

**CITY OF VENTNOR CITY
REQUEST FOR QUOTES
MOBILE APPLICATION FOR BEACH BADGE SALES AND CREDIT CARD PROCESSING**

Scope of Work/Project

Description:

Ventnor City is seeking sources interested in providing proposals for innovative and state-of-the-art, alternative ways for taxpayers and visitors to pay for beach badges.

These "electronic entrance badges" will allow the taxpayers and visitors to purchase a season, senior, and weekly badges. Once purchased, these electronic badges will then be shown at staffed sites as proof of payment and will have a way for staff to ensure that the badges are valid.

The electronic pass solution should allow the taxpayers and visitors (users) to purchase a badge via their mobile device such as a smart phone. The user would then have the badge available on their mobile device to present to Ventnor City staff when required. Ventnor City staff will then be able to validate that the pass is valid to prevent fraud or misuse of the badge.

Because some Ventnor City locations do not have public Wi-Fi available, solutions that work both on and offline are of particular interest. Also, solutions that require no, or a minimum amount of equipment on the part of Ventnor City are preferred.

The solution should collect only the minimum amount of information required to complete the financial transaction. Reporting of badge purchases and usage to Ventnor City is required.

Company pricing should include maintenance, training and pricing information.

The platform from Ventnor City's perspective should:

- Be "user friendly" to afford a minimal amount of staff training.
- Create business account profile and customer badge products in order for smart phone users to make purchases.
- Report on all financial transactions and current user activity real-time.
- Track and report the number of badges sold by date and time.
- Track and report the number of badges given out per post/location by date and time.
- Create scanning/tracking system for beach badges.
- Create and identify the name or names of attendants of each post or badge station.
- Reconcile and report the badge sales collected and scanned in per station and identify over/under amounts in real time, per shift, and on a daily basis.
- Automatically batch disbursements into merchant bank.
- Ability to submit batched deposit report amount via the Edmunds financial system.
- Capture contact information of purchaser to enable the City to contact them by email or other applicable means, and for the use in marketing.
- Provide a credit card and debit card payment system that requires the user to pay any and all transaction and other fees.
- Train new staff onsite, via webinars and other visual means.
- Have technical and training support staff available as needed in addition to electronic and manual directions.

The platform from the users' perspective should:

- Allow users to view standard information about Ventnor City.
- Allow users to create a personal profile within the app.
- Allow users to make purchases of beach badges offered by Ventnor City.
- Allow users to check-in or scan-in at Ventnor City's designated entrance points to receive a physical.

METHOD OF EVALUATION

Proposal Evaluation Committee:

Proposals will be evaluated by an Evaluation Committee composed of members of affected department, a commissioner, the City Administrator and the Chief Financial Officer. On occasion, the Evaluation Committee may choose to make use of the expertise of outside consultant(s) in an advisory role.

Oral Presentation and/or Clarification of Proposals:

After the proposals are reviewed, one, some or all of the Bidders may be asked to clarify certain aspects of their proposals. A request for clarification may be made in order to resolve minor ambiguities, irregularities, informalities or clerical errors. Clarifications cannot correct any deficiencies or material omissions or revise or modify a proposal, except to the extent that correction of apparent clerical mistakes results in a modification.

The Bidder may be required to give an oral presentation to the City concerning its proposal. Bidders may not attend the oral presentations of their competitors.

It is within the City's discretion whether to require the Bidder to give an oral presentation or require the Bidder to submit written responses to questions regarding its proposal. Action by the City in this regard should not be construed to imply acceptance or rejection of a proposal. The Chief Financial Officer will be the sole point of contact regarding any request for an oral presentation or clarification.

Evaluation Criteria:

The following evaluation criteria categories, not necessarily listed in order of significance, will be used to evaluate proposals received in response to this RFQ. The evaluation criteria categories may be used to develop more detailed evaluation criteria to be used in the evaluation process.

Technical Evaluation Proposal:

Personnel: The qualifications and experience of the Bidder's management, supervisory, and key personnel assigned to the contract, including the candidates recommended for each of the positions/roles required.

Experience of firm: The Bidder's documented experience in successfully completing contracts of a similar size and scope in relation to the work required by this RFQ.

Ability of firm to complete the Scope of Work based on its Technical Proposal: The Bidder's demonstration in the proposal that the Bidder understands the requirements of the Scope of Work and presents an approach that would permit successful performance of the technical requirements of the contract.

Price: The cost to provide the product and/or service to the City is a determining factor of the evaluation process.

User fees/transaction fees: Bidders shall identify the specific user fees/transaction fees that will be assessed to users of the app.

Pricing: The Bidder shall submit its pricing associated with the proposal/project (in other words, what is the cost to the City?).

Investigations: The Bidder shall disclose a detailed description of any investigation, litigation, complaints, and administrative proceedings within the past five (5) years.

Schedule: The Bidder shall submit a project schedule.

Principals: The Bidder shall identify the names of the Principals in the organization, including the names of management, supervisors, and other key personnel.

Term of Contract: The Bidder shall indicate the proposed term of the contract within the requirements to the Local Public Contracts Law.

Confidentiality: The Bidder shall describe its means of providing data confidentiality and data security.

Advertising: The Bidder shall describe how it intends to market the application.

Accessibility Compliance: The Bidder shall describe whether and to what extent the application complies with state and federal accessibility standards.