



City of White Salmon

REQUEST FOR PROPOSALS

**SHORT-TERM RENTAL (“STR”) INVENTORY,
REGISTRATION, COMPLIANCE
AND ANALYTIC SERVICES**

REQUEST FOR PROPOSAL (RFP)

Proposal Title: Short-Term Rental (“STR”) Inventory, Registration, Compliance and Analytic Services

Proposal Closing Time: 4:00 p.m. Pacific Standard Time

Proposal Closing Date: November 8, 2021, 4:00PM

Proposal Opening: October 25, 2021

Submission of Proposal: janb@ci.white-salmon.wa.us
Jan Brending
City Clerk/Treasurer
City of White Salmon

Specific Questions: Brendan Conboy
planner@ci.white-salmon.wa.us
P.O Box 2139
White Salmon, WA 98672
(509)493-1133 #204

All questions shall be submitted via email, and titled, “STR RFP Question,” to Brendan Conboy

White Salmon reserves the right to reject any or all proposals received for any reason. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.

I. Introduction

City of White Salmon (“City”) is soliciting proposals from qualified companies to assist the City to accurately identify the number of short-term rentals operating in White Salmon and to provide professional support services relating to the administration, regulation, and compliance of short-term rentals.

In recent years, many cities have struggled with the explosive growth of short-term rentals (“STRs”) facilitated by online rental platforms such as AirBNB, Craigslist, FlipKey, HomeAway and VRBO. Regulating STRs requires technology and human resources that is currently limited within the City. Additionally, the expanding technology-enabled STR market and the various platforms it uses requires continuous monitoring by a professional firm or individual to enable the City to accomplish its goals.

The project shall consider and review the City ordinances currently in use to bring properties in compliance most specifically Chapter 5.02 Short Term Rentals, which is in the process of being updated by the city in anticipation of software to enforce new regulations. The goals of the STR program are safety, registration, tracking, analysis, and compliance with local regulations, not necessarily revenue generation.

The City requires that any proposal for such professional services, shall include, at minimum, the scope of services provided herein. Jan Brending, the City Treasurer and Clerk serves as the administrative entity for this Request for Proposals (“RFP”).

The City reserves the right to award multiple agreements as a result of this RFP. The initial agreement term will be one (1) year, renewal options to be exercised at the sole discretion of the City Council.

II. Proposal Procedures

- A. A submitter shall use the attached Proposal Form, Exhibit B, in submitting a proposal. It is required that the Proposal Form be completed in its entirety.
- B. The proposal must be submitted as a PDF with the title City of White Salmon **“Short-Term Rental (STR) Inventory, Registration, Compliance and Analytic Services”** along with the name and address of the submitter.
- C. A submitter may submit written questions in order to clarify any matters relating to this request for proposals.

- D. Brendan Conboy, City Planner (540-493-1133 #204) may be contacted for any questions concerning this RFP.
- E. The City reserves the right to reject any or all proposals, to waive any non-material irregularities or informalities in any RFP, and to accept or reject any item or combination of items.
- F. All costs incurred by the submitter in responding to the RFP shall be borne by the submitter.
- G. Unauthorized modifications of specifications, forms or terms may render the proposal invalid.
- H. It is the sole responsibility of the applicant to ensure proposals are received prior to the deadline as stated above.

III. Scope of Project

- A. The City seeks qualified professionals to provide the following STR Registration, Inventory, Analytic and Compliance service:
 - 1. Provide an intuitive on-line STR registration/renewal portal with multiple payment options including on-line capability. All related payment solutions should be compatible with the City's finance management software Springbrook Express.
 - 2. Create an inventory of all STRs and their hosts sufficient to verify whether properties on the inventory are compliant with City codes.
 - 3. The STR inventory data specified by the City should be able to be verified from an independent platform rather than directly from hosts.
 - 4. Provide for a centralized online complaint data base, 24 hour phone line for the public to register complaints, public facing dashboard, and monthly reporting structure to City.
 - 5. Assist the City in obtaining maximum compliance through development of "best practices" to ensure hosts operating in the City apply for and obtain all required authorizations, including City business and pay all required taxes and fees. Provider will provide solution to assist in the collection of all required taxes (including pursuit of identified delinquent taxes from non-compliant STR properties).

6. Provide automated violation reports for code enforcement and fines based upon illegal online listings.
 7. Provide agreed upon reports, analysis, documentation and online, customized access to STR information management system to review host and host residence data, as required by the City.
 8. Provide a primary point of contact that all City communications can flow through.
 9. Participate in meetings and/or calls with City staff on a periodic basis to be determined prior to the commencement of services.
 10. Provide additional related services and technical assistance relating to STRs on a task order, negotiated fee basis as requested by the City.
- B. The City seeks qualified professionals to provide, as additive alternatives to the primary scope, the following additional support services. The service provider should list an individual cost proposal for each item separately, or include in their proposal a total price and identify which items are included or not included:
1. Portal to administer other business type licenses (new and renewals).
 2. Additional tracking and monitoring data.
 3. Nightly Rental Metrics
 - a. Daily price
 - b. Number of allowable guests advertised (e.g. 1 person, 2 person2, etc.)
 - c. Rating (if available)
 - d. Next available opening
 - e. Delta from today to next available opening
 - f. Days booked from today
 4. Frequency
 - a. Would want all above available information sampled and stored every day
 - b. Ability to download daily data over a given date range at minimum

- c. Ideally would want an API available that would allow us to directly query vendor database
- 5. Analysis
 - a. Ability to create a KMZ layer (or equivalent) identifying and mapping current STR hosts within the City limits
 - b. Ability to track and monitor the volume, trend and impact of STR's operating in our city. The total revenue generated by these rentals may not be possible to directly replicate, but understanding their price and volume behavior would approximate their impact and further model impact on city sales taxes over time.

IV. Funding

Submitters shall provide a project budget that is reflective of the scope of work involved in the Registration, Inventory, Compliance and Analytics project/program aspects.

V. Content of Proposal

Proposals will be evaluated on the criteria listed below.

- A. Qualified to conduct business in White Salmon and the State of Washington and not have been debarred by the Federal government, State of Washington or local government.
- B. Demonstrated track record of establishing and maintaining positive collaboration and problem-solving methods with public, private-sector, and community stakeholders.
- C. Demonstrated success in gaining compliance of non-compliant properties as well as demonstrated success in tax collection and recovery.
- D. Training and knowledge of the short-term rental industry.
- E. Successful completion of contracts similar in size and scope to the services solicited in this RFP for a minimum of two (2) years. Submitter must provide a list of at least three (3) contracts including the name and contact information for the project manager, contract amount, organization, term and brief scope for services provided in the past two (2) years.

- F. The submitter should have documented experience in providing required training to various size groups. The successful submitter may provide readily available “off-the-shelf” training in its area of expertise and/or the successful submitter may be requested to work with City staff to develop training tailored to the needs of White Salmon.
- G. Submitters should document and provide contact information to key staff profiles assigned to the project.
- H. Provide any judicial and technological acumen for legal and/or quasi-legal testimony and sworn statement of data validity, with ability to certify data in court of law.

The City reserves the right to reject any and all proposals for any reason. Proposals lacking required information will not be considered. All submittals shall be public records in accordance with government records regulations unless otherwise designated by the submitter. The award of contract is subject to approval by City Council.

Price may not be the sole deciding factor.

VI. Selection Process

Proposals will be evaluated on the factors listed in VIII.B. Evaluation Criteria, below.

The selection process will proceed on the following schedule:

- a. Proposals will be submitted by email as indicated above to Jan Brending at janb@ci.white-salmon.wa.us.
- b. A selection committee will review all submitted RFPs.
- c. It is anticipated the City Council will vote on the contract award on November 17, 2021.

VII. Qualifications & Experience Statement

Each submitter shall provide sufficient documentation, including resumes, to demonstrate that its proposed staff are qualified to perform the scope of work for which the submitter is proposing. Each submitter shall also address each item listed under V. Content of Proposal.

- A. Each submitter shall provide at least two (2) case studies demonstrating delivery

of scope of work, preferably at least one (1) in the State of Washington. Each case study should include:

1. Client's name.
 2. Contact information (name, telephone number, email and physical addresses).
 3. Description of client's business.
 4. Description of the client's business needs, how the submitter's proposed staff approached those needs, final outcomes and deliverables, and proposed and actual project timelines.
 5. Description of how this case study relates to the proposed category.
- B. Proposed Approach to Scope of Work.

Each submitter should tailor its proposed approach to the scope of work to reflect the City's demographics and technologies.

VIII. Proposal Evaluation

Proposals will be reviewed by City staff for responsiveness and documentation of minimum qualifications, completeness, and adherence to the RFP requirements. The City reserves the sole right to determine the sufficiency of qualifications and experience of all submitters.

1. Evaluation Panel

The City Administrator will appoint a selection committee to review the proposals and recommend the service provider(s) to be awarded a contract resulting from this RFP. The selection committee may interview all the submitters, a short list of submitters, or may evaluate the proposals solely on the materials submitted by the proposal deadline. In the event a short list process is used, the selection committee will use the evaluation criteria established in this RFP to identify the submitters most likely to be successful in the evaluation process. The short-listed submitters may then be scheduled for interviews with the evaluation panel. The average of who each committee members evaluation will be used to determine the score. A minimum score of 70 is required to be considered for funding.

B. Evaluation Criteria

See Exhibit "A"

IX. Proposal Information

- A. Equal Opportunity. The City will make every effort to ensure that all submitters are treated fairly and equally throughout the entire advertisement, review and selection process. The procedures established herein are designed to give all parties reasonable access to the same basic information.
- B. Proposal Ownership. All proposals, including attachments, supplementary materials, addenda, etc., shall become the property of the City and will not be returned to the submitter.
- C. Rejection of Proposals. The City reserves the right to cancel or modify the terms of this RFP and/or the project at any time and for any reason preceding contract award and reserves the right to accept or reject any or all proposals submitted pursuant to this RFP. White Salmon will provide respondents written notice of any cancellation and/or modification. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.
- D. No proposal shall be accepted from, or contract awarded to, any person, firm or corporation that is in arrears to the City, upon debt or contract, or that is a defaulter, as surety or otherwise, upon any obligation to the City, or that may be deemed irresponsible or unreliable by the City. Submitters may be required to submit satisfactory evidence that they have the necessary financial resources to perform and complete the work outlined in this RFP.
- E. The City's policy is, subject to Federal, State and local procurement laws, to make reasonable attempts to support White Salmon businesses by purchasing goods and services through local vendors and service providers.
- F. If submitter utilizes third parties for completing RFP requirements, list what portion of the RFP was completed by third parties and the name, if known, of the third party.

EXHIBIT "A"

Evaluation Criteria	Points
<p><u>Demonstrated Ability</u></p> <p>Quality and depth of the submitter’s experience and expertise as it relates to the services for which the contractor is applying: training of assigned personnel, including education and certifications; work experience with other government agencies and private contract activities; description of services; references; and other items as outlined in the RFP.</p>	30
<p><u>Demonstrated Capacity</u></p> <p>Submitter’s capacity to provide the required services including: assigned program staff size, staff job descriptions, program staffing capabilities and resumes, major accomplishments, work plan, methodology and procedures, knowledge of applicable regulations, capacity to complete City projects within a reasonable amount of time and other items as outlined in the RFP.</p>	20
<p><u>Technical System Design</u></p> <p>Proposed approach to providing the required services.</p>	20
<p><u>Cost Reasonableness</u></p> <p>The reasonableness and appropriateness of the proposed costs in relation to all other proposals.</p>	20
<p><u>Ability To Provide Additive Alternative Services</u></p> <p>The ability to provide additional additive alternative services as described in Section II SCOPE OF PROJECT.</p>	10
TOTAL POINTS	100

EXHIBIT "B"

SIGNATURE OF ENTIRE PROPOSAL AND SUBMITTALS

FIRM: _____

BY: _____
Signature Title

Print or Type Name

ADDRESS: _____
Street Address and/or P.O. Box Number

City State Zip Code

PHONE: _____ EMAIL: _____

RETURN ENTIRE RFP PACKAGE AND ALL DOCUMENTATION AS REQUIRED
BY THIS REQUEST FOR PROPOSAL BY **MONDAY, NOVEMBER 8, 4:00 PM** TO:

Jan Brending, Clerk Treasurer
janb@ci.white-salmon.wa.us