Contractor's service start date.

XIV. EVALUATION OF PROPOSALS

The RFP evaluation process will include a specific focused review of each proposal by a panel of evaluators. Each proposal will be evaluated against other proposals received. Proposals must be formatted and headlined in the order of Sections IX-XII, indicated above, and must clearly answer / describe and or demonstrate all the required information requested herein.

Proposals will be evaluated based on the following criteria in the table on the following page:

Category	Points Towards Overall Score
Completeness of Response	Pass/Fail
Minimum Qualifications	Pass/Fail
References	Pass/Fail
Service Support Capabilities	20
System Requirements	50
Company Qualifications	10
Fee Schedule	20
Total	100

Proposals will receive a final score based on the average of scores from the evaluation panel. The highest-ranked proposers may be required to attend a virtual interview, which will serve as the basis for the panel's final decision for award.

XV. QUESTIONS

All inquiries regarding this RFP and any requests for clarification of the contents of this RFP must be directed in writing, via e-mail to Ashley Leal at LealA@saccounty.gov no later than August 12, 2025, at 12:00 P.M. Pacific Time.

Interested parties are hereby notified of the following:

- A. Telephone inquiries will not receive a response.
- B. Contractor s are not to rely on oral instructions or clarifications to this RFP.
- C. If modifications to this RFP are necessary, the Department will respond in writing via addendum, which will be posted to the following websites:

Sacramento County Department of Airports Website:
http://www.sacramento.aero/scas/opportunities/bids_and_requests

OpenGov Website:
[Procurement Portal](#)

- D. Interested parties are encouraged to regularly check the Department's web site for possible updates to this RFP.
- E. Contact with or lobbying of any County representative other than Ashley Leal regarding this solicitation prior to the notice that the Contractor is or is not recommended for award is cause for disqualification.

XVI. BACKGROUND CHECKS

The selected Contractor's staff that will be working on-site unescorted or who require Airport access must:

- A. Pass the Department's background check; and
- B. Obtain an airport access badge to conduct work in secured areas.

XVII. CONDITIONS

A. FAA GENERAL CONTRACT PROVISIONS FOR SOLICITATIONS

The contractor shall, at all times during the term of the agreement, comply with the provisions of the "Federal Aviation Administration (FAA) General Contract Provisions for Solicitations" (FAA Solicitation Provisions) and any subsequent revisions, updates, or amendments thereto. The most current version of the FAA Solicitation Provisions is included as Attachment 2 of this RFP.

B. DISADVANTAGED BUSINESS ENTERPRISE (DBE)

The County encourages all businesses, including those owned and controlled by one (1) or more socially and economically disadvantaged individuals that can provide the desired services, to submit their proposals. If you are currently certified as a DBE, please include a copy of your DBE certification letter along with your proposal. This information will be used for DBE utilization tracking purposes only. If you are a business owned and controlled by one or more socially and economically disadvantaged individuals and you are not currently certified as a DBE firm, but wish to receive information on how to become certified, please contact the State of California, Department of Transportation, Civil Rights Program at the following website:

<https://dot.ca.gov/programs/civil-rights/dbe>

C. DEPARTMENT'S RIGHT TO NEGOTIATE AGREEMENTS

The Department reserves the right to negotiate agreements with companies outside of the RFP process, even if such companies did not participate in the RFP process. The Department also reserves the right to not execute an agreement with any Contractors. The Department accepts no liability for any costs incurred by Contractors to prepare and submit responses to this request.

D. PUBLIC DISCLOSURE OF RFP DOCUMENTS

The County will treat all information submitted in a proposal as available for public inspection once negotiations with the selected party have been completed. If copies of proposals are included with Board materials, the County will make such documents available for public inspection once staff has made a recommendation for award.

If a Contractor believes protected data is included in its proposal, the Contractor shall clearly identify the data and provide the legal basis in

support of the asserted classification. Contractor must present such information separately as part of its proposal or type in bold red letters the term "CONFIDENTIAL" on that specific part or page of the proposal which Contractor believes to be confidential. Classification of data as trade secret data will be determined pursuant to applicable law, and, accordingly, merely labeling data as "trade secret" does not necessarily make the data protected as such under any applicable law.

In order for the County to assert the confidentiality of any such information in the event a Public Record Act request is received, the Contractor must request, execute and submit a County-prepared written agreement to defend and indemnify the County for any liability, costs and expenses incurred in asserting such confidentiality.

The final determination of whether the County will assert a Contractor's claim of confidentiality shall be at the sole discretion of the County. Any information determined to be non-confidential shall be considered a public record. If the County determines that your information does not meet the criteria for confidentiality, you will be notified of the County's intent to release the public record pursuant to any Public Records Act request.

The Contractor agrees, as a condition of submitting its proposal, that the County will not, as between the parties, be liable or accountable for any loss or damage, which may result from a breach of confidentiality related to the proposal. The Contractor agrees to indemnify and hold the County, its officials, agents, and employees harmless from all claims arising out of, resulting from, or in any manner attributable to any violation of any provision of the California Public Records Act, including legal fees and disbursements paid or incurred to enforce this provision.

E. TAXATION

The Selected Contractor shall cooperate with the County in all matters relating to taxation and the collection of taxes. It is the policy of the County to self-accrue use tax associated with its contracts. The use tax which is self-accrued will be remitted to the California State Board of Equalization designating the County as the place of business for the purpose of allocating local sales and use taxes.

F. NO CONFIDENTIAL OR PROPRIETARY INFORMATION

All information given to the Department or the evaluation panel in any correspondence, discussion, meeting or other communication before, with or after submission of a proposal, either orally or in writing, will not be

deemed to have been, given in confidence and may be used or disclosed to others for any purpose at any time without obligation or compensation and without liability by the Department of any kind whatsoever. Evaluation scoring forms used by the evaluation panel are likewise considered public information subject to the California Public Records Act and will be available upon request after execution of an Agreement for services pursuant to this RFP.

XVIII. NEGOTIATION OF AGREEMENT

The selected Contractor shall execute an agreement with the County of Sacramento, using the standard agreement promulgated by the Office of the County Counsel. Any requested revisions, deletions, or additions to the language in the attached sample agreement shall be clearly set forth in the proposal for the Department's consideration. The Agreement must be reviewed and approved by County Counsel prior to execution. The final agreement will be executed with electronic signatures via DocuSign.