



# **FRIEDMAN MEMORIAL AIRPORT AUTHORITY**

## **REQUEST FOR PROPOSAL**

**FOR**

### **Parking and Revenue Control System (PARCS)**

**Proposal Deadline: March 31, 2025, at 3:00 P.M.**

# **GENERAL INFORMATION**

## **FRIEDMAN MEMORIAL AIRPORT PARKING OVERVIEW**

FMA accommodates all vehicle users within the gated parking areas, utilizing a single-entry point and a double exit plaza. The entry allows for enplaning and deplaning pickups and drop offs, short-term and long-term public parking, ground transportation (taxi, shuttles, etc.), rental vehicles (ready for rental & rental returns), terminal and airport admin employees, vendors, emergency services, and airport operation vehicles. Users are accommodated by tickets, key cards, and vehicle remote devices. Validations and preprinted vouchers are also currently used for exiting. The Friedman Airport Authority requires PARCS equipment that can accommodate all users in an easy, safe, and accountable manner. A remote call monitoring center is employed for 24 / 7 customer assistance.

License plate recognition, generally accepted payment methods, (excluding cash), digital payment methods, and the ability to offer options for public parking users either pre-parking, during parking or at the exit will be considered.

## **PROPOSAL**

The Friedman Memorial Airport Authority (Authority) and the Friedman Memorial Airport (FMA), located in Hailey, Idaho, are seeking qualified and experienced respondents from parking equipment manufacturers, revenue tracking and collection/reporting service providers, parking equipment suppliers, and or qualified respondent firms, (hereinafter referred to as "Respondent" or "Supplier") to submit a proposal for providing Parking and Revenue Control Equipment and related Parker Tracking and Collection Services for the Friedman Memorial Airport and Revenue Control Equipment replacement project. Additionally, due to extreme weather conditions FMA would like proposals for structured covers that will protect the customer facing devices in heavy snow fall and other weather-related conditions, increased lighting for the face of the device (downward lighting only, FMA is within a night sky light reduction area), and designed to align with the airport theme. If including the structured cover, include this as an option in your proposal.

The parking operation is automated and managed by the airport staff and does not employ a third party operator nor has any desire to contract for general parking management services, proposals that include a third party operator to manage the basic parking operation or are dependent on a third party operator to service and manage the PARCS system will be rejected.

## **GENERAL TERMS**

This Request for Proposals does not commit the Authority to enter into an agreement or to pay any costs incurred in the preparation of a statement of qualifications or in subsequent negotiations.

## **RESERVATION OF RIGHTS BY FRIEDMAN MEMORIAL AIRPORT AUTHORITY**

The issuance of this RFP does not constitute an assurance by the Authority that any contract will actually be entered into by the Authority, and expressly reserves the right to:

- Waive any immaterial defect or informality in any response or response procedure
- Reject any and all statements of qualifications
- Reissue the Request for Proposals
- Invite additional respondents to the request
- Request additional information and data from any or all respondents
- Extend the date for submission of responses
- Supplement, amend, or otherwise modify the RFP, and cancel this request with or without the substitution of another RFP
- Disqualify any respondent who fails to provide information or data requested herein or who provides inaccurate or misleading information or data
- Disqualify any respondent on the basis of any real or apparent conflict of interest

By responding to this solicitation, each respondent agrees that any finding by the Authority of any fact in dispute as to this solicitation or the responses thereto shall be final and conclusive, except as provided herein.

## **CONFLICT OF INTEREST**

By the submission of a proposal, the Respondent agrees to ensure that, at the time of contracting, the Respondent will have no interest, direct or indirect, that would conflict in any manner or degree with the performance of the Respondent obligations under the Agreement. The Respondent shall further covenant that, in the performance of the Agreement, the Respondent shall not employ any person, or subcontract with any entity, having any such known interest.

## **EEO REQUIREMENTS**

Respondent, by submission of a proposal, agrees to not discriminate against any worker, employee, application subcontractor or any member of the public because of race, color, gender, age, national origin, or disability, or otherwise commit an unfair employment practice. Respondent further agrees to comply with all Federal, State, and local equal employment opportunity requirements.

## **FINANCIAL REQUIREMENTS**

Prior to negotiating an agreement, the selected Respondent and their sub-Respondents may be required to submit, for similar projects of scope and requirements, historical installation costs, certified hourly rates and or overhead schedule. The Authority reserves the right to require their last years audited financial information in support of those rates.

## **PROPRIETARY MATERIAL**

The Authority assumes no liability for disclosure of proprietary material submitted by respondents. Proposal submittals shall be considered public documents under applicable state law except to the extent portions of the submittals are otherwise protected under applicable law.

## **PROPOSAL EVALUATION AND SELECTION**

An Evaluation Committee will evaluate and determine the individual and comparative merits of each of the responses received. It is the responsibility of the Respondent to ensure that it complies with this solicitation and provides the information requested. If the Respondent fails to provide any information requested in this solicitation, such failure may result in either a lowered evaluation score or disqualification of the response. As part of the evaluation and selection process, the Authority reserves the right to require the top-ranked respondents, at their expense, to give a presentation and/or answer interview question.

The Authority intends to notify the successful and unsuccessful Respondents as soon as practicable after the evaluations have been completed and after approval has been given on the Evaluation Committee's recommendations. Negotiations will then begin with the selected Respondent. If negotiations break down with the top ranked Respondent, those negotiations will be formally ended and negotiations will begin with the next highest ranked Respondent.

## **INQUIRIES**

All questions shall be submitted in writing and shall be directed via e-mail to Chris A. Johnson at [CAJConsultant@gmail.com](mailto:CAJConsultant@gmail.com). Questions submitted in writing by 12:00pm MST, Monday, March 24, 2025, will be included in an addendum (if needed) which would be distributed by email no later than Wednesday, March 26th, 2025. The Authority reserves the right to issue additional addenda at any time if, in its sole discretion, such are needed. No questions will be accepted by telephone.

## **PREPARATION INSTRUCTIONS**

**Proposals shall conform to the following instructions. Any non-conforming proposal will be rejected.**

Five (5) complete hard copies and one digital copy of submission must be received by 3:00 p.m. local time (MST) on March 31, 2025. The Authority will not accept copies sent by FAX. Proposals must be submitted in a sealed envelope or package with the project name, and the Respondent's name and address clearly indicated on the envelope or package. Proposals must be in the actual physical possession of the Authority on or prior to the above noted time and date, and at the location indicated below. Late proposals will not be considered.

Digital proposals may be sent to: Chris A. Johnson, CAJConsultant@gmail.com  
Eliana Wolper, Eliana@iflysun.com

Hard copy delivery proposals may be hand delivered to:  
Friedman Memorial Airport, Airport Administration  
1616 Airport Circle, Hailey, Idaho 83333

### **RESPONDENT SELECTION SCHEDULE**

#### **Milestone Dates:**

- a. Parking area walkthrough with Staff, March 20th, 2025, 2pm MST, (not required to submit qualification proposal).
- b. Deadline for questions submittals by email to the Airport, March 24<sup>th</sup>, 2025, 12:00pm MST.
- c. Addendum posted to Friedman Memorial Airports Website (IFLYSUN.com) and distributed via email (if needed): March 26<sup>th</sup>, 2025.
- d. Proposals due in hardcopy & digital format by 3:00 p.m. local prevailing time on March 31<sup>st</sup>, 2025.
- e. Review of Proposals: Week of April 7<sup>th</sup>, 2025.
- f. Shortlist of candidates will be communicated within 14 days of deadline. If interviews are held, they will be scheduled within two (2) weeks of shortlist notifications.

## **FORMAT**

- The maximum length of the submittal, including but not limited to, equipment specifications, software capabilities, marketing material, written and cost / quote proposal, and primary and subcontractor information and references shall be no more than 50 pages.
- The introductory letter, organization chart, and resumes shall count in the page total.
- Front and back cover pages are acceptable. Any Airport provided maps, drawings and or other relevant descriptive material provided by the airport through this RFP process will not count in the proposal page total. Cover pages shall only identify the consultant, subconsultants, and project. Airport provided material may not be altered and enhanced for the benefit of the Respondent and to increase submitted material page count.
- Except as otherwise noted, pages shall be 8 1/2 x 11 inches and single sided.
- Type style shall be not more than six lines per vertical inch and not smaller than 12 point.
- Section tab dividers are not allowed. All Respondents shall submit material in a recyclable format. Except for printed pages, all binding and or format material must be submitted in reusable format.

## **PROPOSAL EVALUATION CRITERIA**

It is essential that the Respondent provide an adequate staff of experienced personnel or sub respondents capable of and devoted to the successful accomplishment of work to be performed under this contract. The specific individuals or sub respondents listed in the proposal, including Project Manager, shall be assigned to the key positions and shall not be removed or replaced without the prior written approval of the Authority. Replacement personnel submitted for approval must have at least equal qualifications, experience and expertise as those listed in the proposal.

The following criteria will be considered in the evaluation and selection and will apply only to the Respondent, except where specifically requested for the Respondent and each Sub-Respondent.

### **CRITERION 1. EXPERIENCE AND CERTIFICATIONS**

*(Complete for Respondent and each Sub-Respondent)*

Describe how the Respondent is prepared to develop this type of project. Provide descriptions of similar projects successfully developed by the Respondent within the last three (3) years, identifying the similarities to this project. Include dates and specific services provided by the Respondent.

### **CRITERION 2. PROJECT TEAM, ORGANIZATIONAL CHART & REFERENCES**

*(Complete for Respondent and each Sub-Respondent)*

Identify the key personnel and describe each person's role and duties on this project. Indicate the percentage of each individual's time that is available to this project. Key Personnel should have direct applicable experience in working on similar projects. Provide a brief summary of experience and qualifications on similar projects. Include Idaho professional registration (if applicable) for each person identified. Include an organization chart of the key personnel with their roles and office locations. List three (3) verifiable

professional services references with a contact person and phone number. Identify your firm's legal structure, areas of expertise, etc.

### **CRITERION 3. PROJECT MANAGER**

Identify the Project Manager who will be responsible for the quality and timeliness of the Respondent's work, and for ensuring that adequate personnel and other resources are available for this project. Provide a brief summary of education, experience, and qualifications pertaining to the management of this project. Indicate the percentage of the individual's time that is available to this project. The Project Manager should have direct applicable experience in working on similar projects within the past three (3) years. Include Idaho professional registration, if applicable, (registration is required at the time of submittal) List three (3) verifiable professional services references with a contact person and phone number.

### **CRITERION 4. PROJECT AND LOCAL AREA UNDERSTANDING**

Provide a written narrative demonstrating knowledge, methodology, policies and procedures to accomplish this project as outlined in the General Scope of Work, as described below. Identify the significant features and potential issues that may be encountered and possible steps to eliminate or minimize those issues. Outline your proposed PARCS system, related services, future upgrade and enhancement capabilities, and why you feel it meets the current and future needs of the FMA project and scope.

### **CRITERION 5. FIRMS PROJECT SCHEDULE AND MILESTONE IDENTIFICATION** *(Complete for Respondent and each Sub-Respondent)*

Describe the Respondent's procedures for scope change control, schedule and cost control and quality control. This should include a description of the Respondent's control measures regarding their sub-respondents' project related work.

## **GENERAL SCOPE OF WORK**

### **REPLACEMENT AND UPGRADE OF THE PARKING AND REVENUE CONTROL SYSTEM (PARCS) AT THE FRIEDMAN MEMORIAL AIRPORT.**

The project will consist of removal, installation, and ongoing maintenance and repair of the parking and revenue control system (hereinafter referred to as PARCS). Professional services required are likely to include:

#### **Design Development**

- Participate in preliminary design and provide specification drawings.
- Preparation of an all-inclusive cost estimate.
- Attend as scheduled meetings with Airport staff.

#### **Construction Documents**

- Complete or participate in a detailed set of site, structural, electrical, mechanical plans and specification for construction and installation purposes.
- Participate in infrastructure upgrade process.

#### **Construction Upgrade, Installation, and Training**

- Attend weekly meetings with the airport and its contractors, subcontractors.
- Respond to airport staff and or infrastructure upgrade contractor requests for information.
- Review contractors' submittals.
- Provide full architectural and engineering services with its architectural design team to carry out the project with respect to the Respondents area of scope. All work must conform to all applicable laws, ordinances, and codes in the design and construction phases, including the latest ADA and seismic standards and any environmental safety considerations.
- Make periodic site visits to determine compliance with plans and specifications.
- In addition, Respondent and each of the personnel employed or otherwise retained by Respondent, shall be properly certified and licensed under the laws and regulations of the State of Idaho to provide the services requested and or proposed.

#### **Ongoing Routine Maintenance, Repairs and Service**

Provide routine maintenance.

- Provide parts and service to ensure reliability and minimal downtime.
- Training and or work with airport operational staff to assist in reducing equipment malfunctions and downtime.
- Work and suggest ways to minimize costs in routine upkeep and repairs.

#### **Additional Revenue collection and or Tracking Services to Operate and Manage an Automated Airport PARCS system.**



## **PROPOSAL CONTENT**

The proposal must be organized in sections containing the following information:

**State of the Industry Capabilities.** FMA seeks to procure an industry-leading PARCS system that is fully capable of current and expected operations including upgrades and enhancements as the airport expands and grows through the expected life of the system proposed. Upgrades and enhancements include but are not limited to: additional lots and entry exit points, relocation of the installed equipment based on any area design and reconfiguration of the lots and space allocations, future valet operation capability, software upgrades and other enhancements beneficial to FMA. Extra consideration will be given to systems that are Hybrid in nature and or ticketless to ensure acceptance and use by the airports users, equipment that will reduce or minimize the need for service, increase reliability of the system and provide the FMA the most comprehensive ability to function in an automated environment.

**Description of Firm.** Describe your firm's legal structure, areas of expertise, length of time in business, number of employees, and other information that would help to characterize the firm. Provide the address of the main office, for legal purposes, and the address of the office that will manage the project.

**Experience.** Briefly describe other projects executed by your firm that demonstrate relevant experience. However, extensive descriptions of vaguely related projects are discouraged. Also list all public sector clients for whom you have performed similar work in the past three (3) years. For each project mentioned, include the name, address and phone number of a person who can be contacted regarding your performance on the project. When submitting projects for which your firm worked in an auxiliary capacity or in a joint venture or partnership, include the name of the lead firm.

**Relevance of Proposed Equipment, and or Services.** Provide all relevant information and criteria that establishes the Respondents ability to provide, install, service and account for parker tracking, and revenue collection / accounting based on the parking map and entry/exit requirements of the FMA parking operation as outlined in appendix A.

**Ongoing Routine Maintenance Repairs and Training,** explain how the respondent will complete ongoing routine maintenance, repairs and any training provided to airport staff to ensure a fully functional PARCS system with minimal downtime and revenue control, processing and accountability in the environment and service area of Hailey, Idaho, Respondent is responsible for ensuring all proposed equipment, installation and operating requirements will meet the seasonal conditions of the FMA.

**Personnel.** Provide a professional resume for the key people proposed to be assigned to the project (including any important sub-Respondents). And describe relevant related experience. Describe key personnel's proposed roles and responsibilities on this project. Submittals must identify a proposed project manager who would be responsible for the day-to-day management of project tasks and would be the primary point of contact with your firm. An organization chart of the project team may be appropriate.

**Project Approach.** Describe the tasks that must be accomplished to complete the project. Provide a narrative description of how the firm proposes to execute the tasks. If applicable, discuss any unique aspects of the project, alternative approaches the Friedman Memorial Airport might wish to consider, or special considerations related to programmatic/funding requirements. Your firm should rely on its expertise and experience with similar projects to demonstrate how it will effectively complete the project.

**Project Schedule.** Provide a schedule of general project activities indicating the duration of each activity and of the total project. The schedule should reflect realistic activity durations. Brochures or other material that may be helpful in evaluating your firm may be included in an appendix of the proposal. Such material shall be considered inclusive of the total 50-page limit count requirement.

## PROPOSAL EVALUATION CRITERIA

	CRITERIA	RATING	WEIGHT	SCORE
FORMAT	<i>Page Total, size of page, type style, submission format.</i>		x 1.0	
CRITERION 1.	<b>EXPERIENCE AND CERTIFICATIONS</b> <i>Similar Projects.</i>		x 2.0	
CRITERION 2.	<b>PROJECT TEAM, ORGANIZATION CHART &amp; REFERENCES</b> <i>Company Structure, Key Personnel, References</i>		x 5.0	
CRITERION 3.	<b>PROJECT MANAGER</b> <i>Summary of Qualifications and Professional References</i>		x 4.0	
CRITERION 4.	<b>PROJECT AND LOCAL AREA UNDERSTANDING</b> <i>Demonstrated Knowledge and Methodology</i>		x 5.0	
CRITERION 5.	<b>FIRM'S PROJECT SCHEUDLE AND MILESTONE IDENTIFICATION</b> <i>Quality Control, Schedule and Cost Control, Change Control</i>		x 3.0	
	<b>TOTAL SCORE</b>			

### RATING POINTS:

- 5.0 – Excellent
- 4.0 – Good
- 3.0 – Satisfactory
- 2.0 – Marginal
- 0.0 – Unsatisfactory

# APPENDIX A

## **Parking Operation Description:**

The parking operation is open and available to users 24/7

The parking operation consists of one main lot consisting of three parking areas

The Main lot is controlled by a single-entry lane and two exit lanes

- **Upper Lot** (users on an overnight and hourly basis, ground transportation, and rental car),
- **Lower Lot** (users on an overnight basis and rental car with close proximity to the terminal)
- **South lot** (users on an overnight basis farther from the terminal and terminal employees)

Parking Stall Allocation Totals: 470 combined stalls

- Hourly and Overnight: 336 stalls, Rental vehicles: 82 stalls, Ground transportation: 16 stalls, Employee: 36 stalls

The operation processes on average transactions and or vehicles annually:

Overnight parking averages 20,000 transactions annually and Hourly parking averages transactions 115,000 annually. 85% are no charge vehicles accommodated within the free 30-minute period. 350+ key cards are issued currently and up to 50 are on site typically. During peak periods of the year the lot reaches at or near capacity.

The Main Lot entry is controlled by a single gate with an entry device that allows entry by ticket, contract card, and remote device by operational vehicles.

The exit consists of 2 exit lanes. The exit is currently utilizing 2 exit lanes with automated devices with related equipment. No cash is or will be in the future, accepted for payment either in person or through any cash acceptance device. Minimal staff is onsite to assist in the operation. A Remote Call Center through intercom is employed to assist customers 24/7.

Validations are currently used for comped exiting, rented car exits, vendor, and admin visitors.

Presale or reservations for parking are not currently employed.

Revenue is accepted with most nationally accepted credit / debit card providers and digital wallets

