

Condensed Title:

Request For Approval To Issue A Request For Proposals (RFP) For Mobile Applications Developers For Municipal Parking, Transportation, Parks and Recreation, Special Events, And Other City Services

Key Intended Outcome Supported:

Improve processes through information technology

Issue:

Should the Commission approve the issuance of a Request for Proposals?

Item Summary/Recommendation:

At the January 19, 2011 meeting, the Commission discussed that the Administration should pursue the implementation of a "parking application" available on the internet and/or smart phones for residents, tourists, and/or visitors who are looking for a parking space, to be able to identify municipal parking facilities, including available parking spaces. The City Manager subsequently agreed and advised that the Administration would draft a Request for Proposals (RFP) for said service. The Mayor and Commission referred the item to the Finance and Citywide Projects Committee for further discussion. This initiative was discussed and endorsed by the Transportation and Parking Committee at its meeting on March 7, 2011.

The Parking and IT Departments have compiled a Scope and Specifications for the issuance of an RFP for the development of a "mobile application" for municipal parking and transportation. Development should include testing and any corrections that are needed from the Beta version of the application. Additionally, the application should include an easy to modify web based content management system to allow non-technical personnel to enter information. Training should also be included.

Firms that provide mobile applications should propose a business model that is advantageous to both users and the City.

In addition to Parking and Transportation, proposals should address system expansion for mobile applications for other City venues and services, including but not limited to Parks and Recreational facilities; Special Events, and other venues/services, such as the Sleepless Night Event to include the ability to find event information; allow users to develop their own itinerary with a map; link to event sponsors; schedule of performances; shuttle routes and stops; and a brief biography of each event and performer; and Parks and Recreation to include the ability to find facilities with amenities; hours of operation; tied to our map with route directions ability; program schedules by age and facility; facility rental information; links to our webpage, etc. Also, the City wishes to include the availability of "Push" WAP (Wireless Application Protocol) Text Messages as an optional feature to the mobile application. This should be submitted as an "add-alternate" to your proposal.

APPROVE ISSUANCE OF AN RFP.

Advisory Board Recommendation:

N/A

Financial Information:




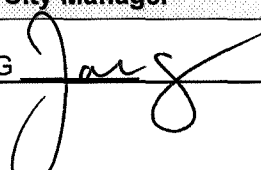
Source of Funds:	Amount	Account
1		
2		
3		
OBPI	Total	

Financial Impact Summary: As this is a request to issue an RFP, no funds are being expended at this time

City Clerk's Office Legislative Tracking:

Gus Lopez, ext 6641

Sign-Offs:

Department Director	Assistant City Manager	City Manager
SF 	JGG  PDW 	JMG 

T:\AGENDA\2011\5-11-11\Mobile Apps RFP Summary.doc





MIAMIBEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: May 11, 2011

SUBJECT: **REQUEST FOR APPROVAL TO ISSUE A REQUEST FOR PROPOSALS (RFP) FOR MOBILE APPLICATIONS DEVELOPERS FOR MUNICIPAL PARKING, TRANSPORTATION, PARKS AND RECREATION, SPECIAL EVENTS, AND OTHER CITY SERVICES**

ADMINISTRATION RECOMMENDATION

Approve Issuance of the RFP.

KEY INTENDED OUTCOMES SUPPORTED

Improve process through information technology

BACKGROUND

The City of Miami Beach Parking Department ("Parking") is dedicated to providing state-of-the-art parking technology and services for its users. This is evident by the enhancements implemented over the last decade, such as: on-street and off-street pay stations with multiple payment options (coins, bills, credit cards); pay on foot stations at its municipal garages; iPark, an in-car parking device; and a number of online services.

In the United States alone, many major cities have developed mobile applications for their transportation and parking systems, including New York, Seattle, Las Vegas, Orlando; and San Francisco, to name a few.

In today's world of mobile technology, the next logical step in parking services is to develop a mobile application for all of the City's parking inventory, including garages, surface parking lots, and on-street parking areas. Additional parking information such as rates; payment options; hours of enforcement; prohibited parking areas; restricted residential parking zones; disabled parking, bike sharing stations, SBL (South Beach Local) bus stops; and many other facts and/or tips may be included in the application.

The City's goal and objective is to disseminate and promote its transportation and parking services in an easy, convenient, and reliable format. A mobile application is the preferred method to provide this information to the maximum number of people in the most cost-efficient manner.

At the January 19, 2011 meeting, the Commission discussed that the Administration should pursue the implementation of a "parking application" available on the internet and/or on smart phones for

residents, tourists, and/or visitors who are looking for a parking space, to be able to identify municipal parking facilities, including available parking spaces. The City Manager subsequently agreed and advised that the Administration would draft a Request for Proposals (RFP) for said service. The Mayor and Commission referred the item to the Finance and Citywide Projects Committee for further discussion. This initiative was discussed and endorsed by the Transportation and Parking Committee at its meeting on March 7, 2011.

TERM OF AGREEMENT

The term of the Agreement with the selected Provider will be for a one (1) year term, with three (3) additional one-year renewal options, at the discretion of the City.

SCOPE OF WORK

The Parking Department and the Information Technology (IT) Department have compiled the following Scope and Specifications for the issuance of an RFP for the development of a "mobile application" for municipal parking and transportation. Development should include testing and any corrections that are needed from the Beta version of the application. Additionally, the application should include an easy to modify web based content management system to allow non-technical personnel to enter information. Training should also be included.

Firms that provide mobile applications should propose a business model that is advantageous to both users and the City. The City will provide: (1) all pertinent information necessary regarding parking inventory and transportation services; (2) endorse the use of the mobile application; and (3) advertise and market the mobile application.

Specifications:

The application should provide Miami Beach public parking facilities information as well as routing (driving directions) from a default* location to a selected parking location using mapping capabilities.

Mobile operating system platforms:

- Symbian
- iPhone
- Android (Google)
- RIM (Blackberry)
- Windows phone

Parking facilities by category:

- Garages
- Open parking lots
- On street
- Residential areas
- Bike Sharing Stations/Bike Racks
- South Beach Local (Miami-Dade Transit) Route/Stops

System Interfaces

- Garage Gated Control System
- GIS/GPS Locator Systems

Parking location information:

- Street address
- Phone number
- Number of spaces
- Parking rates
- Operation hours
- Maximum parking time
- Additional parking/transportation information and/or services.
- Real time information regarding parking availability – This shall require an interface with the existing gated/revenue control software.
- Sample XML output and a description of XML output nodes will be included

Other City Services/Venues:

In addition to Parking and Transportation, proposals should address system expansion for mobile applications for other City venues and services, including but not limited to Parks and Recreational facilities; Special Events, and other venues/services. The following are some examples:

- Sleepless Night Event - The application should include the ability to find event information; allow users to develop their own itinerary with a map; link to event sponsors; schedule of performances; shuttle routes and stops; and a brief biography of each event and performer.
- Parks and Recreation – The application should include the ability to find facilities with amenities; hours of operation; tied to our map with route directions ability; program schedules by age and facility; facility rental information; links to our webpage, etc.

ADD ALTERNATE: "PUSH" (WAP) -TEXT MESSAGES

The City wishes to include the availability of "Push" WAP (Wireless Application Protocol) Text Messages as an optional feature to the mobile application. This should be submitted as an "add-alternate" to your proposal.

Push messages are specially formatted SMS text messages that display an alert (advertising) on a mobile device. It must provide the option of connecting directly to a website via the mobile device's WAP browser, rather than having to type in a web address (URL). WAP Push text messages are referred to by different names on certain types of mobile devices. The most common names for WAP Push messages are:

Nokia "Service Message"
Sharp - "WAP Alert"
Samsung - "Push Message"
Motorola - "Browser Message"
Sony Ericsson - "[name of site/page]WAP"
Sagem - "WAP Push"
Panasonic - "WAP Message"

Third party providers will send a WAP - Push text message to a mobile device in response to a request for a web page, such as a text message request. At the same time, it will send an SMS text message to the mobile device. The SMS message will contain the URL of the website you requested.

“PUSH” (WAP) Technical Requirements

All data related to “Push” WAP Text Messages must reside outside of the City’s domain. The service provider/third party should account for storing and maintaining all related data at an external site.

“PUSH” (WAP) Advertisements

The City acknowledges that limited commercial advertising material will be displayed on mobile devices through the sale by the Service Provider to third party providers. The advertisement component is described below and subject to all applicable laws and regulations.

Any Advertisements displayed via WAP by the service provider/third party providers shall comply with all Federal, State, Miami-Dade County, and City of Miami Beach laws, rules, regulations, ordinances, and codes, including, but not limited to, those pertaining to and/or related to billboards, outdoor advertisements, and signage, as applicable. In addition, the graphics, materials, content and appearance of any Advertisements to be transmitted must be allowable and, if allowed, shall comply with such other and future requirements as Federal, State, County, and City authorities may from time to time impose, including, but not limited to, public safety and aesthetic requirements.

Accordingly, any unauthorized Advertisements transmitted via WAP, or any Advertisements failing to comply with any applicable Federal, State, County, and City provisions shall and must be removed by the service provider/third party provider, at its sole cost and expense, within forty-eight (48) hours from receipt of written notice from the City Manager or his designee. In the event such Advertisements are not removed within said time period, the City may, at its sole option and discretion, terminate the Agreement for cause, without further notice to the service provider/third party provider, and without liability to the City.

The service provider/third party provider acknowledges that the City reserves the right to impose such additional requirements for the distribution and/or transmittal of the Advertisements, at any time, at its sole option and discretion; provided that the City Manager or his designee shall provide the service provider/third party provider with written notice of such additional requirements and such requirements do not frustrate the purpose and intent of this Agreement.

The permissible content of Advertisements shall not include firearms, alcohol or tobacco products, or be of a sexually offensive nature.

MINIMUM REQUIREMENTS/QUALIFICATIONS:

- The successful Proposer must have a verifiable proven track record of providing comparable mobile applications to those outlined herein
- The successful Proposer must provide evidence of sufficient financial stability to provide the mobile applications to meet the City’s needs.
- The successful Proposer must demonstrate a level of expertise, technical knowledge, innovation, and overall capacity to provide the services

PUBLIC RECORDS LAW

Florida has a very broad public records law. To the extent that the Public Records Act (Chapter 120 of Florida Statutes) applies to vendors and/or agents of the City, information contained in any mobile

application utilized by the City and its employees and elected officials, are public records available to the public and media upon request unless specifically exempted under the Public Records Act.

EVALUATION FACTORS

An Evaluation Committee, appointed by the City Manager, shall meet to evaluate each proposal in accordance with the requirements of this RFP. If further information is desired, proposers may be requested to make additional written submissions or oral presentations to the Evaluation Committee. The Evaluation Committee shall recommend to the City Manager the proposal or proposals acceptance of which the Evaluation Committee deems to be in the best interest of the City.

The Evaluation Committee shall base its recommendations on the following factors:

<u>Evaluation Criteria/Factors:</u>	<u>Weight</u>
- Overall project approach, to include methodology and technical details	30%
- Financial return to the City	25%
- Proposer's experience and qualifications in providing mobile applications	15%
- Maintenance and support	15%
- Proposer's financial strength and Past Performance (Past performance based on references, information provided in the proposal submission, and performance evaluation surveys)	15%
	Total 100%

CONCLUSION

The Administration recommends that the Mayor and City Commission authorize the issuance of a Request for Proposals (RFP) for qualified mobile applications developers for municipal parking, transportation, parks and recreation, special events and other City services in accordance with the terms, conditions, and specifications contained in herein.