

Henry Roybal
Commissioner, District 1

Anna Hansen
Commissioner, District 2

Rudy N. Garcia
Commissioner, District 3



Anna T. Hamilton
Commissioner, District 4

Ed Moreno
Commissioner, District 5

Katherine Miller
County Manager

SANTA FE COUNTY
RFP NO. 2020-0180-GM/MAM
SHORT-TERM RENTALS (STRs)
SOFTWARE AND CONSULTING SERVICES

ADDENDUM #2

April 24, 2020

Dear Proponents,

This addendum is issued to reflect the following immediately. It shall be the responsibility Interested Offerors to adhere to any changes or revisions to the RFP as identified in this Addendum No. 2. This documentation shall become permanent and made part of the Of the departmental files.

Santa Fe County has taken preventative measures to insure the safety of its staff and the public. In an effort to combat the spread of the recent COVID-19 Pandemic, the submission of Request for proposals will be accepted electronically utilizing a Drop Box. Below, please use this link to upload your proposal submission.

<https://www.dropbox.com/request/xa1TGo4sUGWgirDPSxhu>

NOTE: **This link will automatically expire on May 7, 2020 at 2:00pm**

Question# 1: In the Pre-Proposal Conference call on April 16, 2020, it was mentioned that when providing pricing on the number of Short Term Rentals in the Santa Fe County area, we should not include the short term rentals in cities and in the County, such as the City of Santa Fe. Would you please confirm that statement and is there other cities in Santa Fe County, that we should not include their short term rental property numbers?

Answer# 1: **Santa Fe County has jurisdiction in the unincorporated portion the County. This does not include any incorporated municipalities, i.e., the city of Santa Fe, the city of Espanola, and the town of Edgewood. This RFP is only concerned**

with STR's that are in the County. The Offeror should be able to separate county and cities geographically and report only physically located county properties. Please note, this is not easily done with zip codes.

Question# 2: Section 3.b. states "collection mechanism to continually secure payment of Lodgers' tax and fees" is required; is the expectation here for a full service, i.e. the vendor sends demand letters, collects the funds, takes action on enforcement of non-payment etc.?

Answer# 2: The expectation is for the vendor to set up a mechanism for each short term rental web based platform (AirBnB, VRBO, Home Away, etc.) to be able to show the STRs that have rented and what portion of tax is owed from each occurrence. It is known that these companies that are proposing have mechanisms to be able to collect the tax and deposit it into an account that will then be available to the County. Enforcement and demand letters may be necessary in the instance that an owner does not pay tax, which may be handled by a mechanism that the vendor starts and then asks the County to be involved if the matter persists.

Question# 3: Similar to #1, section 3.f. mentions "enforcement practices". What exactly is the vendor expected to do as far as enforcement?

Answer# 3: If the vendor has mechanisms for enforcement, then that should be part of the proposal. Again, it may start as simple as demand letters, but if the matter persists, the County may become involved.

Question# 4: Section 3.k. requires the vendor "upload the County's form letters...", upload to where? County system?

Answer #4: It is envisioned that the vendor will set up a dashboard for the use of STR monitoring. The County will ask the vendor to help with communicating with STR owners and may have certain documents the County wants made available or distributed. The vendor should have knowledge/experience in doing this.

Question #5: Section 4.c. calls for the development of an "online development review submittal form", is this a form that will be completed by the Hosts?

Answer #5: Yes, an "online development review submittal form" is to be completed by the STR owners.

Question #6: Section 4.d. requires vendor "notify all STRs...", is there a defined/required notification method? Can it be only email? Regular mail? Phone?

Answer #6: Section 6 d. asks the vendor for recommendations/guidance in notifying all STR owners of new regulations and their timeline for compliance and so forth, on a regular basis. This guidance can suggest email, regular mail or phone or a combination. The objective is to have a web-based platform that communicates with the STR industry in Santa Fe County.

- Question #7: Section 4.e. calls for the creation of “system for streamlining Santa Fe County’s required licensing documents”, who will be utilizing the system? Hosts? County staff?
- Answer #7: The task envisioned in 6. e. is a database created that the STR owners submit their information to, loaded by perhaps the vendor or County staff and utilized by County staff to be able to oversee the STR industry in Santa Fe County.**
- Question #8: Section 8.c. mentions the “ability to request and collect data from STR owners”, what tools will be used for this?
- Answer #8: This is up to the vendor on how to best address this issue: how to collect and report the data and have the tools/software to be able to do that. Further, the vendor will figure out what are the best tools to be utilized to be able to do this and then make a recommendation to the County. Then the County and the vendor can work through the best method to address the issue.**
- Question #9: Deliverables – Section 4.c. states we will need to provide information about “what company will be submitting those (taxes) to the County”, can they clarify what they mean by “what company”?
- Answer #9: In this paragraph, “what company” refers to the web based platform, i.e., is the listing though AirBnB, Home Away, Expedia, VRBO, etc. The tax payment subtotals can be compiled on a monthly basis by the web based listing platform.**
- Question #10: Deliverables – Section 4.d. requests “market analysis”, what would they envision would be included in this?
- Answer #10: Not sure where “4.d.” is and requests “market analysis”. Section II. C. of the RFP asks that the vendor be Qualified by meeting the qualifications of: “Extensive experience and knowledge in data analysis and presentation, statistical analysis technology, STRs/vacation rentals markets and compliance monitoring”. The RFP is asking for vendors that are experienced in being able to obtain and analyze data from STR listings, help with the collection of tax revenue, experience and knowledge of formulating regulations and being able to monitor compliance.**
- Question #11: Since this will be an electronic submittal via Drop Box, does the County require vendors to submit cost proposals as a separate file?
- Answer #11: Yes.**
- Question #12: Does the 20-page limit mean a total of 40 pages’ double sided? Or, does the 20-page limit mean 10 physical pages from and back?

Answer #12: **IV. RESPONSE FORMAT AND ORGANIZATION; C. PROPOSAL FORMAT; 1. PROPOSAL ORGANIZATION, “All pages shall be numbered...”; hence, the page count is a 20 –page limit with 10 physical pages’ front/back.**

Question #13: What is the correct RFP number?

Answer #13: **RFP NO. 2020-0180-GM/MAM**

Please add this Addendum #2 to the original proposal documents and refer to proposal documents, hereto as such. This and all subsequent addenda will become part of any resulting contract documents and have effects as if original issued. All other unaffected sections will have their original interpretation and remain in full force and effect. Responders are reminded that any questions or need for clarification must be addressed to Michelle A. Marmion, Senior Procurement Specialist at mmarmion@santafecountynm.gov



SANTA FE COUNTY

RFI 2020-0180 - GM/Man

April 16, 2020 11:00 am

COMPANY	TELEPHONE	E-MAIL ADDRESS
Ted Kamel	(903) 539-8847	TKamel@ozovar.com
Michelle Marmion	Santa Fe County (505) 352-3217	—
John Heest	Honori STR (312) 517-3123	john@honori.com
Ton Foggon	Ozovar Gov. Solutions	TFoggon@ozovar.com
Chris Huger	Santa Fe County	—
Kennan Vothball	Ozovar Insights & Analytics	kennan.vothball@ozovarinsights.com
Lisa Hakonic	Santa Fe County	—
Mike Matthews	Lodgingreus	mike@lodgingreus.com
Dustin Reilich	Host Karl Tech Host	dustin@HostKarlTech.com
John Spuhler	Compliance	john.spuhler@hostcompliance.com

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**PRE PROPOSAL CONFERENCE
RFP NO. 2020-0180-GM/MAM
SOFTWARE AND CONSULTING
SERVICES FOR SHORT-TERM RENTALS
APRIL 16, 2020
11:00 AM VIA TELECONFERENCE**

Contracting Agency: Santa Fe County

- | | | |
|-----------------------|-------------------------------|--------------------------|
| • Michelle A. Marmion | Procurement Specialist Senior | Purchasing Division |
| • Chris Hyer | Economic Development Manager | Growth Management |
| • Lisa Katonic | Marketing Coordinator | County Manager's Admins. |
| • Penny Ellis Green | Growth Management Dep. Dir. | Growth Management |
-

Santa Fe County is requesting proposals from qualified offerors to provide Short Term Rental (STRs) software and consulting services.

Proposal Information

Carefully read the Request for Proposal for requirements, terms & conditions including the Appendix E Sample Agreement (page 33).

- Proposal Organization - Proposal should be organized as outlined in the RFP (page 21).
- Selection of finalist(s) – the most qualified proposal received based on the evaluation criteria outlined in the RFP (pages 23-25) will be scored by a three to four-member evaluation committee.
- Preferences -

1) N.M. In-State Business Preference Certificate 5% of total weight of all evaluation factors added to score.

OR

2) N.M. Resident Veterans Preference Certificate, 10% total weight of all evaluation factors added to score. For more information on State Preference visit www.tax.newmexico.gov

AND

3) Santa Fe County Preference. 5% of total weight of all evaluation factors added to score. For more information on County Preference visit www.santafecountynm.gov/departments/purchasing

102 Grant Avenue · P.O. Box 276 · Santa Fe, New Mexico 87504-0276 · 505-986-6200 · FAX:
505-995-2740 www.santafecountynm.gov

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SANTA FE COUNTY
RFP NO. 2020-0180-GM/MAM
SOFTWARE AND CONSULTING SERVICES
FOR SHORT TERM RENTALS

ADDENDUM #1

****UPDATE****

April 14, 2020

Dear Proponents,

This addendum is issued to reflect the following immediately. It shall be the responsibility of Interested Offerors to adhere to any changes or revisions to the RFP as identified in this Addendum No. 1. This documentation shall become permanent and made part of the departmental files.

*****SCHEDULE CHANGE*****

The previously scheduled time stated in the RFP for the Pre-Proposal Conference has been changed to 11:00am the date will remain the same, Thursday, April 16, 2020. Please call the toll-free teleconference line at 1-877-820-7831; the guest passcode is 445752.

ATTACHMENT: MEETING AGENDA

Please add this Addendum No. 1 to the original proposal documents and refer to proposal documents, hereto as such. This and all subsequent addenda will become part of any resulting contract documents and have effects as if original issued. All other unaffected sections will have their original interpretation and remain in full force and effect. Responders are reminded that any questions or need for clarification must be addressed to Michelle A. Marmion, Senior Procurement Specialist at mmarmion@santafecountynm.gov.

- Please submit all questions via email to Michelle A. Marmion at mmarmion@santafecountynm.gov. The last day for questions will be **Tuesday, April 21, 2020**. *(Any contact during the procurement until an award has been made with any elected official or other county staff member other than the Procurement Manager named in this solicitation may be grounds for disqualification.)*
- Addendum will be issued on **Friday, April 24, 2020**. *(Only questions answered by formal written addenda will be binding. Oral and other interpretations or clarifications will be without legal effect.)*
- **Proposal Submittal - Due Date: Thursday, May 7, 2020**
Time: 2:00 PM
Location: 142 W. Palace Avenue 2nd Floor, Santa Fe, NM
(Bokum Building)

Santa Fe County has taken preventative measures to insure the safety of its staff and the public. In an effort to combat the spread of the recent COVID-19 Pandemic, the submission of Request for proposals will be accepted electronically utilizing a Drop Box. Below, please use this link to upload your proposal submission.

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