



**La Crosse County**  
**Request for Proposal**

**Electronic Debit / Credit Card Payment  
Processing Services**

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## Section 1 - RFP Overview

### 1.1 Introduction

The objective of this procurement process is to select a vendor to provide Electronic Debit / Credit Card Payment Processing Services via the internet (online), mobile device, telephone interactive voice response (IVR), and onsite (point-of-sale locations).

**This is a 60 month contract beginning October 18, 2017. See Section 4.12 on page 7 regarding Implementation planning.**

### 1.2 La Crosse County Overview

Currently eleven (11) departments are accepting credit / debit card payments via an onsite card reader:

County Clerk  
Facilities  
Health  
Human Services  
Land Conservation  
Mediation  
Register of Deeds  
Sheriff  
Solid Waste  
Treasurer  
Zoning

La Crosse County customers can pay via IVR (Interactive Voice Response). The IVR system has a low use rate. La Crosse County also has the ability to accept payments online.

Statistics for 2016:

Payments processed: \$233,000.00  
Total transactions: 4,614  
Average transaction amount: \$50.50

## Section 2 - Proposal Submittal Instructions

### 2.1 RFP Schedule

The following is a list of the important dates for activities related to the RFP process. The County reserves the right to change these dates and will post the changes on its web site.

Activity	Time	Date
RFP released		7/20/17
Submission of proposals	10 am	8/15/17
Vendor Notification of Interview Status	3 pm	8/17/17
Vendor Interviews		8/24/17
Executive Committee**		9/13/17

\*\*Please note that this is the scheduled date as of the release of this RFP. It is the vendor's responsibility to be aware of Committee Meeting times and dates. This information can be accessed on the County web site at <http://www.co.la-crosse.wi.us> via clicking on the header "Meeting Minutes / Agendas" or by contacting the County Clerk's office at 608-785-9623.

## 2.2 RFP location

This RFP is posted on the La Crosse County web site. The County reserves the right to amend this RFP at any time. In the event it becomes necessary to amend, alter or delete any part of the RFP, changes to the RFP will be posted on the web site. It is the vendor's responsibility to be aware of amendments that are posted on the web site. The address is:

<http://www.co.la-crosse.wi.us>

## 2.3 Submission of Questions

Bryan Jostad, Finance Department, 608-785-5879

[bjostad@lacrossecounty.org](mailto:bjostad@lacrossecounty.org)

## 2.4 Submission of Proposals

All proposals shall be submitted in complete original form. No faxed or emailed proposals will be accepted. Proposals shall be sealed and marked "**Electronic Payment Processing**". **Vendors shall submit one (1) copy of their proposal in a paper form. Vendor shall also submit one (1) copy on an electronic disk (CD) or jump drive.**

**Sealed Proposals must be delivered no later than 10:00 am, August 15, 2017 to:**

**Bryan Jostad  
Suite 2500, Finance Department  
212 North 6<sup>th</sup> Street  
La Crosse, WI 54601**

**Proposals received after the above date and time will be returned unopened.**

## 2.5 Opening of Proposals

The proposals will be publicly opened at 10:05 am August 15, 2017 in the following location:

**Suite 2500, Finance Department  
212 North 6<sup>th</sup> Street  
La Crosse, WI 54601**

At that time, the names of vendors who properly submitted proposals will be announced. Announcement of the names of the vendors who submitted proposals is not a guarantee that the proposals otherwise comply with the specifications of this RFP.

## 2.6 Ownership of Proposals

All proposals submitted on time become the property of the County upon submission, and the proposals will not be returned to the Vendors. By submitting a proposal, the Responder agrees that the County may copy the proposal for purposes of facilitating the evaluation.

## 2.7 Other information

Vendors may submit any other information that is not described in this proposal that would be beneficial to the County. If in the vendor's opinion the County has overlooked anything material or relevant, such item(s) may be brought to the County's attention and be included in the proposal.

## **2.8 Amendments to the RFP**

In the event it becomes necessary to amend, alter or delete any part of the RFP, changes to the RFP will be posted on the website. The address is

<http://lacrossecounty.org/RFP/default.htm>

## **2.9 Public Records Law**

All proposals are subject to the Wisconsin Public Records Law.

## **Section 3 – Qualifications**

### **3.1 Vendor Information**

- A. Letter of introduction that includes name of contact person and contact information (email address, phone number, etc.), no more than one (1) page.
- B. Office location(s) that would service this contract
- C. Provide client agency name, contact name, title, address, and phone number of references from at least three clients that have been (within last 5 years) or are currently being provided similar service.

### **3.2 Relevant Experience**

- A. Wisconsin County and / or State Government.
- B. Electronic Debit / Credit Card Payment Processing Services experience regarding Wisconsin cities and / or villages.
- C. Electronic Debit / Credit Card Payment Processing Services experience regarding government outside the State Of Wisconsin
- D. Other experience regarding Electronic Debit / Credit Card Payment Processing Services

### **3.3 Proposed Staff and Structure**

- A. Organizational Structure / Hierarchy
- B. Responsibilities and qualifications of personnel providing services under this proposed agreement.

## **Section 4 - Scope of Work**

Vendor to provide Electronic Debit / Credit Card Payment Processing Services via online (internet), mobile device, telephone (IVR), and onsite (point-of-sale) locations.

- 4.1** Provide payment processing of all three major credit card brands: Visa, MasterCard, and Discover.
- 4.2** Please describe your capabilities for Payment Processing
  - A.** Onsite
  - B.** Online
    - 1. Payment Portal-view to customer
    - 2. Options (if any) for Payment Portal to be customized to La Crosse County,
      - a. capability to customize to a specific County Department's needs
      - b. describe capabilities in this section, provide customization costs in Section 7.2 Cost Schedule
    - 3. Ability to have multiple purchases be processed as a single transaction
  - C.** Mobile device
  - D.** Telephone (IVR)

- 4.3** Please describe refunding services.
- A.** How can customers obtain refunds
  - B.** Through which mediums may customers request a refund
    1. Onsite
    2. Online
    3. Mobile device
    4. Telephone (IVR)
- 4.4** Please describe how a customer receives a receipt and the information posted on the receipt.
- A.** Onsite
  - B.** Online
  - C.** Mobile device
  - D.** Telephone (IVR)
- 4.5** Vendors shall describe their process for handling customer disputed charges and what La Crosse County's responsibilities and obligations are regarding disputed charges. Please define what constitutes a disputed charge.
- 4.6** Vendors shall describe options for who pays the payment processing fee. Some County Departments may choose to absorb the related fee and others to pass on the convenience fee to the cardholder /customer.
- A.** Are the debit / credit processing fees different regarding absorption by County or passing on to customer? If yes, please explain.
  - B.** For fees that are absorbed, what is the frequency of billing and what detail is provided? Please explain.
- 4.7** The La Crosse Solid Waste Department has a unique situation regarding credit card payment processing for citizens who bring waste to the Solid Waste Department. The Solid Waste Department charges citizens by weight. Below is the procedure. This procedure can take 4 to 6 minutes per customer. At peak times a line of 8 to 10 vehicles can form. La Crosse County needs a solution to substantially decrease wait times. La Crosse County is looking to partner with the successful vendor to address this issue.
- A.** Vehicle (and trailer) drives onto scale to be weighed
  - B.** The scale attendant, thru an open window in scale building, extends a pole with a manual pincer to retrieve customer's credit card
  - C.** The following information is manually entered to process the credit card
    1. Ticket Number
    2. Transaction Description
    3. Name
    4. Phone Number
    5. Transaction amount
  - D.** Scale attendant manually (with pincer) returns receipt to customer for signature
  - E.** Customer signs receipt and receipt is manually (by pincer) retrieved
- 4.8** Vendors shall describe their electronic fund settlement process and the time-frames these actions take place in. Funds shall be deposited in a financial institution designated by La Crosse County.
- A.** Time-frame from payment processing to funds deposited in La Crosse County's account

- B. What is the cut-off time (CST) each day for payments processed regarding your response in letter "A" above?
- C. How does the time-frame in letter "A" and the response to "B" relate to the day of the week the payment processed in? Example: a payment processed on Saturday.
- D. When (CST time of day) are the funds deposited in La Crosse County's account?
- E. What information will be provided regarding each fund settlement deposit?  
- Note: The County would prefer a detailed breakdown of funds deposited by County Department

**4.9** Vendors shall describe online reporting and tracking tools available to La Crosse County payments, deposits, refunds and archived history of these items.

**4.10** Vendors shall describe their capabilities and the degree of integration with other financial and software systems and programs. The La Crosse County financial system is New World / Tyler. Specific County Department's may have other software packages in addition to New World / Tyler. Describe integration capabilities in this section.

Provide integration costs in Section 7.3 Cost Schedule.

**4.11** Vendors shall describe all equipment that will be supplied to La Crosse County and how this equipment is to be connected to La Crosse County desktops, laptops, and/or mobile devices. In addition, vendors shall list the cost (if any) of equipment supplied by unit price. Describe the supplied equipment and the connection requirements in this section.

List the supplied equipment cost by unit in Section 7.4 Cost Schedule.

**4.12** Vendors shall provide an implementation plan and schedule with specific action items and time frames which includes action items the vendor is expecting from La Crosse County.

**A.** The La Crosse County Executive Committee will be meeting for final approval on September 13<sup>th</sup>. All vendors submitting a proposal will be notified of the September 13<sup>th</sup> meeting outcome by noon on September 14<sup>th</sup>. The implementation plan should start after the September 14<sup>th</sup>. Ideally La Crosse County would like full implementation to be completed between October 18<sup>th</sup> and October 30<sup>th</sup>. La Crosse County is flexible and will work with the vendor's implementation plan even if the plan does not adhere to our ideal dates.

**B.** The implementation plan should include La Crosse County responsibilities, action items and time-frames.

**4.13** Vendors shall describe training that will be provided / made available during the Implementation phase and the medium through which training will be provided such as in-person, webinar, phone, etc.

**4.14** Vendors shall describe on-going support that is available after La Crosse County has completed the implementation phase and the medium through which on-going Support will be provided such as in-person, webinar, phone, etc.

Vendors shall list any costs associated with on-going support in Section 7.5 Cost Schedule.

- 4.15** Vendors must be Payment Card Industry – Data Security Standard (PCI-DSS) compliant.
- A.** Vendors shall describe their tokenization technology, Point-to Point Encryption (P2PE) or other secure technology to shield against fraudulent activity.
  - B.** Vendor shall describe fraud management tools and procedures

**Section 5 How to respond to this RFP**

**5.1 Vendors shall provide a written response to Section 3 Qualifications**

**5.2 Vendors shall provide a written response to Section 4 Scope of Work**

**5.3 Vendors shall complete the Section 7 Cost Schedule and include in proposal**

**Section 6 Evaluation of Proposals**

**6.1 Evaluation Criteria**

La Crosse County will evaluate the proposals using the criteria described below.

Category	Points
Qualifications	100
Scope of Work	100
Cost Schedule	100
<b>Initial Evaluation Total</b>	<b>300</b>
Vendor Interview	300
<b>Grand Total</b>	<b>600</b>

**6.2 Initial Evaluation**

Each proposal shall receive an initial evaluation by an evaluation team. The highest evaluated vendors; up to 3; shall be requested to meet with the evaluation team for an interview. **Vendors advancing to the interview stage will also be provided an interview agenda. Vendors will be notified of their interview status no later than 3 pm, August 17, 2017.**

**6.3 Vendor Interviews**

**Vendor interviews are scheduled for August 24, 2017. Vendors must be available to interview on that date. Vendors may interview in person or via an interactive webinar.**

**6.4 Final approval of Vendor**

The evaluation team will make a recommendation to the Public Works & Infrastructure Committee which meets on September 13, 2017.



## Section 7 – Cost Schedule

Vendors may use additional pages as needed.

- 7.1.** If tiered fee schedule exists based on criteria such as gross dollar volume, average transaction size, etc., please provide a separate page.

Fee for credit transactions\_\_\_\_\_

Fee for debit transactions\_\_\_\_\_

If a different fee structure exists for customer /cardholder absorption vs. County absorption please indicate this difference clearly.

- 7.2** List of costs for Payment Portal customization – Section 4.2 B. Vendors shall provide specific detail

- 7.3** List of costs for system integration – Section 4.10. Vendors shall provide specific detail.

- 7.4** List of costs for equipment supplied - Section 4.11

- 7.5** List of on-going support costs - Section 4.14

## **Section 8 - Terms and Conditions**

**8.1** The County reserves the right to accept or reject any or all proposals or portions thereof without stated cause.

**8.2.** The County reserves the right to re-issue any requests for proposals.

**8.3.** Upon the selection of a finalist vendor, the County by its proper officials, employees, or agents shall attempt to negotiate and reach a final agreement with this vendor. If the County, for any reason, is unable to reach a final agreement with this vendor; the County reserves the right to reject such vendor and negotiate a final agreement with the vendor who has the next most viable proposal. The County may also elect to reject all proposals and re-issue a request for proposal.

**8.4** Clarification of proposals: The County reserves the right to obtain clarification of any point in a vendor's proposal or obtain additional information.

**8.5** The County is not bound to accept the proposal with the lowest cost, but may accept the proposal that demonstrates the best ability to meet the needs of the County.

**8.6** The County reserves the right to waive any formalities, defects, or irregularities in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the County.

**8.7** The County reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the vendor.

**8.8** The Vendor agrees to the fullest extent permitted by law, to indemnify, defend and hold harmless, the Purchaser, and its agents, officers and employees, from and against all loss or expense including costs and attorney fees by reason of liability for damages including suits at law or in equity, caused by any wrongful, intentional, or negligent act or omission of the Vendor, or its (their) agents and / or sub-contractors which may arise out of or connected with activities covered by this contract.

**8.9** The selected vendor shall not subcontract or assign any interest in the contract and shall not transfer any interest in the same without prior written consent of the County.

**8.10** No reports, information, or data given to or prepared by the firm under contract shall be made available to any individual or organization by the firm without the prior written approval of the County.

**8.11** Should the selected vendor merge or be purchased by another individual or firm contract continuation would be at the County's option.

## **End of RFP Document**