



**TOWN OF TRURO**  
24 Town Hall Road, P.O. Box 2030  
Truro, MA 02666

**REQUEST FOR PROPOSALS  
FOR  
SHORT-TERM RENTAL (STR) MONITORING AND COMPLIANCE SERVICES**

The Town of Truro publishes its solicitations, attachments and addenda online. These are available for viewing and download at the following address:

<https://www.truro-ma.gov/Bids.aspx>



**TOWN OF TRURO**  
P.O. Box 2030, Truro, MA 02666  
**Tel: 508-349-7004 Fax: 508-349-5505**

**Notice of Request for Proposals**

**Short-Term Rental (STR) Monitoring and Compliance Services**

December 22, 2025

The Town of Truro is seeking proposals from qualified vendors to provide comprehensive short-term rental (STR) monitoring, compliance, and enforcement services. The selected vendor will assist the Town in identifying and tracking active short-term rentals, ensuring compliance with local bylaws and regulations, and supporting effective enforcement practices. Services are expected to include data collection and analysis, permit verification, complaint response, and coordination with Town staff.

This Request for Proposals (RFP) has been issued pursuant to Massachusetts General Law Chapter 30B Section 6, Uniform Procurement Act, and all stages of the selection process will be governed by that Act. The RFP and related information may be obtained beginning December 23, 2025, by going to our bid and proposals website at <https://www.truro-ma.gov/Bids.aspx> or by contacting the Administration Office at Truro Town Hall, 24 Town Hall Road, Truro, MA. 02666.

Responses to this RFP require separate Technical Proposals and Price Proposals, each submitted in separate, sealed envelopes. Failure to comply with this and other submission requirements described herein may result in a Proposal being considered nonresponsive.

Proposals as described within should be submitted to Kelly S. Clark, Town Manager, Town of Truro, 24 Town Hall Road, P.O. Box 2030, Truro, MA 02666, no later than 12:00 p.m. January 12, 2026, with an electronic copy of the Technical Proposal to [ksclark@truro-ma.gov](mailto:ksclark@truro-ma.gov). Late proposals will not be accepted.

The Town of Truro reserves the right to cancel the RFP at any time until the proposals are opened and reserves the right to reject all proposals after they are opened, if the Town determines that canceling the RFP or rejecting all proposals is in the best interest of the Town.

## 1. Introduction

Truro is a seasonal community, with over 400+ identified STR's. A comprehensive process for identifying, registering, and regulating STR's within the Town is essential to public health and safety. To better enforce local and state regulations and maintain community standards, the Town seeks to partner with an experienced vendor to support enforcement actions against non-compliant STR operators.

## 2. Decision to use RFP Process

Pursuant to G.L. c. 30B, s. 6(a), the Town's Chief Procurement Officer has determined that the RFP process will enable the Town to provide higher ratings to vendors offering intuitive registration software; robust enforcement services; and who have significant experience delivering comparable short-term rental monitoring services for other Massachusetts municipalities.

## 3. Anticipated Schedule for Procurement of Services

RFP issued: .....December 23, 2025  
Proposals due: .....January 12, 2026  
Proposals opened .....January 12, 2026  
Interviews and evaluation of Technical Proposals.....The week of January 12, 2026  
*Note, the Town reserves the right to extend this period as needed.*  
Selection of Proposal and Notice of Award.....January 19, 2026

## 4. Technical Scope of Services

The Town is seeking services in monitoring, compliance, and enforcement of short-term rentals. The Scope of Services is contained in Appendix A.

## 5. Contract and Contract Term

After selection of the most advantageous Proposal, as determined through the process described below, a written contract shall be executed by the successful Respondent and the Town. The Town anticipates a start date no later than January 23, 2026, for a term of [3] years, with the option at the Town's sole discretion to renew one (2) additional years.

## 6. Changes to the RFP (Addenda)

If it becomes necessary to revise any part of this RFP or otherwise provide additional information, an addendum to the RFP will be issued. Respondents who have requested and received a copy of the RFP will be notified of such addenda **by email**. The addenda will also be posted on the Town website. Please check the Town website for addenda before submitting a Proposal to the Town. In their submitted Proposals, Respondents shall acknowledge receipt of all addenda issued.

## **7. Questions**

Questions and/or requests for clarification must be submitted in writing via email to the Chief Procurement Officer at [ksclark@truro-ma.gov](mailto:ksclark@truro-ma.gov). All responses to such questions or requests (together with the questions/requests themselves) will be posted on the Town's website as addendum to the RFP and will be incorporated into the RFP. Respondents who have requested and received a copy of the RFP will be notified of such addenda by email. Please check the Town website for addenda before submitting a Proposal to the Town.

## **8. Responsive Proposals**

A responsive proposal is one that has been properly and timely submitted; meets all quality requirements (minimum criteria) identified below; contains all required attachments and consists of a separately sealed Technical Proposal and a separately sealed Price Proposal meeting the Submission Requirements below. Any Proposal which fails to include any material information or documentation specified in the Submission Requirements is non-responsive and will be rejected.

All Proposals shall remain valid for a minimum period of 90 days following the date Proposals are due (January 12, 2026). This provision shall be specifically referenced within a submitted Proposal.

## **9. Submission Requirements**

### **A. Technical Proposal**

One original and one USB of the Technical Proposal shall be submitted in a sealed envelope which is marked: "Technical Proposal – Short-Term Rental Monitoring Services, submitted by [name of Respondent]." The Technical Proposal must not contain any reference to price. The Technical Proposal must include the Contents specified in Section 18 below.

### **B. Price Proposal**

A Price Proposal shall be submitted in a sealed envelope which is marked: "Price Proposal –, Short-Term Rental Monitoring Services, submitted by [name of Respondent]." The Price Proposal must contain a fee schedule identifying the proposed cost for the one-year term of the contract (see Scope of Services, Appendix A), with the option to renew for two(2) additional years at the Town's sole discretion. The Town will calculate the total price of the proposal as the sum of the three years. Vendors shall provide:

- Year 1 Price
- Year 2 Price
- Year 3 Price
- Total of all 3 years

### C. Delivery Address

Proposals shall be delivered or mailed to the following address:

Kelly S. Clark, Town Manager  
Town of Truro  
24 Town Hall Road, P.O. Box 2030  
Truro, MA 02666

All proposals must be received no later than 12:00 p.m., local time, on January 12, 2026. It is the responsibility of the Respondent to ensure that the Technical and Price Proposals are received at the proper location prior to the stated deadline. Respondents should plan accordingly for timely delivery. Faxed proposals will not be accepted.

### **10. Town's Reservation of Rights**

The Town of Truro reserves the right to cancel this RFP, or to reject all proposals, should such action be in the best interest of the Town.

The Town reserves the right to waive any mistakes or informalities in the proposals received and may request supplementary information from any Respondent if it is determined that the granting of such waiver or the receipt of such additional information would be in the best interest of the Town.

### **11. Proposal Corrections and Withdrawals**

Following submission of a Proposal, but prior to the opening of Proposals, a Respondent may correct or modify a proposal (technical or price) through written submission. . Such written submission shall be in sealed envelope(s), clearly marked to indicate contents, with the name and address of the Respondent. No Proposal may be amended so as to prejudice fair competition or the Town of Truro. A request for withdrawal must be in writing.

### **12. Opening of Proposals**

Technical Proposals will be opened on the date and time specified above and a register of proposals will be created including the name of each Respondent and the number of proposed modifications submitted by each Respondent. Technical Proposals will be opened in the presence of one or more witnesses (not publicly) and their contents will not be disclosed to the public or competing Respondents until the evaluation process is complete. The register of Proposals will be available for public inspection.

### **13. Evaluation of Technical Proposals and/or Interviews Demonstration of Software**

The evaluation of Technical Proposals will be conducted by an Evaluation Committee. The judgment of the evaluators will be based upon the evaluation criteria set forth in this RFP.

The Evaluation Committee may interview, or request a software or equipment demonstration, from qualified, responsive and responsible Respondents. Respondents whose submittals do not meet the minimum requirements will not be interviewed. There is no entitlement to an interview. The Town reserves the right to extend the time during which interviews may be undertaken.

#### **14. Rule for Award**

Any contract resulting from this RFP shall be awarded to the responsive and responsible Respondent offering the most advantageous proposal, taking into consideration all evaluation criteria and proposal prices. As used herein, the terms “responsive” and “responsible” shall have the meanings given to such terms under G.L. c. 30B, s.2.

Any proposals containing a price that is abnormally low or high, as determined by the Town, may be rejected as not responsible.

#### **15. Proposal Acceptance and Execution of Contract**

The Town will provide notice of acceptance of the successful Proposal by award letter, which shall include a contract between the Town and the Respondent. This RFP, and the successful Proposal shall be incorporated into the final contract document. The Respondent shall deliver the contract duly signed and properly executed within ten (10) calendar days of receipt of the notice of acceptance. If the successful Respondent fails to execute the contract within such period, or within such period as extended by mutual agreement, the Town may accept another proposal.

A sample contract form is provided in Appendix 6. The Town reserves the right to amend this contract form for execution of a contract with the selected Respondent.

#### **Insurance**

The selected Respondent will be required to obtain and maintain, at its own expense, general liability and data breach insurance policies in connection with any operations included in the contract and shall have the Town of Truro listed as an additional insured on such policies. Workers’ compensation insurance, in accordance with the requirements of Massachusetts law, will also be required if applicable. Insurance coverage and limits are included as part of Town of Truro contract terms and conditions.

#### **Indemnification**

The selected Respondent will be required to indemnify, defend, and hold harmless the Town of Truro, all of the Town officers, agents and employees from and against all suits and claims of liability of every name and nature, including attorney’s fees and costs of defending any action or

claim, for or on account of any claim, loss, liability or injuries to persons or damage to property of the Town or any person, firm, corporation or association arising out of or resulting from any act, omission, or negligence of the Respondent, subcontractors and their agents or employees in the performance of the work covered by this Contract and/or their failure to comply with terms and conditions of this Contract. The foregoing provisions shall not be deemed to be released, waived or modified in any respect by reason of any surety or insurance provided by the Respondent under contract with the Town.

## **16. Public Records**

All Proposals submitted in response to this RFP are, following completion of the selection process, subject to disclosure under the Massachusetts Public Records Law, G.L. c. 66, s. 10 and c. 4, s. 7, subsection 26.

All reports and materials prepared by the Selected Respondent will be public information and shall not be copyrighted.

## **17. Compliance**

In submitting a Proposal, a Respondent agrees that if selected, the Respondent will comply with all applicable federal, state and local laws in its performance of a contract with the Town of Truro.

## **18. Contents of Technical and Price Proposals**

### **A. Contents of Technical Proposals**

Technical Proposals must provide the information necessary to demonstrate satisfaction of the Minimum Criteria set forth below, and the information necessary for assessment of the Proposal under the Evaluation Criteria set forth below. Technical Proposals should conform to the following format:

Cover letter: indicating the Respondent's interest and ability to complete the Scope of Services contained in this RFP. The cover letter should also:

- acknowledge all addenda issued
- be signed by a duly authorized representative of the Respondent

Profile: a description of the Respondent's company and services offered. If the Respondent is a team, a description of the relevant services provided by each company. The Profile should include:

- legal name of company and all contact information
- principal place of business and any local offices

- number of years in business and services offered
- representative clients and description of engagements completed over the past five years
- description of engagements completed or in progress similar to the one described in this RFP

Personnel and Statement of Qualifications: Please identify and describe the qualifications of the key personnel who will be responsible for providing services to the Town under contract. This should include, for each such person:

- description of specific credentials and experience
- number of years of experience providing relevant services
- description of experience providing services similar to those described in this RFP

Resumes or CVs may be included.

Time Frame and Work Plan: Please submit a work plan detailing the order of tasks and their anticipated timeline of completion. Specific components to be addressed concerning critical dates include but are not limited to:

Project Start Up  
Implementation of services described in the Scope of Services

A timeline should be included.

Additional, Value-Added Services: Please identify any value-added services that the Respondent could provide to the Town (at no cost) in addition to those described in the Scope of Services. There is no requirement to do so, but such additional services may differentiate the respondent and improve the overall evaluation of the Technical Proposal

References: Please provide a list of all clients to whom the Respondent has provided services similar to those identified in this RFP since January 1, 2020, including name, contact information, and type of engagement.

Certifications:

- Certificate of Non-Collusion
- Certificate of Authority (corporation or LLC)
- Certificate of Tax Compliance

## B. Contents of Price Proposal

The Price Proposal must contain a fee schedule identifying the proposed cost for (see Scope of Services, Appendix A). Proposals may identify a single price that will apply to the first year of the three-year contract with the optional second and third-year renewal. The Town will calculate the total price of the proposal as the sum of the three years.



## 19. Evaluation Criteria

### A. Minimum Criteria

Proposals must demonstrate satisfaction of all Minimum Criteria below. Proposals that do not demonstrate such satisfaction will not be further considered.

- Respondent must be an established business (corporation, partnership, firm, or other form of organization) that normally furnishes the services described in this RFP as part of its principal operations, or a team comprised of the same.
- The Respondent must have a minimum of 3 (3) years' experience in providing short-term rental management software services to other municipalities.
- The Respondent must be able to start work on the project within thirty (30) days of the award of the contract and must be able work continuously to complete the project within the time anticipated in this RFP or as reasonably extended.

### B. Comparative Evaluation Criteria

Proposals that meet or exceed the Minimum Evaluation Criteria above will be evaluated and rated on the basis of the following Comparative Evaluation Criteria.

Ratings of Highly Advantageous (HA); Advantageous (A); or Not Advantageous (NA) will be given to each of the criteria below for each Proposal. A composite rating will then be determined. A "Not Advantageous" rating with respect to any of the criteria below may eliminate a Proposal from further consideration.

The following criteria will be used in the evaluation of Proposals:

#### 1. The overall applicable experience of the vendor submitting the Proposal

Highly Advantageous	Eleven (11) or more projects of similar nature in accordance with the scope of services within the last five (5) years.
Advantageous	Minimum of six (6) but not more than ten (10) projects of similar nature in accordance with the scope of services within the last five (5) years.
Not Advantageous	Minimum of three (3) projects of similar nature in accordance with the scope of services within the last five (5) years.

## **2. Response to Technical Scope of Services**

Highly Advantageous	Proposal was very thorough, appeared consistent with the project intent, and responded to the needs expressed by the Town in all areas.
Advantageous	Proposal was adequate, appeared consistent with project intent, and responded to the needs expressed by the Town in most areas.
Not Advantageous	Proposal was vague; Town is unable to determine if it is consistent with the expressed needs or project intent.

## **3. Description of Approach and Work Plan**

Highly Advantageous	Proposal was concise, informative and highly detailed. Proposal reflects that the vendor is able to perform in a manner acceptable to the Town.
Advantageous	Proposal was concise, and detailed. Proposal reflects that the vendor is able to perform in a manner acceptable to the Town.
Not Advantageous	Proposal was vague; Town is unable to determine if it is consistent with the expressed needs or project intent.

## **4. System usability and operational simplicity**

Highly Advantageous	Interface is intuitive; data is easy to find; fields can be accessed quickly; multiple screens are logically sequenced and can be quickly accessed from other relevant screens. Users with minimal training and experience can quickly learn to navigate the system with limited to no support.
Advantageous	Interface is intuitive; data is easy to find; fields can be accessed quickly; multiple screens are logically sequenced and can be quickly accessed from other relevant screens. Users with minimal training and experience are likely to require support.
Not Advantageous	Interface lacks clear navigation. Complex or cumbersome user experience.

## 5. Inclusion of Value-Added Services

Highly Advantageous	Respondent proposes to include more than one additional, added value service providing determinable value or benefit to the Town.
Advantageous	Respondent proposes to include at least one additional, added value service providing determinable value or benefit to the Town.
Not Advantageous	Not applicable

## **APPENDIX A**

### **Technical Scope of Services Short-Term Rental Inventory, Compliance and Analytic Services**

#### **Short-Term Rental Listing Identification**

- Platform Monitoring- Monitor all major STR platforms (e.g. Airbnb, Vrbo, Booking.com, TripAdvisor, Flipkey, and others) and identified local platforms (WeNeedaVacation, Delmar, Vasa, and others).
- Web scraping: Automatically scan and collect active data and archiving, including:
  - Listing ID
  - Address
  - Owner name and mailing address
  - Host name/contact
  - Property Type- single family dwelling, duplex, condo, cottage
  - Number of bedrooms
  - Number of occupants
  - Nightly rate
  - Availability calendar
  - Photos and guest reviews
- Estimate gross revenue and archive data
- Estimated tax revenue
- Generate statistics on and group by room type, occupancy rate, host name, owner name, average nightly rates in a dashboard report
- Flag for bookings less than 30 days
- Updating listing activity and details every 3-5 days

#### **Dashboard/Database**

- Presented in a format which collates all listings and their characteristics by identified STR address as well as STR listing host.
- Searchable and sortable by aggregated characteristics, as well as STR address. Search and sort functions should be executable by Municipality staff. Search and sort function results should be exportable to a customizable report in excel or csv format.
- Include and archive screenshots of the STR listings as well as copies of the photographs appended to the STR listings. Screenshots and photographs should contain readily identifiable information such as date taken and URL or other such information that makes it readily identifiable. Dashboard/Database should include the ability to mass export said screenshots and photographs with the identifiable information affixed.
- Dashboard/Database should allow Municipal staff to export a list of STR addresses as mappable coordinates for the purpose of importing these locations into the Town's GIS.

#### **Registration and Renewal Portal**

- Online application for property owners/operators
- Fields configurable to meet Town needs
- Online permit fee payment options
- Permit expiration and renewal alerts

#### **Inspections Module**

- Online inspection scheduling for owners/operators and/or staff.
- OR able to integrate with existing municipal systems.

- Record inspection data, including notes and complaints
- Owner notification of inspection results

#### **Complaint/Concern 24/7 Hotline & Online Form**

Provide web and phone-based complaint/concern hotline for community to report rental related complaints/concerns for all rental properties within the jurisdiction. Complaints to include but not limited to trash, unauthorized rental, noise, parking related issues and unsanitary conditions. Hotline should include:

- 24/7 call center for citizens to contact and report complaints verbally.
- Web based link to complaint page to provide complaint description and complainant contact information.
- Email notification to the Town of Truro team when complaints are logged
- Hotline dashboard for tracking complaint volumes, trends, and categories

#### **Compliance Monitoring & Enforcement Support**

- Permit Verification: Identify unregistered or non-compliant listings, flagging properties or hosts with repeated violations.
- Map of jurisdiction identifying all STR property locations with the ability to identify compliant and non-compliant rentals.
- Notifications to operator and Town when unpermitted or noncompliant STR's are detected.
- Compile documentation for enforcement, including screenshots, availability calendars, guest reviews, historical listing data.
- Communication/outreach with owners/property managers of noncompliant properties regarding registration and other Town regulatory requirements.

#### **Outreach Campaign**

- Configure letter templates with Town of Truro branding and letterhead.
- Targeted letter campaign to inform illegal operators regarding compliance requirements and procedures.
- Campaign to include one introductory letter and allow for multiple letter steps to escalate enforcement actions.
- Provide ability to send targeted/mass emails to STR property owners/contacts.

#### **Service Requirements and Support**

- Implementation: provide any necessary installation, configuration, and setup of the monitoring solution.
- Training: conduct unlimited training sessions and instructions to the Town of Truro on how to effectively use and navigate the monitoring software.
- Technical Support: provide dedicated account manager for ongoing technical support to address any issues or concerns that may arise with the monitoring software.
- Maintenance and Updates: perform routine maintenance and provide regular updates to ensure the optimal performance and functionality of the monitoring software.

#### **Deliverables**

- Timeline: provide a detailed timeline for implementation, training, and ongoing support.
- Project Management: assign a dedicated project manager to oversee the implementation and provide regular updates to municipal staff.

