

Agenda Summary
June 12, 2024

Item B-6
Short-Term Rental Registration Platform RFP

Summary: Enclosed is the draft Request for Proposals for the Short-Term Rental Registration Platform. Below is a tentative timeline for the procurement and development process.

June 14	RFP Release
June 20	Advertised in Stowe Reporter
July 12	RFP Closed / Bid Open Date
August 14	Contract Awarded by Selectboard
October 24	Design and Testing Completed
November 7	Platform Launch

Town Plan Impact: N/A

Fiscal Impact: N/A

Recommendation: Move to authorize the release of the Short-Term Rental Registration Platform RFP.



Town of Stowe, Vermont | Request for Proposals

Short-Term Rental Registration Platform

Background

The Town of Stowe is accepting proposals to develop an online Short-Term Rental registration platform. The purpose of this RFP is to provide a fair evaluation for all candidates, and to provide the candidates with the evaluation criteria against which they will be judged.

On February 29, 2024, the Town of Stowe Selectboard adopted a Short-Term Rental Registry ordinance. The ordinance may be reviewed here: <https://www.townofstowevt.org/str>

Vermont municipalities are granted the authority to regulate Short-Term Rentals by 24 V.S.A. § 2291(29), which defines Short-Term Rentals as a furnished house, condominium, or other dwelling room or self-contained dwelling unit rented to the transient, traveling, or vacationing public for a period of fewer than 30 consecutive days and for more than 14 days per calendar year. [According to AirDNA](#), Stowe is estimated to have over 1,000 active entire-home short-term rental listings as of February 2024, in addition to approximately 1,200 traditional hotel rooms.

Objectives

The Town of Stowe seeks to establish an online Short-Term Rental registration platform.

The platform must be:

- Easy to use and intuitive.
- Safe and secure.
- Quick to load and operate.
- Visually pleasing.
- Accurate.

The platform must include:

- A secure method of submitting and receiving Short-Term Rental registration submissions.
- Clear and concise information to end users.
- A clear path for visitors to access information relevant to them.
- A responsive design with up-to-date and proven technologies to provide a consistent user interface across all devices.
- Payment processing functionality.
- A back-end system that allows Town of Stowe personnel to access, view, and export data, and create reports.
- The ability for Town staff to grant access or easily provide data to Town public safety officials who may utilize contact information for Short-Term Rentals in the course of their duties.

The platform must include the ability for Short-Term Rental owners or their agents to:

- Submit new registrations at any time of the year.
- Update their submitted data as described below at any time.
- Renew their registration on an annual basis for the following year, prior to their current registration's expiration date, within a timeframe determined by the Town of Stowe.
- Receive automated confirmation that their submission has been submitted, reviewed, and approved.
- Submit a new Short-Term Rental registration form for a property with an existing Short-Term Rental registration, in the case of property transfers between parties.
- Assign multiple owners and/or designated responsible persons to a single Short-Term Rental.

Town staff will work alongside the vendor to create a Short-Term Rental registration form that includes:

- Physical (E-911) address(es) of all Short-Term Rental property offered for lease/rental.
- Contact information for the property Owner, including: the Owner's full name, mailing and/or physical address, telephone number and email address.
- Contact information for the Designated Responsible Person and other agent(s) of the Owner, including: Designated Responsible Person's/agent's full name, mailing and/or physical address, telephone number and email address.
- Whether the Short-Term Rental is the Owner's primary residence or, if the Owner is not a natural person, whether the Short-Term Rental is the primary residence of a member, director, or authorized representative of the Owner.
- The number of bedrooms in the Dwelling Unit being leased/rented as STRs.

Proposal Guidelines & Requirements

This is an open and competitive process.

Proposals received after **1:00pm ET, Friday, July 12, 2024**, will not be considered.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal. The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of subcontractors, you must clearly state this in your proposal. Subcontractors must be identified and the work they will perform must be defined. In your proposal, please provide the name and address of the subcontractor. The Town of Stowe will not refuse a proposal based upon the use of subcontractors but does retain the right to refuse the subcontractors you have selected.

The provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Contract Terms

Contract terms will be negotiated upon selection and the project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, and other necessary items.

Timeline

This RFP is dated **June 14, 2024**. Proposers may request more information by contacting Will Fricke, Stowe Assistant Town Manager, at wfricke@stowevt.gov or 802-253-7350.

Proposals are due no later than 1:00pm ET, Friday, July 12, 2024, at which time they will be opened and read aloud. During this time, we may reach out with specific questions.

The Town of Stowe will notify the vendor who has been tentatively selected on or about July 26, 2024. Negotiations will begin immediately with the vendor and should conclude no later than August 8, 2024. All other candidates will be notified on or about August 15, 2024.

The completion and delivery dates of the project and phases will be mutually agreed upon prior to signing a contract.

Vendor Requirements

Please provide detailed information to accomplish the project scope. The budget and proposal must include all design, production, integration, and necessary development of the platform.

Executive Summary	<ul style="list-style-type: none"> Describe your understanding of our goals as they relate to a Short-Term Rental registry. Summarize your proposed solution, and how your solution aligns with our goals. Provide a summary of pricing for the proposed services and products.
Company Overview	<ul style="list-style-type: none"> Tell us about your company, your experience in creating Short-Term Rental registries for other similar municipalities. Provide links to your agency website, online portfolios, and social media, if applicable. Provide a copy of your company's data privacy policy, if one exists. Provide at least three references or case studies within Vermont, New England, or from other similarly situated resort communities, and/or a list of customers to whom you provide similar services for the purpose of registering Short-Term Rentals.
Solutions Menu with Pricing	<ul style="list-style-type: none"> Based on the elements included in the Purpose and Objectives section, tell us about your proposed solution in terms of design strategy, methodology, plan, and other important aspects of the process. Include all project phases and tasks, along with a line-item breakdown of costs.
Deliverables	<ul style="list-style-type: none"> Outline the products and/or services that will be delivered.
Schedule	<ul style="list-style-type: none"> Provide the suggested project schedule detailing the time required for each major step or phase of the project.
User Training and Support	<ul style="list-style-type: none"> Provide details on the user training and support included for staff along with the training support format (i.e., onsite/ in-person, live web, chat, email, phone-based, hard copy, other documentation, etc.). Provide details on user training and support for front-end users.
Payment	<ul style="list-style-type: none"> Include any requirements or preferences regarding invoicing and payment, if applicable.
Additional Items	<ul style="list-style-type: none"> Include anything else deemed relevant/important. Include all terms and conditions.

Evaluation Criteria

The mandatory requirements must be met for the Town of Stowe to evaluate a proposal:

1. Your proposal must be received no later than **1:00pm ET, Friday, July 12, 2024**.

Deliver proposals by e-mail, mail, or in-person to:

Will Fricke
Assistant Town Manager
wfricke@stowevt.gov
802-253-2564

67 Main Street
PO Box 730
Stowe, VT 05672

2. Your proposal must include pricing as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Proposals meeting the mandatory requirements will be evaluated with the following criteria:

1. The price is appropriate for the value being offered by the proposer.
2. The proposed solution meets the needs and criteria set forth in the RFP.
3. Prior work that demonstrates a streamlined, innovative, and user-friendly Short-Term Rental registry platform.
4. Candidate has successfully completed similar projects and has the qualifications necessary to undertake and be successful with this project.
5. The proposal is presented in a clear, logical manner, is well organized and has the appropriate information the RFP calls for.

This will be a qualifications-based selection process where factors other than cost may be considered, although cost will be a primary consideration.

Reservation of Rights: Through its Town Manager, the Town of Stowe reserves the right to reject any or all bids, in part or whole, to waive any irregularities or informalities therein or to negotiate with any qualified source if doing so is in the best interest of the Town. The Town also reserves the right to take factors into consideration other than price in awarding the bid. The Town reserves the right to re-advertise for additional proposals and to extend the deadline for submission of the proposals. This Request for Proposals in no way obligates the Town to award a contract.

Ownership of Documents: Any materials submitted to the Town in response to this Request for Proposals shall become the property of the Town unless another arrangement is made by written

agreement between the Town and the responding party. The responding party may retain copies of the original documents.

Costs Associated with Proposal: Any costs incurred by any person or entity in preparing, submitting or presenting a proposal are the sole responsibility of that person or entity. The Town will not reimburse any person or entity for any costs incurred.

Public Records: Any and all records submitted to the Town, whether electronic, paper or otherwise recorded, are subject to the Vermont Public Records Act. The determination of how those records must be handled is solely within the purview of the Town. All records the responding party considers to be trade secrets, as that term is defined by subsection 317 (c)(9) of the Vermont Public Records Act, or that the responding party otherwise seeks to have the Town consider as exempt must be identified clearly and specifically at the time of submission. It is not sufficient to merely state generally that a proposal is proprietary, contains a trade secret, or is otherwise exempt. Particular records, pages, and sections which are believed to be exempt must be specifically identified as such and must be separated from other records with a convincing explanation and rationale sufficient to justify each exemption from release consistent with Section 317 of Title 1 of the Vermont Statutes Annotated.