



County of San Mateo

Request for Proposals (RFP - Informal) for Short Term Rental Monitoring

Planning and Building

RFP - Informal No. PLN25-0428

RFP - Informal Contact: John Bologna jbologna@smcgov.org

1. Introduction and Schedule

The County of San Mateo (the “County” or “SMC”) covers most of the San Francisco Peninsula. The region covers 744 mi and is home to nearly 800,000 residents and 20 incorporated cities. The County provides for the health and welfare of all people within its borders and serves as the local government for the unincorporated areas. Innovation thrives here in industries including bioscience, computer software, green technology, hospitality, financial management, health care, education and transportation. The County prides itself on how that prosperity fosters its commitment to protecting and enhancing the health, safety, welfare and natural resources of the community.

1.1. Summary

The San Mateo County Planning and Building Department (“Department”) implements local land use plans and development regulations that protect public safety and contribute to healthy and prosperous communities. Currently, short term rentals are allowed in the unincorporated coastal zone of San Mateo County and the Department is seeking a contractor to assist with monitoring short term rental listing in unincorporated San Mateo County, including address identification and compliance monitoring.

1.2. Contact Information

John Bologna

jbologna@smcgov.org

Department:

Planning and Building

Department Head:

Steve Monowitz

Director

1.3. Timeline

RFP Released	April 28, 2025
Proposal Due Date and Time	May 12, 2025, 3:00pm
Anticipated Contract Award Date	July 1, 2025

2. Scope of Work

2.1. Short-term Rental Monitoring

A. Summary:

The County of San Mateo is seeking a comprehensive monitoring solution for monitoring short-term rental listings in real-time, gathering data on listing details, availability, pricing, and occupancy within

unincorporated areas of San Mateo County. This solution will assist staff in enforcing local regulations and ensuring compliance with applicable laws and policies.

B. Detailed Specifications:

The monitoring solution should have the following specifications:

1. **Data Collection:** The solution should collect relevant information for each short-term rental listing, including but not limited to the property address, owner information, booking details, rental history, as well as transient occupancy tax (TOT) payment information as provided by the County or their consultant.
2. **Fraud Detection:** The solution should incorporate features for fraud detection, including the ability to identify unregistered or non-compliant short-term rental operators.
3. **Automated Reporting:** The solution should generate automated reports on short-term rental activity, including violations, compliance rates, and revenue generated.
4. **Geographic Coverage:** The solution should cover the entire jurisdiction of the County of San Mateo which includes unincorporated areas of the county.
5. **Usability:** The solution should be user-friendly and accessible to County staff responsible for short-term rental enforcement. Training and support should be provided by the vendor.
6. **Data Security:** The solution should meet all applicable data security and privacy regulations, ensuring protection of sensitive information.
7. **(optional) Compliance Outreach:** The ability to proactively outreach to non-compliant properties with short term rentals using the County provided letter format.

C. Service Requirements:

1. **Implementation:** The vendor shall provide any necessary installation, configuration, and setup of the monitoring solution.
2. **Training:** The vendor shall conduct training sessions and instructions for County staff on how to effectively use and navigate the monitoring solution.
3. **Technical Support:** The vendor shall provide ongoing technical support to address any issues or concerns that may arise with the monitoring solution.
4. **Maintenance and Updates:** The vendor shall perform routine maintenance and provide regular updates to ensure the optimal performance and functionality of the monitoring solution.
5. **Data Retention:** The vendor shall store collected data securely and provide a mechanism for the County to access and retrieve the data as needed.
6. **Integration Support:** The vendor shall provide integration support to ensure seamless integration with existing County systems.

7. Compliance Monitoring: The vendor shall assist the County in monitoring compliance with local regulations and identifying any violations or non-compliant short-term rental operators.
8. Security Practices: The vendor shall adhere to industry-standard security practices when providing service, including responsible password management, timely notification of any cybersecurity incidents, and providing recommendations for enhanced security of the system.

D. Delivery Requirements:

1. Timeline: The vendor shall provide a detailed timeline for implementation, training, and ongoing support.
2. Project Management: The vendor shall assign a dedicated project manager to oversee the implementation and provide regular updates to County staff.
3. Documentation: The vendor shall provide comprehensive documentation on the monitoring solution, including user manuals and technical specifications.
4. Data Access: The vendor shall provide secure access to the collected data through a user-friendly interface, allowing County staff to extract relevant information and generate reports as needed.

3. Submission Requirements

3.1. Submission Deadline

Proposals must be electronically received by 3:00 pm, on Wednesday, May 12, 2025 via eProcurement system.

Allow sufficient time for the upload to complete by the Due Date and Time. Partial uploads will automatically terminate, and proposals will be rejected. The eProcurement system submission time will be the official submission time. The County will not be responsible for and may not accept proposals that are late due to slow internet connections or for any other failure of the eProcurement system.

NOTE: The County does not maintain the eProcurement system and is not liable for site failures or technical problems. To resolve technical issues, contact OpenGov Technical Support by using the real time chat located in the lower right hand corner of the screen, or via email at procurement-support@opengov.com

<https://procurement.opengov.com/portal/smcgov>

3.2. Pre-submission Registration

Organizations or individuals interested in responding to this solicitation must register online with the County of San Mateo at:

- <https://procurement.opengov.com/portal/smcgov>

It is recommended that organizations complete this registration as soon as possible. The County will not be responsible for and may not accept proposals that are late due to a failure to register in the eProcurement system.

3.3. Submission via eProcurement Portal

Required Documents

Please refer to the [Technical Proposal](#) section for submittal documents and requirements.

Electronic Submissions

Include the proposer name and the RFP title and number in each filename. Submit proposals via the eProcurement website, allowing sufficient time for the upload to complete by the Due Date and Time. As noted above, the eProcurement portal submission time will be the official submission time, and partial uploads will automatically terminate, and proposals will be rejected. Contact eProcurement Portal with technical questions regarding this site.

Conflicts between Certain Requirements

Prior to the submission deadlines and solely relating to a determination of the timeliness of questions, comments, and proposal submissions, information displayed on the eProcurement portal site will take precedence in the event of a discrepancy between that information and the information within the solicitation documents. For all other discrepancies, the information in the solicitation documents will take precedence.

Format

Documents should be created in the following format:

- Text should be Times New Roman (12-point minimum font size) and unjustified (i.e., with a ragged-right margin)
- Pages should have margins of at least one inch on all sides (excluding headers and footers)
- If the proposal is lengthy, a Table of Contents should be included.
- PDF format is preferred.

Errors in Proposals

The County will not be liable for any errors in proposals. Proposals may be rejected as unresponsive if they are late, incomplete, missing pages or information, or cannot be opened for any reason. The County may waive minor irregularities, but such waiver will not modify any remaining RFP requirements.

4. Minimum Qualifications and Technical Proposal

4.1. Minimum Qualifications

4.1.1. Has Proposer has been providing similar services for a minimum of two (2) years within the last seven (7) years?*

☐ Yes

☐ No

*Response required

4.1.2. Please confirm your firm is registered with System for Award Management (SAM)*

☐ Please confirm

*Response required

4.1.3. What is the registered Business Name and Unique Entity ID (UEI) No.??*

Unique Entity ID (UEI) numbers can be found on sam.gov

*Response required

5. Technical Proposal

5.1.1. Introduction and Executive Summary *

Submit a letter of introduction and executive summary of the proposal. The letter must contain:

- Name, title and contact information (email, phone, and address) for representative of proposer that is responsible for communication related to this RFP.
- Name, title, contact information, and signature of person authorized to obligate firm to perform the commitment contained in the proposal.

Submission of the letter will constitute a representation by proposer that it is willing and able to perform the commitments contained in the proposal and has not violated the terms of this RFP.

*Response required

5.1.2. Statement of Minimum Qualifications *

Describe how the proposer meets the minimum qualifications as set forth in **Minimum Qualifications** of this RFP.

Submission of the Minimum Qualifications checklist is not a substitute for providing a detailed written response.

*Response required

5.1.3. Project Approach*

This section should correlate to the Scope of Work . Proposer should give a short summary describing how it will perform the relevant work.

*Response required

5.1.4. Scope of Work tasks/milestones*

Describe your proposed approach to tasks/milestones.

*Response required

5.1.5. Proposed schedule *

Attach proposed schedule and reference ability to complete the project within the County's required time frame.

*Response required

5.1.6. Innovations*

Reference any notable innovations or improvements that you expect to provide (with respect to, for example, efficiency, technology, sustainability).

*Response required

5.1.7. Performance Measures*

Describe a plan for achieving performance measures.

*Response required

5.1.8. Firm Qualifications *

Attach information regarding background and qualifications, including the following:

- A brief description of the proposer.
- A description of not more than three (3) projects similar in size and scope conducted by the proposer, including the client, reference and telephone numbers, primary staff members involved, budget, schedule, and project summary. Descriptions should be limited to one (1) page for each project.
- If subcontractors are anticipated, identify them (if known) and provide information on how they will be used.

*Response required

5.1.9. Team Qualifications*

Provide a chart identifying:

- Project team and reporting structure
- Lead project manager
- Role each person will play in the project

Provide a brief description of the experience and qualifications of the project team members, including short resumes if desired.

Written assurance that the key individuals listed and identified will be performing the work and will not be substituted or reassigned without the County's prior approval

*Response required

5.1.10. References*

Provide 3 references including the name, address, and telephone number of recent clients (preferably other public agencies).

*Response required

5.1.11. Fee Proposal*

The Fee Proposal should be submitted as a separate PDF file from the Technical Proposals detailed in Required Documents and must include all costs associated with providing the service as well as description of billing process (ie will costs be billed monthly, annually etc).

The County reserves the right to accept other than the lowest priced offer and to reject any proposals that are not responsive to this request.

*Response required

6. Evaluation and Selection Criteria

The proposals will be evaluated by a selection committee with relevant expertise. The County intends to evaluate the proposals generally in accordance with the criteria itemized below. Proposers with the highest scoring proposals may be interviewed by the committee to make the final selection.

No.	Evaluation Criteria	Scoring Method	Weight (Points)
1.	Project Approach	Points Based	25 <i>(25% of Total)</i>
2.	Firm Qualifications	Points Based	30 <i>(30% of Total)</i>
3.	Team Qualifications	Points Based	20 <i>(20% of Total)</i>
4.	Price	Reward Low Cost	25 <i>(25% of Total)</i>

7. Instructions to Proposers

7.1. Instructions

There will be no pre-proposal conference or site visit for this project.

7.2. Communications

- A. As of the issuance date of this RFP and continuing until it is canceled or an award is made, no proposer or person acting on behalf of a prospective proposer may discuss any matter relating to the RFP with any officer, agent, or employee of the County, other than through eProcurement portal, to the Authorized Contact Person, or as outlined in the evaluation or protest procedures.
- B. Proposers (including any agent, owner, employee, board members, or other such affiliates) shall not offer any gift, favor, or other personal benefit to any County officer or employee during the procurement process for this agreement, including during the solicitation period and contract negotiations.

Violation of the foregoing prohibitions may result in a proposer being found non-responsible and barred from participating in this or future procurements.

7.3. Contract Award

A. Award Procedure

Contract negotiations are neither an offer nor guarantee that a contract will be executed. A contract award, if any is made, will be to the responsive, responsible proposer offering the overall best value to the County for the services and goods described in this solicitation, or as applicable, for a specific portion of the services and goods described. Any agreement reached will be memorialized in a formal agreement using the attached template, executed by the appropriate authority.

B. Notice of Intent to Award

If a decision is made to take steps to enter into an agreement with one or more proposers, the County will post a Notice of Intent to Award or otherwise notify proposers the remaining proposers of their non-selection. Notice may instead be provided by including approval of the agreement as an item on an agenda for a meeting of the Board of Supervisors.

C. Commencement of Performance

After all parties have signed the agreement, the County will notify the contractor and performance may proceed. Prior to execution of the agreement by the County, no County employee may authorize work under the agreement. Any work performed prior to the full execution of the Agreement may not be compensated.

7.4. Term

Planning and Building is issuing Request for Proposal (RFP) PLN25-0428 for Short Term Rental Monitoring.

The agreement shall have a term of three (3) years. In addition, the County shall have one (1) option to extend the term for an additional period not to exceed two years, which the County may exercise in its sole, absolute discretion. To exercise this option, the County shall provide written notice to the Contractor at least thirty days before the end of the agreement's term.

The County's standard contract template has been included with this solicitation. The awarded contractor will be expected to sign an agreement prepared by the County using this template. Please ensure that your firm has completed legal review of these contract terms. If your firm wishes to request exceptions to these standard terms, submit a Contract Exceptions Request by the Deadline for Questions, Comments and Contract Exceptions listed in the Solicitation Schedule below. The County will consider Contract Exceptions Requests but reserves the right to reject requested modifications to its standard terms.