

14th District Agricultural Association
SANTA CRUZ COUNTY FAIR
PRIMARY (TWO-TIER) RFP
PACKAGE

RFP NUMBER: #2026-03

RFP DESCRIPTION: Fair Parking Services
One-Year Contract (2026)
with Two One-Year Options (2027, 2028)

DATE ISSUED: March 18, 2026

CONTRACT PERSON: Dori Rose Inda, CEO

TELEPHONE NUMBER: 831-724-5671

This person is the only authorized person designated by the DAA to receive communication concerning this RFP. ***Please do not attempt to contact any other person concerning this RFP.***

Oral communication from DAA officers and employees concerning this RFP shall not be binding on the DAA and shall in no way excuse the bidder of obligations as set forth in the RFP. Only questions concerning the technical requirements of the RFP will be answered.

PART I – DEFINITIONS:

Bidder: The individual, company, or organization or business entity submitting the proposal in response to the Request for Proposal.

DAA: Refers to the 14th District Agricultural Association which is a State agency of the State of California and is not a local government agency.

DGS: Refers to the Department of General Services, State of California.
DGS is located at: 707 Third Street 2nd Floor, West Sacramento CA 95605 (Attention: Office of Legal Services).

Evaluation & Selection Committee:
Hereinafter referred to as “Committee” chosen by the DAA to evaluation and score proposals received.

F&E: Refers to the Division of Fairs and Expositions, Department of Food and Agricultural, which is a division of the agency of the State of California overseeing the activities of California fairs.
F&E is located at: 1220 N Street, Sacramento CA 95814.

Format: Refers to both the arrangement of requested information and statements, as well as the

packaging and labeling of the proposal. Failure to use the requested format required for the submittal of proposals will be deemed not responsive. Use of the requested format is the bidder's first chance to demonstrate the ability to follow directions.

Passing Bidder:

The term "passing bidder" as it is used in this document refers to the bidders who are awarded at least the minimum number of points by the Committee on Tier One, the technical portion of the proposal. No bidder's financial proposal will be opened and considered if they have not received sufficient points to be deemed a passing bidder.

Responsive: Proposals that are timely, meet the proper format required for submittal of the proposals, and provide the required information pursuant to the criteria outlined in the RFP will be considered "responsive".

RFP: Request for Proposal

Tier 1: The technical portion of the proposal: Document 1, Technical Proposal

Tier 2: The financial portion of the proposal: Document 2, Financial Proposal Bid

Event Dates: 2026 Santa Cruz County Fair	September 16-20, 2026
2027 Santa Cruz County Fair	September 15-19, 2027
2028 Santa Cruz County Fair	September 20-24, 2028

Hours of Operation:

Wednesday	12:00 PM-11:00 PM
Thursday	12:00 PM-11:00 PM
Friday	12:00 PM-11:00 PM
Saturday	10:00 AM-11:00 PM
Sunday	10:00 AM-10:00 PM

**Event Dates & Hours of Operation are subject to change. Gates have separate opening times and overnight Parking is requested.

PART II – GENERAL INFORMATION:

A. Request for Proposals (RFP): The Board of Directors of the 14th District Agricultural Association, Santa Cruz County Fair (DAA), in releasing this RFP intends to award a contract for the purpose of providing Parking services for the Santa Cruz County Fair for one year (2026) with two one-year options (2027, 2028). The Board of Directors has the right to certify that the contractor had satisfactory performance each year as a justification for the continuance of the contract. Bidder must provide all Parking services for the annual fair.

The options are to be exercised independently and at the sole discretion of the DAA. The DAA may terminate this contract for any reason upon thirty (30) days prior written notice to the Contractor. In

the event of such termination, the DAA shall only pay for services rendered prior to the effective date of termination. In no event shall the DAA be liable to the Contractor for any lost profits or consequential damages.

- B. Bidder Responsibility:** Bidders are encouraged to read the documents thoroughly. The DAA will not be responsible for errors and omissions on the part of the bidder. It is recommended that each bidder carefully review the proposal to be submitted in response to the RFP. The DAA, the Scoring Committee, and other individuals reviewing proposals on behalf of the DAA will not make interpretations or correct any errors in calculation.

All costs associated with the bidder completing and submitting a proposal are the sole responsibility of the bidder.

- C. Delivery of Proposals:** Proposals must be physically received prior to the time and at the place stated below, in the format specified below and as more particularly described in Part VI, Section B “Proposal Format & Content”. Failure to submit your proposal in a timely manner shall result in an automatic rejection. Failure to meet any of the below requirements or any of those identified in Part III, Section A, Paragraph 4 “Grounds for Rejection of the Proposal” may result in a rejection, or a reduction in points during the scoring process. Please see Part III, Section A, Paragraph 4 for more details regarding automatic and discretionary rejections. *Unless otherwise stated, faxes are unacceptable.*

Proposals must meet the following format requirements to be deemed responsive for the DAA consideration:

- One sealed package containing three (3) copies of the technical proposal and labeled with the bidder’s name, the RFP number, and “Technical Proposal, Tier 1” (for additional details, see Part VI B,1).
- One sealed package containing three (3) copies of the financial proposal bid form and labeled “Financial Proposal Bid Form, Tier 2” (for additional details, see Part VI B,2).
- Both sealed packages must be placed in a third package with the bidder’s name on the outside, the RFP number, and addressed as follows:

RFP #2026-03 Fair Parking Services Proposal
Attn: Dori Rose Inda, CEO
14th District Agricultural Association/Santa Cruz County Fair
2601 East Lake Avenue, Watsonville, CA 95076;
RFP #26-02
831-724-5671

- D. Contract Award:** If the proposal is not automatically rejected as described in Part II, Section C, General Information, then each bidder’s technical proposal is evaluated and scored by the Committee utilizing the score sheet included in Part V, “Evaluation, Selection and Scoring Process”. Proposals scoring the required minimum number of points or more will be considered “passing”, and progress to the selection tier. Subsequently, the “Financial Proposal Bid Form” accompanying all passing technical proposals will be opened and Small Business Preference given where applicable.

If a contract is awarded, it shall be granted to the passing responsible bidder who submits the lowest financial proposal as described in Part V, “Evaluation, Selection and Scoring Process”. Prior to the

DAA awarding a contract, the DAA shall post a “Notice of Proposed Award” at the administration office for five (5) working days. In addition, a copy of the notice will be mailed and/or emailed to each bidder.

Upon the expiration of the five-day posting period (at 3:00 PM on the fifth working day), if no protest has been filed, the contract is awarded. If a protest is filed prior to the contract award, the contract shall not be awarded until the protest has been withdrawn by the bidder or rejected by the Department of General Services.

E. Tentative Schedule:

- RFP Released Wednesday, March 18, 2026
- Proposals due at DAA Office
No later than 3:00 PM Wednesday, April 15, 2026
- Interview to clarify technical proposals, if necessary
Interviews are not public; and may be recorded Wednesday, April 22, 2026
- “Notice of Proposed Award” posted & mailed
or emailed Wednesday, April 29, 2026
- Protest Period
- Date award final Monday, May 11, 2026
No protests may be filed after this time
- Proposed contract commences Monday, May 11, 2026

F. Small Business Preference: State law allows certified small business (SB) and microbusiness (MB) firms and non-small businesses who subcontract with certified SB/MB firm(s) for at least 25% of the net bid price, to receive a 5% bidding preference on applicable state solicitations. The effect of the preference is to help SB/MB be more competitive in the bid process, thereby enhancing state contract awards directly or indirectly to SB/MB. The preference is only used for computation purposes to determine the winning bidder; the actual bid amount remains the same.

If you are claiming the 5% small business preference and are a SB or MB, or if your application is on file with the Office of Small Business and DVBE Services (OSDS), or if you are claiming the preference as a non-small business subcontracting with certified SB/MB, list the small business you commit to subcontract with for a commercially useful function in performance of the contract. The list of subcontractors shall include:

- Name
- Address
- Phone Number
- Description of work to be performed
- Dollar amount or percentage per subcontractor

Also include the subcontractor’s certification or indicate if application(s) are on file with the OSDS.

If you are a Certified Small Business, you must include a copy of your certificate with your bid package in order to be eligible for the 5% preference.

Certification Application: To apply for Small Business Certification (STD813), or to receive a hard-copy form by mail, email osdchelp@dgs.ca.gov or call (800)559-5529 or (916)375-4940.

A complete certification application package must be received by the OSDS no later than 5:00 PM of the bid due date. Your certification effective date will be the date the application is properly received and deemed complete by OSDS. Incomplete application submittals will delay your certification status and may result in the loss of your 5 percent preference eligibility. For more information, email osdchelp@dgs.ca.gov or call (919)375-4940.

You may mail, hand deliver or express-mail your package to:

Office of Small Business and DVBE Services (OSDS)
Attn: BDD Unit
707 3rd Street 1st Floor Room 1-400
West Sacramento CA 95605

- G. **Bidder/Contractor State Form:** All bidders must complete, sign and submit the form in response to the RFP. Failure to comply will deem the bidder non-responsive. The DAA reserves the right to verify the information on the “Bidder/Contractor Status Form” at the time of the bid. If the bidder is a corporation, the form must include the title of the person signing, i.e., corporate officer status, and a copy of the corporate resolution authorizing the signing of the form must be attached. If a partnership, the signing partner must indicate whether the partnership is a limited or general partner.
- H. **Insurance:** The bidder must show proof (a photocopy of the original) of current commercial general liability insurance at the \$1,000,000 level. Additionally, the bidder awarded the contract shall provide a signed original Certificate of Insurance 30 days prior to the start of the contract period, covering those days of the contract period. This again shall include the \$1,000,000 in commercial general liability coverage per occurrence for bodily injury or property damage combined. Responding to this RFP without current proof of insurance will automatically disqualify the bidder.

The Certificate of Insurance supplied 30 days prior to the contract period must include: (Exhibit A)

- Evidence of authorized insurance coverage for the term of the contract which includes set up and tear down;
- A 30-day cancellation notice;
- The DAA with address shown as certificate holder, and the additional insured paragraph in the following exact words:
 - “That the State of California, the California Fair Services Authority, the District Agricultural Association, County Fair, the County in which the County Fair is located, Lessor/Sublessor if the fair site is leased/subleased, Citrus Fruit Fair, California Exposition and State Fair, or Entities (public or nonprofit) operating California designated agricultural fairs, their directors, officers, agents, servants, and employees are made additional insured, but only insofar as the operations under this contract are concerned.”

Proof of Workers Compensation Insurance Coverage and Automobile Liability Insurance Coverage (per accident basis with limits of not less than One (1) Million Combined Single Limits) are also required at the time the bidder provides their RFP documentation.

- I. **History and General Background Information:** The Board of Directors of the 14th District Agricultural Association, Santa Cruz County Fair, is seeking the Parking services for the Santa Cruz County Fair for one year (2026) with two one-year options (2027-2028).

The 14th District Agriculture Association (Association or Fair), located in Watsonville, California, is a state-owned DAA operated fairgrounds. The fairgrounds serves as a year-round venue for community events, cultural gatherings, and entertainment including various horse and motorsport events and the annual Santa Cruz County Fair. The District makes no representation or guarantees concerning the fitness of the Premises for the intended purpose of this RFP and the Bidder should be prepared to accept the Premises in an "as is" condition. The Santa Cruz County Fair provides programs designed to emphasize family entertainment including education and family-oriented exhibitions. This year the fair runs September 16-20, 2026. The attendance averages 50,000 patrons with food concessions, service concessions, commercial vendors, a carnival, still exhibits, livestock and horse shows. There will be five grandstand events: Wednesday and Thursday Monster Trucks; Friday Saturday and Sunday Concerts.

PART III – RULES GOVERNING COMPETITION & TECHNICAL EVALUATION:

A. RFP Requirements and Conditions

1. Errors – If a bidder discovers any ambiguity, conflict, discrepancy, omission, or other error in this RFP, he shall immediately notify the DAA of such error in writing addressed to the contact person listed on the cover page and request modification or clarification of this document.

Modification by the DAA, if any, will be made in writing by way of an addendum issued pursuant to paragraph 2 below.

Clarifications by the DAA, if issued, will be given by written notice to all parties to whom the DAA sent notice of the RFP and to persons or entities who have requested to be given notice of any modification or notices.

2. Addenda – If necessary, the DAA will modify the RFP prior to the date set for submission of final proposals, by issuance of an addendum to all parties who have been furnished notice of the RFP for bidding purposes. **All bidders should inquire from the contact person listed on the cover sheet whether any addenda have been issued prior to submitting a proposal in response to the RFP.**

3. Definitions – The use of “shall”, “must” or “will” indicates a **MANDATORY** requirement or condition in this RFP. Failure to include such mandatory requirements or conditions will result in the disqualification of a proposal.

The words “should” or “may” indicate a **DESIRABLE** attribute or condition but are permissive in nature and may affect the score the proposal receives.

4. Grounds for Rejection of the Proposal –

A proposal **shall** be rejected if:

- It is received at any time after the exact time and date set for receipt of bids as stated in Part II.
- The firm has submitted multiple bids in response to this RFP without formally withdrawing other bids.

A proposal **may** be rejected if:

- It is not prepared in accordance with the required format or information is not submitted in the format required by this RFP.
 - It contains false or misleading statements or references that do not support attributes or conditions contended by the bidder (the proposal shall be rejected if, in the opinion of the DAA, such information was intended to mislead the DAA in its evaluation of the proposal and the attribute, condition or capability of requirement of this RFP).
 - It is unsigned.
5. Right to Reject Any or All Proposals – It is the policy of the DAA not to solicit proposals unless there is a bona fide intention to award a contract. However, the DAA reserves the right to reject any or all proposals or cancel the RFP at any time during the process.
6. Protests – A bidder may file a protest against the awarding of the contract. The protest must be filed with the DAA and with the Department of General Services (DGS).

Department of General Services
Office of Legal Services
Attention: Protest Coordinator
707 Third Street, West Sacramento CA 95605
P.O. Box 989053, West Sacramento CA 95798
Email – olsprotests@dgs.ca.gov

14th District Agricultural Association
Attention: Dori Rose Ina, CEO
2601 East Lake Ave. Watsonville, CA 95076
Email – sccfrfp@santacruzcountyfair.com

The protest **MUST** be received prior to the expiration of five (5) working days from notice of the proposed award being posted and, in no event, later than 5:00 PM on the fifth working day after Notice of Proposed Award was posted in a public place at the DAA's Administration Office. Upon the expiration of this posting period, if no protest is filed, the contract is awarded.

In Addition, within five (5) calendar days after filing the protest, the protesting bidder shall file with the DAA and DGS Legal Office a fully detailed and complete written statement specifying the grounds for the protest which must be true and valid.

PLEASE NOTE: Failure to file (i) notice of protest by the conclusion of the fifth working day after notice of intention to award a contract has been posted and (ii) a complete detailed written statement within five (5) calendar days of filing the protest stating grounds for protest will result in the protester's protest being deemed untimely and grounds for protest waived. Protest shall be limited to the grounds contained in Public Contract Code, Section 10345.

B. Other Information

1. Disposition of Proposals – All materials submitted in response to this RFP become the property of the DAA. All proposals, evaluations and scoring sheets shall be available for public inspection at the conclusion of the bidding process and upon award of the contract. If

an individual requests copies of these documents, the DAA will assess a fee to cover duplicating costs. Documents may be returned only at the DAA’s option and at the bidder’s expense. One copy of each bidder’s proposal shall be retained for official DAA files.

2. Confidentiality of Proposals – The DAA will hold the contents of all proposals in confidence until issuance of the “Notice of the Proposed Award”; once scored and Notice of Award is posted, the bidding documents can be viewed under “public inspection.”
3. Modification or Withdrawal of Proposals – Any proposal, which is received by the DAA before the time and date set for receipt of proposals may be withdrawn or modified by written request of the bidder. However, in order to be considered, the modified proposals **must** be received by the time and date set for receipt of proposals in Part II.

A bidder cannot withdraw or modify a proposal after the due date and time for receipt of proposals and, further, a bid cannot be “timed” to expire on a specific date. For example, a statement similar to “This proposal and the cost estimate are valid for 60 days” is non-responsive to the RFP and shall on that basis be rejected.

PART IV – SCOPE OF WORK TO BE PERFORMED AND CONTRACT TERMS AND CONDITIONS:

A. Introduction

DAA is soliciting services from a qualified parking management contractor to provide comprehensive fair time parking operations for the 2026 Santa Cruz County Fair, to be held at Santa Cruz County Fairgrounds, 2601 East Lake Ave. Watsonville, California. The Fair is anticipated to operate from September 16 through 20, 2026 with estimated attendance of approximately 50,000.

The Contractor shall furnish all labor, supervision, equipment, and materials necessary to safely and efficiently manage vehicle parking and traffic flow for Fair patrons, staff, volunteers, vendors, and emergency services.

B. Term of Services

Services shall be provided during the Fair operating period, including designated load-in and load-out days as required, and may include limited pre-Fair planning and post-Fair closeout activities. Anticipated service dates:

Event Dates:	2026 Santa Cruz County Fair	September 16-20, 2026
	2027 Santa Cruz County Fair	September 15-19, 2027
	2028 Santa Cruz County Fair	September 20-24, 2028

Hours of Operation:

Wednesday	12:00 PM-11:00 PM
Thursday	12:00 PM-11:00 PM
Friday	12:00 PM-11:00 PM
Saturday	10:00 AM-11:00 PM
Sunday	10:00 AM-10:00 PM

The Fairgrounds reserves the right to modify service days or hours based on operational needs

C. Scope of Services

The Contractor shall provide turnkey parking operations, including but not limited to the following:

1. Pre-Fair Planning and Coordination

- a. Participate in pre-Fair planning meetings with Fairgrounds staff, Sheriff, fire, security, ticketing and traffic control agencies.
- b. Prepare a Parking Operations Plan for Fairgrounds review and approval, including:
 - Staffing levels and schedules
 - Traffic flow and circulation diagrams
 - Entry and exit configurations
 - ADA-accessible parking locations
 - Emergency vehicle access routes
 - Shuttle coordination
- c. Coordinate with Fairgrounds staff regarding parking policies, procedures, pricing, and communication protocols.
- d. Identify required operational equipment and infrastructure, including cones, barricades, signage, radios, and lighting.
- e. Provide all required licenses, permits, and insurance documentation prior to commencement of services.

2. Staffing and Supervision

- a. Provide sufficient trained, uniformed personnel to staff all parking areas and traffic control points during Fair hours.
- b. Designate an on-site Parking Manager with authority to make operational decisions and serve as the primary point of contact with Fairgrounds management.
- c. Ensure all personnel are trained in:
 - Customer service and public interaction
 - Traffic control and safety procedures
 - ADA compliance
 - Emergency response protocols
- d. Provide relief staff as necessary to maintain appropriate coverage during peak periods and extended hours.

3. Parking and Traffic Operations

- a. Manage vehicle ingress and egress to minimize congestion and maximize parking capacity.
- b. Direct patrons to designated parking areas, including general public, ADA, staff, vendor, and VIP parking.
- c. Maintain safe pedestrian routes between parking areas and Fair entrances.
- d. Implement and adjust traffic flow plans in real time based on attendance, weather, or operational conditions.
- e. Monitor parking capacity and communicate availability to Fairgrounds staff.
- f. Provide parking fee collection services if required by the Fairgrounds (including staffing and basic accounting procedures), or coordinate with Fairgrounds personnel if revenue collection is retained by the Fairgrounds.
- g. Maintain orderly, safe, and clean parking areas throughout Fair operations.

4. ADA Compliance

- a. Ensure all accessible parking areas comply with applicable federal and State of California accessibility requirements.
- b. Provide trained staff to assist patrons with accessibility needs.
- c. Maintain accessible routes from parking areas to Fair entrances at all times.

5. Equipment and Supplies

Unless otherwise specified by the Fairgrounds, the Contractor shall furnish all equipment and supplies necessary to perform services, including but not limited to:

- a. Traffic cones and barricades
- b. Directional and informational signage
- c. Two-way radios or communication devices
- d. High-visibility safety apparel
- e. Portable lighting, as needed

All equipment shall be maintained in good working condition and deployed in accordance with safety standards.

6. Coordination with Public Safety Agencies

The Contractor shall cooperate fully with local law enforcement, fire departments, emergency medical services, and Fairgrounds security personnel to ensure safe and efficient operations. Emergency access lanes must be maintained at all times and remain unobstructed.

7. Reporting and Communication

- a. Provide daily operational summaries to Fairgrounds staff, including staffing levels, parking utilization (if available), and any incidents or operational challenges.
- b. Immediately notify Fairgrounds management of accidents, injuries, or significant issues affecting operations.
- c. Participate in post-Fair debrief meetings if requested by the Fairgrounds.

8. Contractor Responsibilities

The Contractor shall be solely responsible for:

- a. Hiring, training, supervising, and compensating all parking personnel.
- b. Compliance with all applicable federal, state, and local laws and regulations, including California labor laws.
- c. Payment of all payroll taxes, workers' compensation, and employee benefits.
- d. Maintaining required insurance coverage, including general liability, automobile liability, and workers' compensation, in amounts acceptable to the Fairgrounds.
- e. Indemnifying, defending, and holding harmless the Fairgrounds Agricultural Association, the State of California, and their officers, agents, and employees from any claims arising out of Contractor's performance of services.

9. Fairgrounds Responsibilities

The Fairgrounds shall provide:

- a. Designated parking areas and site maps.
- b. Coordination with Fairgrounds departments and Fair operations staff.
- c. Review and approval of the Parking Operations Plan.
- d. Access to electrical power where available and agreed upon in advance.

PART V – EVALUATION, SELECTION, AND SCORING PROCESS:

Each proposal shall be evaluated to determine responsiveness to the DAA’s needs as described in this RFP. This part describes the process the DAA will follow when evaluating and scoring proposals and awarding the contract, if any is awarded, and contains the exact scoring criteria to be used. During the evaluation and selection process, the Committee may wish to interview a bidder for clarification purposes only. The bidder will not be allowed to ask questions concerning other bidders, but only to respond to clarification questions from the Committee. Proposals cannot be changed by the bidder after the time and date designated for receipt.

A. Evaluation and Selection Process

1. Following the deadline for receipt of proposals as stated in Part II, each proposal will be examined to determine if:
 - Submittal (receipt) was by the deadline time and date; and
 - The physical format requirements were met.
 - THIS IS NOT A PUBLIC REVIEW
2. Technical proposals that meet the submittal format requirements, as stated in the previous paragraph, will be submitted to the Committee for:
 - Review of the technical proposal,
 - Confirmation the information is presented in the format required by the RFP, and
 - All required documentation is included and correct.
 - Proposals that do not present the information in the format required may be rejected as non-responsive.
 - THIS IS NOT A PUBLIC REVIEW.
3. The DAA reserves the right to verify any reference and employment experiences referenced or disclosed in this proposal or to ascertain the accuracy of information presented. Misinformation or inaccuracies are grounds for disqualification, or receipt of a lower score.
4. The Committee will evaluate each proposal that meets the format requirements of preceding paragraph two and assign points for the technical proposal.
 - THIS IS NOT A PUBLIC REVIEW.
5. The committee may request interviews of the bidder for clarification of proposals. Following any interviews, the proposals may be re-scored.
6. The “Financial Proposal Bid Forms” will then be opened and scored and added to each reviewer’s points to obtain the total points each reviewer gives to each bidder. The total points of each reviewer will be added up for that bidder and the result divided by the number of reviewers for the bidder’s overall (average) score
7. Small Business Preference will be added, if applicable (see Small Business Preference Information in Part II).
8. The proposed award will be made to the bidder with the highest final score.
9. In the event of a tie in determining the successful bidder, the tie will be broken by a toss of a coin by a member of the Committee and in the presence of authorized representatives of the tied bidders.
10. All bidders will be notified of the results.

B. Scoring: The following information must be provided by the bidder in order for the RFP to be scored.

1. Current Operation/Management Philosophies & Policies

Possible Points = 25

- a. Copy of personnel manual and applicable policies or statement of the same. Include training and certificates that employees are required to maintain. (15 points)
- b. Copies of various reporting forms that are used by contractor such as accident forms, incident reports, and first aid reports. (10 points)

Total Score for Current Operations/Management Philosophies & Policies

2. Experience & Performance for the last five years

Possible Points = 25

- a. Provide a minimum of five (5) references with letters of recommendation and complete contact information pertaining to performance and experience with fairs and/or large events similar to fairs. At least two (2) letters shall be from a previously contracted fair. All letters must be signed and printed on reference's letterhead.
- b. Documentation – Provide a list of all Fairs and Festivals for which you have provided Parking services in the last three (3) years.

Total Score for Experience and Previous Performance

3. Financial Offer

Possible Points = 25

Lowest total bid will receive 25 points. Each subsequent offer will receive proportionate percentage of points.

Total Score for Financial Offer

4. Other

Possible Points = 25

- Review of Proposed Schedule and Staffing
- Previous contract performance with DAA
- Ability to provide multi-language speaking employees

Total Score for Other

TOTAL SCORE (maximum points possible = 100)

PART VI – MANDATORY FORMAT AND CONTENT REQUIREMENTS:

A. Introduction

This part provides instructions to the bidder regarding the mandatory proposal format and content requirements. The bidder must remember that:

- All bids submitted must follow the proposal format instructions.
- All information must be presented in the order and the manner requested.
- All questions must be answered; and
- All requested data must be supplied.

Proposals not following the required format will be deemed non-responsive and will be rejected.

B. Proposal Format and Content

Each proposal must be prepared as three (3) separate documents placed in three (3) separate sealed packages; all sealed packages are inserted into a third package. All packages need to be clearly labeled in the manner described in Part II.

1. Tier 1, “Technical Proposal”

Information in the technical proposal is to be provided in the order requested beginning with the cover letter page. Each page is to be numbered at the bottom, starting with the number 1; all pages should be 8-1/2 x 11-inch paper; and all narrative portions of the proposal should be typed.

- The first page of the technical proposal must be a signed cover letter on the letterhead of the bidder and contain the following statement verbatim:
“Submission of this proposal signifies that all terms, conditions, requirements, protest procedures, performance measures and instructions concerning the award of the **RFP 2026-03** to which this proposal responds, have been read and understood. Further, in signing this letter, as the authorized representative of the submitting bidder, it is expressly agreed by the bidder that failure to have provided accurate and truthful information in this proposal or any deviation from any requirement or performance measure stated in the RFP shall constitute grounds for rejection of this proposal. And further, bidder agrees that if the submitted proposal is not in the format of the RFP, bidder’s proposal will be deemed non-responsive.”
- The person’s name must be printed clearly above the signature line and then signed on the signature line and dated. If bidder fails to submit this document, or it is not signed and dated, the proposal will be rejected as being non-responsive.
- Second page must be a Table of Contents
- Third page must be “Bidder/Contractor Status Form”
- Fourth page must be the Statement of Equipment Form
- Fifth page must be Outstanding Judgement or Pending Litigation Form
- Sixth page must be the Small Business Preference Documentation, if applicable, and one (1) copy of the small business certification, if bidder is claiming the Small Business Preference and has already received certification letter. OR, if application for the preference has been submitted to OSDS a sheet of paper stating that the application has been submitted to OSDS and the date submitted. OR, if claiming the preference as a non-small business subcontracting with certified SB/MB(s), a sheet of paper listing the small businesses you commit to subcontract with for a commercially useful function in the performance of the contract. The list of subcontractors shall include the subcontractors:
 - Name
 - Address
 - Phone Number

- Description of work to be performed
- Dollar amount of percentage per subcontractor
- Also include the subcontractor's certification or indicate if application(s) are on file with OSDS.
- Seventh page must be applicable DVBE documentation. See Part II, Section J.
- Eighth page must be information/documentation requested in Part V, Section B.
- Lastly, followed by any other information, certificates, etc. pertinent to this RFP.

2. Tier 2, "Financial Proposal Bid" Form

The "Financial Proposal Bid" Form **MUST** be completed and signed.

PART VII – FORMS SELECTION:

A. Forms to be Completed and Submitted by Bidder

- Bidder/Contractor Status Form (if this status form is not completely filled out, signed and submitted with bidder's response to the bid process, the bid will be rejected as non-responsive)
- Statement of Equipment Ownership Form
- Outstanding Judgement or Pending Litigation Form
- Small Business Documentation if applicable as described in Part II, Section F
- Applicable DVBE Documentation as described in Part II, Section J
- Applicable DVBE Documentation as described in Part II, H
- Financial Proposal Bid Form completed and signed

B. Documents to be Completed by DAA

- Notice of Proposed Award (after proposed award is determined)

C. Documents that are Part of the Contract to be Awarded

- Std 213 Standard Agreement
- Standard General Terms & Conditions
- Standard Contract Terms and Conditions (SCTC)
- Contractor Certification Clause (CCC 307)
- Latest Revision of the CFSA Insurance Requirements "Exhibit A"
- Payee Data Sheet

BIDDER/CONTRACTOR STATUS FORM

Bidder's Name	
Bidder's Address	
Bidder's City	
Bidder's State	
Bidder's Zip Code	
Bidder's Contact Name	
Bidder's Contact Phone	
Bidder's Email Address	
Bidder's Federal Employer ID	

STATUS OF CONTRACTOR PROPOSING TO DO BUSINESS (please check one)

Individual Limited Partnership General Partnership Corporation

Individual: (please check one) Resident Non-Resident

If a sole proprietorship, state the true full name of the Sole Proprietor: (i.e., John Roe Smith; not J. Roe Smith or not John R. Smith)

Partnership: (please check one) General Partnership Limited Partnership

If a partnership, list each partner identifying whether limited partner(s), stating their true full name and their interest in the partnership:

Corporation:

Location and date of incorporation:

Fictitious Name:

If contractor is doing business under a fictitious business name and will be performing under the fictitious name, please attach a clearly legible copy of the current fictitious filing.

All must answer: Are you subject to Federal Backup Withholding? Yes No

Location and date of incorporation:

CURRENT OFFICERS:

President

Vice-President

Secretary

Treasurer

Other Officers

OUTSTANDING JUDGEMENT OR PENDING LITIGATION FORM

The purpose of this form is to determine if there are any legal and binding judgments against the Bidder (its company or any of its executive officers). If that judgement occurred from previous business dealing with one of California's District Agricultural Associations or State Fairs, the company and/or its officers would be deemed non-responsive and not suitable for future business dealings with a California District Agricultural Association, as in the 14th District Agricultural Association, Santa Cruz County Fair.

In addition, it is required that any pending litigation involving any of California District Agricultural Associations, as well as other State or Civic entities, be disclosed as part of this RFP process. For the purpose of this form, "Pending Litigation" shall be defined as any lawsuit that has not been decided or settled or is awaiting conclusion or confirmation.

By signing this "Outstanding Judgement or Pending Litigation Form," the Bidder declares under penalty of perjury under the laws of the State of California that no civil, criminal or administrative litigation is currently pending against the Bidder's company or officers, except as noted below:

Except with the information listed above, by signature on this form, the Bidder certifies that there are no outstanding judgments or pending litigation against the Bidder's company or any of its executive officers.

Company Name

Signature & Title

Date

FINANCIAL PROPOSAL BID FORM

Proposal:

The Board of Directors of the 14th District Agricultural Association, Santa Cruz County Fair, in releasing this RFP, intends to award a contract for a period of one (1) year 2026, with two (2) optional one-year renewals (2027-2028).

Financial bid proposal to provide Parking services as outlined in the Scope of Work to be Performed (Part IV) in this RFP 2026-03.

2026 Bid Total
2027 Bid Total
2028 Bid Total
3 Year Total

All bidders **must fill** in the following information and sign this form in order for the “Financial Proposal Bid Form” to be considered:

Firm Name

Contact Number

Address

City, State, Zip Code

Bidder certifies to the DAA that bidder has thoroughly familiarized him/herself with the DAA facilities and accepts all reasonable disclosed risks in submitting this proposal that a prudent review of the facility would have revealed.

By signing this “Financial Bid Proposal Form,” the bidder certifies that he/she has read and understood the RFP package including the information regarding bid protests. Further, the bidder certifies that the information provided by the bidder is accurate, true and correct, and not intended to mislead the DAA in any manner.

Name

Title

Signature

Date

NOTICE OF PROPOSED AWARD

RFP NUMBER 2026-03

DATE April 29, 2026

The 14th DAA/Santa Cruz County Fair

announces proposed award

of its contract for

2026 FAIRTIME PARKING SERVICES

to

(proposed contractor)

If no protest is filed by 5:00 PM on Monday, May 11, 2026

This award will be final.