Request for Proposal (RFP)

Presented by the La Jolla Coastal Access and Parking Board

Real-Time Occupancy & Way finding Solution to improve Coastal Access

Dynamic Count Sign RFP

Confidentiality:

Confidential Information means any data or information contained in this document and any information provided by the La Jolla Merchants Association, La Jolla Coastal Access and Parking Board, ACE Parking LLC., or LAZ Parking. Disclosure of confidential information shall be limited to employees, representatives, consultants, and agents who have a need to know such Confidential Information. The Bidding Party shall use the Confidential Information solely in connection with providing a proposal to provide its products and services. All responses and proposals shall be considered the property of the La Jolla Village Merchants Association.

RFP Contact Information:

RFP Coordinator:
Jodi Rudick – Executive Director LJVMA
jodi@lajollabythesea.com
Work: 858.230.2725

Technical Questions:
Brad Elsass – VP, Strategic Initiatives
ACE Mobility Solutions
belsass@aceparking.com
858.454.8559

Timeline:

All bids shall be presented no later than October 20th 11:59PM PST via e-mail to jodi@lajollabythesea.com. Site tours can be coordinated by the following as needed:

- 1200 Prospect, 1298 Prospect, 888 Prospect – Brad Elsass 619-952.3885
- 1055 Wall Street – Brett Rudrude (214) 850-4255

Overview:

The La Jolla Coastal Access and Parking Board is considering the installation of dynamic stall count signs in the La Jolla Village to ease traffic congestion and to improve parking awareness to enhance access to the coastline of the La Jolla Village. This program shall consist of the following 5 signs, sensor arrays for 5 facilities, and software as requires for the system to remain operational. The solution desired shall provide garage occupancy counts for four (4) separate parking facilities in the Village, these will be total garage occupancy, do not submit proposals for single space or level count occupancy systems.

Scope of the Request for Proposal:

Requirement #1 - Total of 5 Dynamic Signs. One main entry sign, and 4 individual off-street garage signs – Total of 5 signs as shown in the renderings below; all sign quoted shall contain LED (or similar). Bidders shall give recommendations on the size and placement of each sign, and should focus on being cost effective in placement.

Village Entry Sign – 1x

Individual Garage Signs – 4x

Requirement #2 - Sensor Array for each location to collect accurate occupancy for each garage; sensors can be of any type including LPR, CCTV, Loop Detector or other technology as seen fit by the individuals preparing bids on this project.

Requirement #3 - Software package that shall offer the following minimum features

- Realtime occupancy data collection
- Ability to push and/or pull from a database to feed additional software (For example parking operator applications, websites or other SQL databases)
- Software should feed the sign count system for all locations
- Future expandability for additional off-street facilities

Instructions & Response Format:

Response Part I: Cover Letter

The cover letter should contain the following information

(a) Company Name
(b) Name, title, phone number(s) and email address of a contract individual
(c) Executive Summary of the Response

Response Part II: Qualifications and Experience

Provide a brief description of the Submitter's business history and number of years in operation. This section should include specific experience in city wide count monitoring and examples of similar projects implemented which are in-line with the goals of this specific project. This section should include profiles of the project management team for this project.

Response Part III: Overview of the Proposed Solution

This section should explain the technology used in the proposed solution, and how this differs from other solutions on the market. This section should provide the full plan for implementation and how the proposed solution will accomplish the goals of the project. Additionally, this section should include how the proposed solution can be expanded in the future to other parking occupancy data needs, including single space monitoring for on-street stalls, and any commentary on the future expansion of the proposed base solution for this project.

Response Part IV: Solution Cost

The proposed Section shall include all costs associated with the program, as well as options for the payment of the program including all Software as a Service (SaaS) or Hardware as a Service (Haas) costs. If the bidder offers full SaaS or HaaS options, the respondent shall provide all options with corresponding cost for each option. For example, should the vendor offer a HaaS model, and also a capital purchase model with SaaS fees, both options should be presented. Pricing should be submitted on a per location schedule as follows, for any SaaS or maintenance fees, please allocate these fees per the location list shown below.

Entry Sign – Main Torrey Pines Entrance
Garage #1 – 1298 Prospect
Garage #2 – 1200 Prospect
Garage #3 - 1055 Wall Street
Garage #4 – 888 Prospect

Cost estimates for the signs included in this program shall be for CUSTOM signs. The project will require the customization of signs in accordance with a broader wayfinding program and as such, pricing for "off the shelf" signs should not be included. The dynamic portion of the sign should only include a 4-character LED display which has the ability display real-time lot occupancy as week as FULL and OPEN text.

#1 – One General Dynamic Count Sign to display the current occupancy

One Main Entry Sign on Torrey Pines Road which shall display the current occupancy of 4 off-street parking garages in the La Jolla Village; final placement of this sign shall be determined later. For cost purposes this sign should be shown as solar powered with wireless data capability in order to retain flexibility in placement along the main entry road of Torrey Pines Road.

#2 – Garage Occupancy Sign for each identified location

The current program has identified 4 parking facilities in the La Jolla Village to participate in the program; the addresses and contact information for the parking operator is listed below. All costs submitted shall include the installation of the dynamic signs at the following locations.

Garage #1 – 1298 Prospect (Coast Walk Garage)
- Parking Operation; ACE Parking
- Contact Information – Brad Elsass (619) 952.3885
- belsass@aceparking.com

Garage #2 – 1200 Prospect Street
- Parking Operator – ACE Parking
- Contact Information – Brad Elsass (619) 952.3885
- belsass@aceparking.com

Garage #3 – 888 Prospect Street
- Parking Operator – ACE Parking
- Contact Information – Brad Elsass (619) 952.3885
- belsass@aceparking.com

Garage #4 – 1055 Wall Street (Lifetime Fitness Garage)
- Parking Operator – LAZ Parking
- Contact Information – Brett Rudrude (214) 850-4255
- BRudrude@lazparking.com

Pricing should be all inclusive including any maintenance, repair, installation, or software fees. Should the proposed solution require one-time costs these should be clearly stated (such as integration or setup fees) in the submission.