

TOWN OF PALM BEACH

Information for Town Council Meeting on August 11, 2020

TO: Mayor and Town Council

VIA: Kirk W. Blouin, Town Manager

VIA: Jane Le Clainche, CPA Finance Director

FROM: Dean Mealy, CPPO Town Purchasing Manager

RE: Resolution to Approve Selection Committee Recommendation for RFP No. 2020-12, Marina Software to Dockwa, Inc. in the amount of \$32,987 for the first year and then \$30,588 for each year after, for a proposed five year contract amount of \$185,927 contingent upon satisfactory vendor performance and budget authorization, **Resolution No. 61-2020**

DATE: 23 July 2020

STAFF RECOMMENDATION

Staff recommends that Town Council approve Selection Committee Recommendation for RFP No. 2020-12, Marina Software to Dockwa, Inc. in the amount of \$32,987 for the first year and then \$30,588 for each year after, for a proposed five year contract amount of \$185,927 contingent upon satisfactory vendor performance and budget authorizations.

GENERAL INFORMATION

Town Purchasing issued RFP No. 2020-12 for Marina Software to accommodate a reservation system to supplement scheduling of dockage at the Town's Marina.

The Scope of Services sought through the RFP included:

- Provide marina management software and any third - party software necessary for marina management functionality requirements.
- Provide services by experienced staff and experts to develop and execute an implementation plan for the system, to include migration of historical data to the new marina system.
- Provide services by experienced staff and experts to demonstrate the stability of the installations through testing, training, and final acceptance.

Proposers were required to provide the following:

- Proposers provided a detailed description of their Docks/Marina reservation system to request slip reservations, payment portal, invoicing, mobile point of sale and contract management with digital signatures and email receipts, accounting integration, maintenance & repair, online marina map, auto-email and SMS, email campaigns and

credit card processing.

- Marina Management Detail Requirements

- Ability to track slip data: Customer, slip size, vessel size, address, phone, rate, fees, etc.
- Ability to upload daily boat inventory, ideally from a handheld device including:
 - Whether the vessel is using electricity
 - What type of electricity vessel is using (i.e. 30Amp/110V or 220V or 3Phase, etc?)
 - Notes field for each slip to input vessel information or notate maintenance issues with the dock
- Ability to have transient moorage charges and recurring charges automatically calculated
- Ability to upload monthly meter readings from a handheld device and have charges automatically calculated
- Ability to track vacancies in leased slips, ideally from a handheld device
- Ability to track payment information and generate invoices for customers
- Income reporting by slip, dock, marina
- Ability to track the type of vessel in each slip
- Ability to generate statistical reports on slip occupancy, revenues by type of vessel, size of vessels compared to slip sizing, etc.
- Graphic representation of marina layout
 - Ability to view leased out/reserved slips & most recent hot slip inventory

Purchasing advertised the solicitation in the Town E-Bidding Software, Negometrix. The solicitation was published in DemandStar to 347 firms both in the US and in Europe. Twenty-five proposers began the process of submittals, of which, four submitted. The solicitation was also broadcast in the Palm Beach Post as required by State Statute and on the Town website.

The Selection Committee consisted of the following members:

Voting

Mike Horn, Dock Master

Charles Kapachinski, IT Manager

Amy Wood, Assistant Director, Finance

Patricia Strayer, Town Engineer

Non-Voting

Carolyn Stone, Director of Business Development and Operations

Jim Palmer, Assistant IT Manager

The Selection Committee initially ranked Dockwa as the second - ranked firm. After oral interviews, Dockwa was ranked number one and the vote was unanimous.

As part of the presentation made by Dockwa, they included the strategic element of marketing.

Marketing is a critical component of a successful marina operation. A primary driver in the selection of Dockwa Marina Software is the companion professional marketing services they offer. This contract will allow the Town to have a cohesive marketing strategy that is integrated with the Dockwa reservation system. The valuable data collected is a powerful target marketing tool – driving demand to the marina by acquiring new customers and retaining

leaseholders. The package includes the design and development of a marina website which will capitalize on the use of search engine optimization keywords. An email marketing system, social media profile pages, a marina e-Newsletter, and other marketing tools will be custom designed for the Town Marina at an exceptional price to maximize exposure and drive occupancy.

Details of the Dockwa Executive Summary are noted in the attachment.

FUNDING/FISCAL IMPACT

Funding for this program will be from the Marina Fund.

RECREATION REVIEW

This item has been reviewed by the Recreation and approved as recommended.

DUE DILIGENCE

Purchasing in collaboration with Carolyn Stone, completed extensive background verification on Dockwa. The firm was both responsive and responsible to the solicitation. All references were outstanding.

TOWN ATTORNEY REVIEW

This format has been utilized by the Town in previous recommendations and was approved by the Town Attorney.

Attachments

cc: Jay Boodheshwar, Deputy Town Manager
Carolyn Stone, Director, Business Development and Operations