

**Agenda Item:** NB-1c

**Meeting Date:** 06/16/16

**MEMORANDUM**

**TO:** City Commission

**THROUGH:** Douglas Hutchens, Interim City Manager 

**DATE:** June 9, 2016

**FROM:** Robert Ironsmith, Director of Economic & Housing Development/CRA 

**SUBJECT:** RFP 16-1063 Parking Pay Stations and a Parking Management Software System

**PRESENTER(S):** Robert Ironsmith, Director of Economic & Housing Development/CRA

**RECOMMENDATION:** Motion to award a contract to Parkeon, Inc. of Moorestown, NJ to furnish and install 45 parking pay stations and provide other related services for the City's parking system. In addition, allow City staff the flexibility to contract with Parkeon for enforcement services based on information contained in the proposal.

**BUDGET IMPACT:** Funds for the work to be completed in fiscal year 2016 (estimated at \$63,050) are budgeted in the General Fund (Acct# 001-1801-515-xxxx). The project Number is 181602. Fiscal year 2017 expenses in the amount of \$177,833.40 will be paid for from Parking Fund revenues.

**PAST ACTION:** None

**NEXT ACTION:** None

**ATTACHMENTS:**

- 1) Memo from Chuck Ankney, Purchasing Agent, dated June 8, 2016.
- 2) Parkeon, Inc. proposal dated June 9, 2016.
- 3) RFP Tabulation dated April 26, 2016.

**BACKGROUND:** The purpose of this RFP is to contract with a vendor to provide on-street and off-street parking payment equipment and a parking management and data integration system. The agreement is for a three-year period. Under the terms of the RFP, the awarded vendor will supply and install the equipment, and train staff on the use of the equipment and software. In addition, the RFP required that the awarded vendor agree to a one-year "Pilot Program." The awarded vendor is required to bill the City on a monthly basis for the equipment,

software and other services during the Pilot Program (October 1, 2016 to September 30, 2017). If the City decides to continue with the program, the vendor will bill the City the remaining balance for the equipment (pay stations and other equipment) in a lump sum on October 1, 2017. If the City decides to terminate the program at the conclusion of the Pilot Program, the awarded vendor will remove all of the equipment. The City will not be liable for any additional costs if that happens. Software and other ongoing operational costs will be billed in an ongoing manner. The equipment includes a pay station based on a “pay-by-plate” parking system. The new pay stations will accept direct payment using coin, credit, debit and other payment cards. Other pay station and system functionality includes:

- an ability to pay using pay-by-phone services
- powered by solar power
- utilize wireless two-way communications to process transactions
- send real time transaction data and alarm information to City employees/systems
- accept remote programming changes

An Evaluation Team (Team) was developed to review and rank the proposals. The Team was comprised of Bob Ironsmith, Director of Economic & Housing Development/CRA; Joe Ciarro, Director of Finance; Joan Rice, Transportation/Traffic Engineer; and Danny Craig, City Consultant. As a result of the initial rankings, a Short List of the top two ranked vendors was created.

The Team met with each of the two companies to discuss their proposals in more depth. Subsequent to the two meetings, the Team met and selected Parkeon, Inc. (Parkeon) of Moorestown, NJ as the recommended vendor. The Team requested a final scope of services and cost proposal from Parkeon. The final proposal was submitted with the following costs:

**Fiscal year 2016 costs**

- |  |          |
|--|----------|
| • Enforcement/Citation Equipment (purchase)  | \$7,800  |
| • Pay Station base Prep (45 each @450/each)  | \$20,250 |
| • Furnish and install signs (estimated cost) | \$35,000 |

Total FY 2016 Costs	<b>\$63,050</b>
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<b><u>Fiscal Year 2017 Costs (Pilot Program)</u></b>	Monthly	Annual
• Pay Stations (45) and additional canisters (20)	\$7,835	\$94,020
• Pay Station Software costs	\$2,340	\$28,080
• Training, shipping, installation & misc. costs	\$3,114	\$37,368
• Enforcement/Citation Software	\$1,530.45	\$18,365.40*
Total FY 2017 Costs	\$14,819.45	\$177,833.40

**Fiscal Year 2018 Costs**

Pay Station buy-out costs invoiced October 1, 2017 will be **\$188,033**.

Annual service costs will be \$61,070.50 (FY 2019 costs will be the same). These include:

• Pay Station software costs	\$28,080
• Enforcement/Citation Software	\$18,365.50*
• Pay Station extended warranty	\$14,625
 Total	 <b>\$61,070.50</b>

**\*These software fees are optional based on the City's decision regarding an enforcement/citation system.**

The proposal is for forty-five (45) pay stations, a parking management software system, a pay-by-phone application and enforcement equipment and software. Please note that the enforcement/citation system equipment and software is optional at this point. The City has issued an RFP for a Parking System Management Operator. Staff requested information on an enforcement/citation service in that RFP. Staff requests the option to contract with Parkeon or the Parking System Management Operator for those services based on what is in our best interest. The proposal meets the needs of staff and the requirements of the RFP.

With the Parking Management Plan being a pilot program, various lease terms were also investigated in depth with Parkeon and questions and responses are provided below:

**At the end of the 12 month lease is there any out of pocket expenses if the program is not continued?**

Parkeon understands the conditions of the 1 year program and the lease is a risk free trial. Additionally, Parkeon will remove the equipment at no cost if the City terminates the program.

**What if the city wants to extend the lease, say an additional 3 months, are there any considerations?**

Parkeon confirmed that an extension can exceed the 12 month period.

**Is signage part of the proposal?**

Yes, signage is part of the proposal. The City can either purchase the signage from Parkeon or purchase it on its own. Parkeon recognizes the City wants to incorporate the artistic colors of its new signage.

**What is the City's financial obligation if the City decides to terminate the pilot program early, say after 6 months?**

Parkeon has submitted an "Early Termination Fee" Schedule as part of their proposal. The schedule contains fees for termination at the following times:

3-months	\$49,500
6-months	\$33,000
9-months	\$16,500

Funds for the work to be completed in fiscal year 2016 noted above (\$63,050) are budgeted in the General Fund (Acct# 001-1801-515-xxxx). The project Number is 181602. Future year expenses will be paid for from Parking Fund revenues. The Team is recommending that a contract be awarded to Parkeon, Inc. as noted above. I concur with that recommendation.



# Department of Finance

## Interoffice Memorandum

**TO:** Doug Hutchens, Interim City Manager

**THROUGH:** Joe Ciurro, Finance Director *JC*

**FROM:** Chuck Ankney, Purchasing Agent *CA*

**DATE:** June 8, 2016

**RE:** RFP #16-1063 Parking Pay Stations and a Parking Management System

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This Request for Proposal (RFP) was properly advertised in the Gulf Coast Business Review and on www.demandstar.com on Friday, March 25, 2016. Twenty-six (26) companies obtained plans and specifications. There was one addendum issued to this RFQ. Six (6) responses were received by the April 26, 2016 submittal deadline.

The purpose of this RFP is to contract with a vendor to provide on-street and off-street parking payment equipment and a parking management and data integration system. The agreement is for a three-year period. Under the terms of the RFP, the awarded vendor will supply and install the equipment, and train staff on the use of the equipment and software. In addition, the RFP required that the awarded vendor agree to a one-year "Pilot Program." The awarded vendor is required to bill the City on a monthly basis for the equipment, software and other services during the Pilot Program (October 1, 2016 to September 30, 2017). If the City decides to continue with the program, the vendor will bill the City the remaining balance for the equipment (pay stations and other equipment) in a lump sum on October 1, 2017. If the City decides to terminate the program at the conclusion of the Pilot Program, the awarded vendor will remove all of the equipment. The City will not be liable for any additional costs if that happens. Software and other ongoing operational costs will be billed in an ongoing manner. The equipment includes a pay station based on a "pay-by-plate" parking system. The new pay stations will accept direct payment using coin, credit, debit and other payment cards. Other pay station and system functionality includes:

- an ability to pay using pay-by-phone services
- powered by solar power
- utilize wireless two-way communications to process transactions
- send real time transaction data and alarm information to City employees/systems
- accept remote programming changes

An Evaluation Team (Team) was developed to review and rank the proposals. The Team was comprised of Bob Ironsmith, Director of Economic & Housing Development/CRA; Joe Ciurro, Director of Finance; Joan Rice, Transportation/Traffic Engineer; and Danny Craig, City Consultant. The Team evaluated and ranked the proposals. As a result of the initial rankings, a Short List of the

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top two ranked vendors was created. The Team met with each of the two companies to discuss their proposals in more depth. Subsequent to the two meetings, the Team met and selected Parkeon, Inc. (Parkeon) of Moorestown, NJ as the recommended vendor. The Team requested a final scope of services and cost proposal from Parkeon. The final proposal was submitted with the following costs:

**Fiscal year 2016 costs**

• Enforcement/Citation Equipment (purchase)	\$7,800
• Pay Station base Prep (45 each @450/each)	\$20,250
• Furnish and install signs (estimated cost)	\$35,000
 Total FY 2016 Costs	 <b>\$63,050</b>

**Fiscal Year 2017 Costs (Pilot Program)**

	Monthly	Annual
• Pay Stations (45) and additional canisters (20)	\$7,835	\$94,020
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**Fiscal Year 2018 Costs**

Pay Station buy-out costs invoiced October 1, 2017 will be **\$188,033**.

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• Pay Station software costs	\$28,080
• Enforcement/Citation Software	\$18,365.50*
• Pay Station extended warranty	\$14,625
 Total	 <b>\$61,070.50</b>

**\*These costs are optional based on the City’s final selection of an enforcement/citation software system.**

The proposal is for forty-five (45) pay stations, a parking management software system, a pay-by-phone application and enforcement equipment and software. Please note that the enforcement/citation system equipment and software is optional at this point. The City has issued an RFP for a Parking System Management Operator. Staff requested information on an enforcement/citation service in that RFP. Staff requests the option to contract with Parkeon or the Parking System Management Operator for those services based on what is in our best interest. The proposal meets the needs of staff and the requirements of the RFP.

Funds (\$63,050) for work to be completed in fiscal year 2016 are budgeted in the General Fund (Acct# 001-1801-515-xxxx) in fiscal year 2016. The Project Number is 181602. Fiscal year 2017

expenses in the amount of \$177,833.40 will be made from future parking fund revenues. The Team is recommending that a contract be awarded to Parkeon, Inc. for the cost noted above. Staff requests that this item be placed on the agenda for the City Commission meeting scheduled for Thursday, June 16, 2016.



June 9, 2016

Robert Ironsmith  
Economic & Housing Development Director  
737 Loudon Ave.  
Dunedin, FL 34698

Dear Mr. Ironsmith,

Parkeon is pleased to provide the enclosed response to the City of Dunedin's follow up questions. The enclosed proposal provides a comprehensive offer of a fully integrated parking solution combined with a system that allows you to offer new and exciting services. Parkeon will provide:

- Parkeon StradaPAL Multi-space Parking Pay Stations with color displays
- Open Platform to interface with 3<sup>rd</sup> party systems that include NuPark LPR & Citations and ParkMobile Parking Payment app
- Integrated myParkfolio back-office reporting and analysis system
- Remote flexibility for the city to make rate and message changes
- Access to the Parkeon CLOUD system to add optional services such as City News, Merchant Coupons, Fine Payment, and more

Scope of Work:

Parkeon confirms that the services we will provide will meet all requirements of the RFP. Parkeon's solution will be configured in Pay by Plate enforcement mode through the use of our StradaPAL Rapide pay stations. Parkeon will supply and install the pay stations, performing any and all base preparation as necessary. The pay stations will:

- accept credit and debit cards, coin payments and smart cards;
- interface with pay by phone service,
- utilize solar power,
- utilize two way wireless communications to process transactions and send real time transaction data and alarm information to City systems
- accept remote programming changes

Our offer also includes full training on the equipment, myParkfolio back office, operations and maintenance for the various profiles of users accessing the system.

Sincerely,

David Guevara  
Business Development Manager

2.

1. You (City) need to decide which "options" you want on the machines that were not included in the original quote. The City wants the items below.
  - **Color display** – The City wants the color display with the standard 16 watt solar panel. Parkeon will supply all pay stations with the standard 16 watt solar panel that comes equipped with the StradaPAL pay station.
  - Number of coin canisters (they should recommend this, but it sounds like you want 1.5/machine). –City confirms they want 1.5 canisters per pay station. Parkeon provides one canister with the machine, so the City will need only 0.5. The total number of canisters to be ordered by the City is 20.
  - Base preparation for the machine – City confirms they would like Parkeon/FPC to prep base. Florida Parking Controls will perform concrete pads when necessary at the cost of \$450 per concrete pad.
2. You need to decide on what type of "citation/enforcement" you want. This will include the equipment, implementation costs, subscription service, etc. Also, will we pay this vendor for that or will we cut a separate P.O. for it. Parkeon has included pricing in the proposal below and attached outlining the hardware and software cost for NuPark Enforcement and Citations.
3. Give them the new map and ask them to tell you how many pay stations you will need. Based on current maps and space counts, the City will need 45 pay stations. Parkeon has adjusted the per unit pay station price due to an increased need.

The cost proposal portion should include the following:

1. Number of pay stations, model # and configuration (including options).
  - a. Number of pay stations as shown on maps (without lot space counts) is approximately 45 pay stations
  - b. Propose StradaPAL Rapide with:
    - credit/debit card acceptance & coin acceptance,
    - 3G modem,
    - 7 inch color display,
    - solar (prefer smaller panel),
    - electronic collection lock,
    - one canister per meter (will order 1.5 canister per pay station)
2. Services required by the RFP related to the system (shipping, training, installation, base prep if required, etc.).
  - a. The cost per pay station for a StradaPAL Rapide is \$6,648 and includes:
    - credit/debit card acceptance
    - coin acceptance,
    - 3G modem,
    - 7 inch color display,
    - solar (prefer smaller panel),

- electronic collection lock,
- one canister per meter (will order 1.5 canister per pay station at \$265 per canister)
- Shipping
- Training
- Installation to the prepared ground. Add \$450 per concrete pad

3. Pay Station Software System cost/station/month.

The monthly back office system fee for myParkfolio is \$52 per pay station per month and includes:

- Reporting of all financial and maintenance information
- Maintenance alarms alerts sent to cell phones
- Credit card gateway
- Wireless communication fees
- Access to rate editor to modify/download rates

4. Pay Station support/help desk costs.

Florida Parking Controls (FPC) will provide labor service to the City for a cost of \$105 trip fee plus a \$99 hourly labor rate. FPC can charge the city by the half hour. FPC can store any and all parts at their location for the City. The Help Desk Support is included in the monthly back office fee.

5. Pay Station extended warranty costs after the initial warranty expires. This would not be a year 1 cost.

Extended hardware warranty cost after the standard one year warranty expires is \$325 per pay station per year. There is no deductible and there is no limit to how many times a part can be exchanged.

6. Enforcement/Citation equipment - detailed list of equipment and costs. See attachment for Nupark hardware costs

7. Enforcement/Citation software/service costs and what those services are. Pricing included in Years 1-3 and attachment.

8. Enforcement/Citation implementation costs. Pricing included in Years 1-3 and attachment.

9. Pay-by-Phone Parkmobile app, if they can provide it. See additional questions at the end with contact information for ParkMobile.

10. Other costs – Detail required.

Parkeon will provide signage and installation of the signage to the City with the City's colors. We are capable of providing signs to your specifications. Typical signs are 12" x 18" Pay Here signs as shown below. Parkeon will provide the sign below at the cost of \$30 per sign. The total number of this sign will be (90) ninety.



24" x 18" Hand with coin sign as shown below. Parkeon will provide the below sign at the price of \$50 per sign. The total number of this sign will be (45) forty-five.



Poles will be also be needed for the signage. If the City decides to go with an 8' sign post, the price per post is \$50 per post. If the city chooses to go with a 10" sign post, the cost is \$60 per post.

Below is the total sign cost for all signage, poles, and installation.

	Quantity	Cost per	Total cost
12" X 18" Pay Here sign	90	\$30	\$2,700
24" x 18 Hand with coin sign	45	\$50	\$2,250
10" sign post	135	\$60	\$8,100
Installation of signage & posts	135	\$150	\$20,250
<b>Total Cost of signage, posts, installation</b>			<b>\$33,300</b>

The proposal should confirm that it "is provided under the terms and conditions of the City of Dunedin's RFP 16-1063 titled Parking Pay Stations and a Parking Management Software System." Parkeon confirms that this (revised) proposal is provided under the terms and conditions of the City of Dunedin's RFP 16-1063 titled Parking Pay Stations and a Parking Management Software System.

This (revised) proposal is based on a total of 45 pay stations, with a 7 inch color display and 20 additional canisters.

The proposal should confirm that the cost of the various services will remain firm during the initial three-year contract period. In addition, it should state that software costs will not increase more than 3% during any renewal period.

Parkeon confirms that the cost of the various services in the this (revised) proposal will remain firm during the initial three-year contract period. In addition, Parkeon confirms that software costs will not increase more than 3% during any renewal period.

The proposal should show the cost of all of these items and a total cost. It should then show a break-down of costs for each of the first three years as follows:

<b>Outright Purchase</b>	
Pay Station	Price
StradaPAL Rapide (based on 45 units)	<b>\$6,550/unit</b>
Includes:	
Pay by Plate configuration	
Solar	
7 inch Color Display	
Credit Card Acceptance	
Coin Acceptance	
Electronic collection lock	
One coin canister	
One year warranty	
Shipping	
Training	
Installation to prepared ground – Add \$450 for concrete pad	
additional canisters (20)	\$ 265/ canister

Break-down of costs for each of the first three years is as follows:

Year 1 should show the monthly "lease" payment invoiced on the first of each month beginning October 1, 2016. It should also include all service and software subscription costs and any enforcement/citation equipment costs.

**Year 1**

This shows the monthly "lease" payment invoiced on the first of each month beginning October 1, 2016. It also includes all service and software subscription costs and any enforcement/citation equipment costs.

We do confirm all costs during the 1-year trial period. The monthly cost of \$13,289 does include 37% down payment on the pay stations, 20 additional canisters, delivery, installation, training and back office connectivity.

The Breakdown of monthly cost for 45 pay stations and 20 additional canisters for year 1 is as follows:

Pay station (45)	\$7,688
Canisters (20)	\$147
Installation and training	\$1,500
Back office connectivity	\$2,340
Shipping	\$ 750

Financing	\$ 864
Total monthly cost Parkeon	\$13,289

**Enforcement/citation equipment costs NU PARK**

**Hosted uParkCity Subscription:**

Includes uParkCity with Citation & Appeal Management functionality, Unlimited Seat Licenses, Implementation, Travel, Project Management, Integrations, Support, Hosting, Upgrades

Cost per year \$15,965.50

Cost per month \$ 1,330.45

Parkeon integration \$200 per month

\*\*Please note the \$200 per month integration fee. Parkeon & NuPark have an integration set up with Pay by Plate enforcement. This fee is a project management fee to set up and integrate the two systems of Parkeon & NuPark for the City. There is work involved to set up the system, make sure both systems work well together, and test all handheld equipment. This is a cost only fee and is amortized over Years 1-3.

**Hosted uParkCity eCommerce Portal :**

Includes: City Branded eCommerce Portal with Customer Account Management, Citation Payment, and Appeal, Functionality (Price per online transaction, convenience fee paid by either user or City. Does not include CC fees.) \$1.95

\*\*The \$1.95 fee is a per transaction fee for payment of permits and citations. NuPark can also offer a one-time yearly subscription fee. NuPark would need to know the number of citations the City writes in a year.

Hardware optional, we refer to attached quote from NU PARK.

Year 2 should show the buyout cost for the equipment (Invoiced October 1, 2017), all service/subscription costs and extended warranty costs.

**Year 2**

This shows the buyout cost for the equipment (Invoiced October 1, 2017), all service/subscription costs and extended warranty costs.

**Breakdown year 2:**

Buy out equipment	\$188,033
My Parkfolio	\$ 28,080
Extended Warranty	\$ 14,625

**Enforcement/citation equipment costs NU PARK**

**Hosted uParkCity Subscription:**

Includes uParkCity with Citation & Appeal Management functionality, Unlimited Seat Licenses, Implementation, Travel, Project Management, Integrations, Support, Hosting, Upgrades

Cost per year \$15,965.50

Cost per month \$ 1,330.45

Parkeon integration \$200 per month

Hosted uParkCity eCommerce Portal:

Includes: City Branded eCommerce Portal with Customer Account Management, Citation Payment, and Appeal, Functionality (Price per online transaction, convenience fee paid by either user or City. Does not include CC fees.) \$1.95

Year 3 should show all service/subscription costs and extended warranty costs.

**Year 3**

Shows all service/subscription costs and extended warranty costs.

Breakdown year 3:

My Parkfolio	\$ 28,080
Extended Warranty	\$ 14,625

*Enforcement/citation equipment costs NU PARK*

Hosted uParkCity Subscription:

Includes uParkCity with Citation & Appeal Management functionality, Unlimited Seat Licenses, Implementation, Travel, Project Management, Integrations, Support, Hosting, Upgrades

Cost per year \$15,965.50

Cost per month \$ 1,330.45

Parkeon integration \$200 per month

Hosted uParkCity eCommerce Portal :

Includes: City Branded eCommerce Portal with Customer Account Management, Citation Payment, and Appeal, Functionality (Price per online transaction, convenience fee paid by either user or City. Does not include CC fees.) \$1.95

Additional Questions:

Please address if there is an "early termination fee" should the city decide to end the program before the end of the Pilot Program.

Further to Dunedin's question of the "penalty" of ending the trial earlier than the 12 month period and returning the machines, the following schedule.

Ending after 3 months penalty \$49,500

Ending after 6 months penalty \$33,000

Ending after 9 months penalty \$16,500

Ending after 12 months penalty \$0

This "penalty" is based on the amortization of one-time costs that we can't recover like shipping, installation, training, financing etc.

Would we use NuPark's software or Parkeon's to manage resident permit system?  
The City will be using NuPark's resident permit system.

The City would like enforcement tablets to be capable of scanning.  
The enforcement handhelds proposed by NuPark do not have the capability to scan. NuPark states that most handhelds in the market today with scanning ability are not proven to be accurate in the field. The read rates are low and not reliable. If the City would like to take a customer friendly approach, it is suggested that the City take a mixed approach with having one enforcement officer in a vehicle with Mobile LPR equipment and one enforcement officer with handheld equipment on the ground.

Can you give us the different ways that the pay station from Parkeon can settle paying citations? How does this work and what options do we have?

The user can enter in their citation number or license plate to pull up the citation.  
Currently when the citation payment option is selected, the pay station will prompt the user to search for their citation by entering their plate number with state or the citation ID number. Once the search information is entered the system will contact the citation database to retrieve the citation(s) that are outstanding for the information entered. The screen will then display fine(s) associated with the plate or citation # in a list and the patron will choose which one to pay. Once the fine choice is made, payment is limited to credit card only.

These options are limited as we would like to keep it to a simple process avoiding a long transaction process.

Is the license plate information confidential? What kind of information is extracted with license plate recognition software?

The license plate information is confidential and is only used for the purpose of ensuring that the parking patron is compliant with the local parking ordinance. The license plate recognition (LPR) software extracts the text symbols from a camera image of the vehicle license plate. Once the text is extracted, it is used to query a paid for parking database that is directly linked to the Parkeon Pay By Plate System. If the plate number is paid, it is good, if not, a citation may be generated.

This is a closed system and is used only for the purpose of parking compliance.  
Attached is the UTA transaction flow.

I know we talked about people being able to purchase time at the pay station in 15 minute increments. Can we get it where it only takes coins for that function? We felt like using credit cards or debit cards could be cost prohibitive to the city so we are interested in only the coin function.

Parkeon can provide this functionality to the City. The pay station payments may accept a different minimum payment based on the payment method used. For example, if the patron inserts .25 cents then 15 minutes is given. If the patron uses a credit card, then the minimum payment starts out \$1.00 or whatever predetermined amount is agreed upon.

Please check the local card purchasing regulations, as some states and localities will not allow a different minimum for card vs cash payments for the same service.

Also what kind of marketing communication outreach support do you give us to utilize while launching this program with your pay stations? Any information that you can give us concerning these and the other questions will be extremely helpful.

This all depends on what is agreed, as this could become very costly. We have typically provided a brochure layout, press release blurbs that may be sent to the local news media and social media venues. This would come in combination with reaching out to the local business community to ensure that the upcoming paid parking message is relayed to the general public uniformly.

In addition to the media blast, we have provided on the street ambassadors to assist the parking public with completing the parking transactions and answer any questions that may arise about from the new system.

Can we program our phone application to have the city pay the 35 cent access fee for registered residents while all others (visitors etc.) pay the 35 cent access fee? ParkMobile is the best contact for this information. Contact info for Brent Paxton is below.

Can we negotiate upfront with Parkeon to give us a 3 month extension on our 1 year lease? Making it a 15 month lease while we are evaluating our pilot program? Parkeon confirms that an extension can exceed the initial 12 month pilot.

Can you help us connect with ParkMobile?

**Brent Paxton**

**Cell: 770-310-1392**

**Email: [brent.paxton@parkmobileglobal.com](mailto:brent.paxton@parkmobileglobal.com)**

Please put in writing that if we terminate our agreement with you at end of our pilot program that there is no termination charge. If the City decides to cancel the program, the City can return the pay stations at no cost. This is a risk free trial.

Also indicate to us that we can program the pay stations to accept a citation payment and also a quick citation payment that might reflect a reduced fine if paid within a certain timeframe. The API software between Parkeon and NuPark would need to be modified to reflect a discount.



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**Proposal for a Citation Management System**

**912 Petaluma Drive, Cedar Park, Texas 78613**

## EXECUTIVE SUMMARY OF PROPOSAL

NuPark's flexible and secure, web-based parking management solution will provide the City with numerous operational benefits, including improved staff efficiency, enhanced customer convenience, increased revenues, and better parker compliance. A few highlights of our comprehensive system are outlined below.

**Customer Convenience:** The uParkCity solution provides you with a City-branded ecommerce website allowing your parkers to interact with the parking department on their schedule as well as a real time interface to allow for citation payments at the Parkeon meters.

**Effective Enforcement:** Handheld citation devices allow the effective issuance of paper or virtual based citations by officers of foot. Vehicle-based LPR enforcement program increases the rate of citation issuance while decreasing the rate of citation errors. Our real-time enforcement platform means that citations are uploaded and available for payment immediately after issue. When you take away the likelihood of "beating the system," parkers change their behavior. They know that they will either have to buy a permit or pay more to park out of compliance. This leads to increased revenues, better vehicle turnover, and parking space availability.

**Secure Data:** The fully-hosted uParkCity solution ensures that your parking data remains private and the property of the City. Hosted data is always kept in separate databases and access to that data is restricted only to authorized City staff and NuPark support. Additionally, our staff has extensive hands-on experience with City parking operations.

**System Expandability:** Due to the modular nature of our seamlessly integrated uParkCity Solution, specific modules can be enabled to create one integrated system to suit your parking management needs now and into the ever-changing future. In addition, our extensive integration capabilities increase your system flexibility, giving you the option of interfacing with other information systems when the need arises. Optional system modules include: permits, events, consumer apps, and LPR.

## COMPANY INFORMATION AND HISTORY

The foundation of NuPark's uParkCity solution was developed by the Texas Tech University parking department and launched in August of 2009. It was created to improve the efficiency of their parking operation by utilizing license plate recognition technology to eliminate visual enforcement. Throughout its development period and beyond, this highly integrated, flexible, and modern solution showed substantial improvement upon visually-based enforcement systems.

In 2013, NuPark Inc. acquired the Texas Tech solution to bring this comprehensive system to the overall parking market. We used their model as the foundation for our uParkCity system. Our team has over 80 combined years of direct parking operation and technology experience. Members of the team have installed and serviced over 350 customers. Our clients have processed over \$25 million in transactions and are managing over 1,500,000 parkers using the NuPark system.

### NUPARK PERSONNEL

NuPark has in-depth experience providing Parking Management services, and is dedicated not only to ensuring the success of your implementation but also to providing you with excellent ongoing support. NuPark will assign to your project the following members of our knowledgeable staff:

***Sharon Schilly: Implementation Manager***

Sharon has over 17 years of experience in the parking industry. She has worked with both parking operations and technology while at Duquesne University and T2 Systems. At T2 Systems, Sharon built and managed the implementation team; ran the CCS call center, letter processing, and collections division; and has personally installed more than 100 parking customers.

***Mark Freeman: Support Manager***

Mark has 20+ years of experience in the public safety and parking fields. Mark has held management roles and worked for both the Indiana University Police Department and the DePaul University Police Department. In addition to this work in parking operations, Mark has spent many years implementing and supporting parking software platforms at both Integrated Education Systems, Inc. and T2 Systems, Inc.

***Stephen Lambert: Development Manager***

Stephen has more than 12 years of experience in software development and information technology management. As the Manager of Information Systems, he has been instrumental in the system architecture, development, and support of NuPark. He earned a dual bachelor's degree in Accounting and Management Information Systems from Texas Tech University.

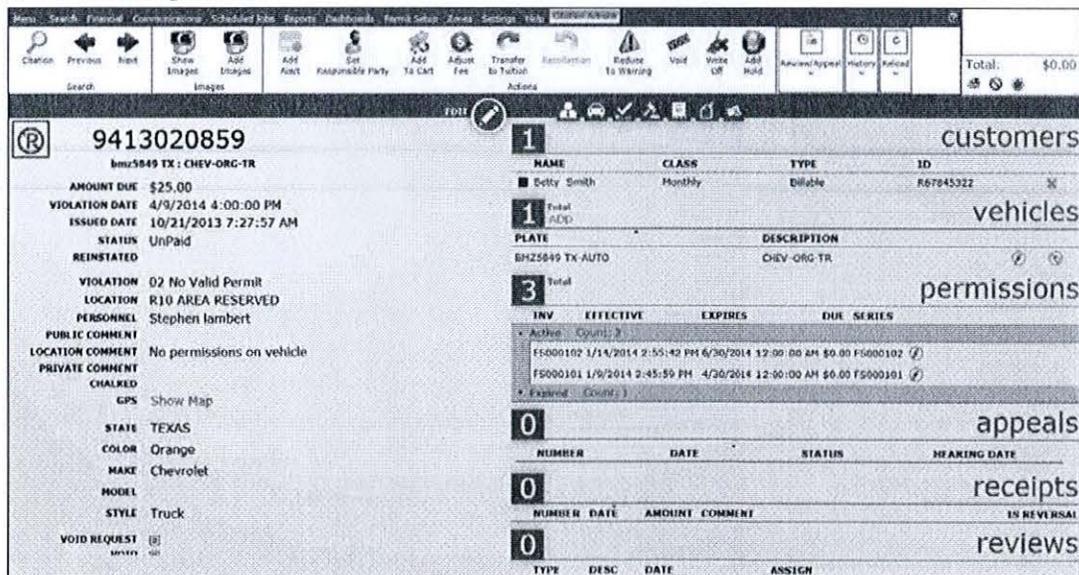
# DESCRIPTION OF SERVICES

## ENFORCEMENT

NuPark’s comprehensive LPR-enhanced (optional) system gives you all the hardware and software needed to efficiently manage your enforcement process from permit verification to citation reconciliation. Citations can be issued electronically via email or letter or printed on the fly (often based on whether the vehicle is identified/affiliated or not). Interfaces with both in state and out of state DMV are offered (when available) to track owner information of citations issued to unidentified vehicles. Interfaces with other City systems can be configured as desired by the City to share citation data.

**Citation Management:** NuPark’s comprehensive parking solution gives the City the ability to configure citation rules and parking permissions according to your administrative code for parking violations. All photo evidence uploaded to the citation record by either the parker during the appeals process or the field officer during citation writing is viewable in the citation record. Our system accepts several types of image files, including jpg, pdf, xls, and doc.

### Citation Management

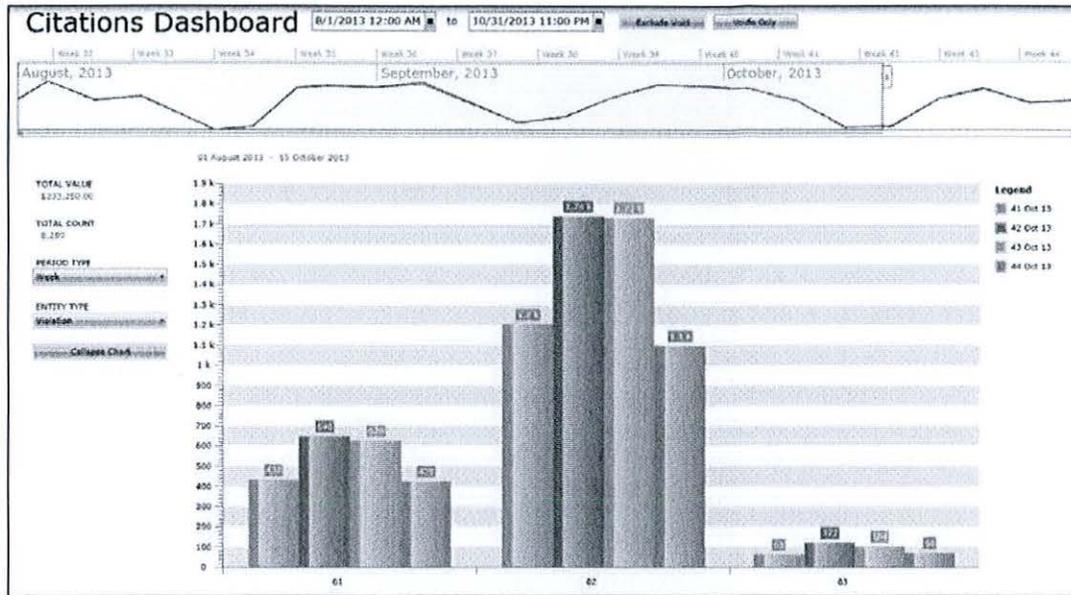


The screenshot displays the NuPark Citation Management interface. At the top, there is a navigation menu with options like Home, Search, Financial, Compliance, Scheduled Jobs, Reports, Dashboard, Permit Setup, Zones, Settings, and Help. Below the menu is a toolbar with various icons for actions such as Citation, Previous, Next, Show Images, Add, Add Amnt, Add Responsible Party, Add Ta CMT, Adjust Fee, Transfer to Tabular, Reinstatement, Reduce to Warning, Void, Write Off, Add Hold, Advanced Search, History, and Refresh. A 'Total: \$0.00' indicator is visible in the top right corner.

The main content area is divided into several sections:

- Citation Details:**
  - Number: 9413020859
  - Vehicle: bmz5849 TX : CHEV-ORG-TR
  - Amount Due: \$25.00
  - Violation Date: 4/9/2014 4:00:00 PM
  - Issued Date: 10/21/2013 7:27:57 AM
  - Status: UnPaid
  - Reinstated: [ ]
  - Violation: 02 No Valid Permit
  - Location: R10 AREA RESERVED
  - Personnel: Stephen Lambert
  - Public Comment: No permissions on vehicle
  - Location Comment: No permissions on vehicle
  - Private Comment: [ ]
  - Chalked: [ ]
  - CPS: Show Map
  - State: TEXAS
  - Color: Orange
  - Make: Chevrolet
  - Model: [ ]
  - Style: Truck
  - Void Request: [ ]
  - Print: [ ]
- Customers:**
  - Count: 1
  - Table with columns: NAME, CLASS, TYPE, ID
  - Row: Delly Smith, Monthly, Billeble, R67845322
- Vehicles:**
  - Count: 1
  - Table with columns: PLATE, DESCRIPTION
  - Row: BH25849 TX-AUTO, CHEV-ORG-TR
- Permissions:**
  - Count: 3
  - Table with columns: INV, EFFECTIVE, EXPIRES, DUE, SERIES
  - Rows:
    - F5000102 1/14/2014 2:55:42 PM 6/30/2014 12:00:00 AM \$0.00 F5000102
    - F5000101 1/9/2014 2:45:59 PM 4/30/2014 12:00:00 AM \$0.00 F5000101
- Appeals:**
  - Count: 0
  - Table with columns: NUMBER, DATE, STATUS, HEARING DATE
- Receipts:**
  - Count: 0
  - Table with columns: NUMBER, DATE, AMOUNT, COMMENT, IS REVERSAL
- Reviews:**
  - Count: 0
  - Table with columns: TYPE, DESC, DATE, ASSIGN

### Citation Issuance Dashboard



**Citation Aging Actions:** City parking administrators control the actions taken by the system when citations age, balances accumulate, or other triggers take place, based on your unique business rules. For example, the software can be set to place a hold on an account when a customer's balance reaches a certain dollar amount, or when a citation remains unpaid for a specified amount of time.

**Timing Limit Marking:** NuPark's handheld enforcement devices provide the ability to "chalk tires" of vehicles in fixed time zone parking areas in order to enforce time zone limits. The handheld maintains a file of tagged vehicles and your officers can access the elapsed time whenever necessary. In addition, field officers working time zone enforcement are able to share time zone records, so one officer can create the initial time zone record and a second officer can issue a citation based on the time zone violation. Time zone information, including photos, is stored centrally and can be accessed on any enforcement handheld or through the back office software. This type of modern feature allows your officers to more accurately identify violators, increasing citation issuance and your revenue.

**Handheld Enforcement Hardware:** The NuPark handheld enforcement solution provides the ability to issue and verify permits, issue citations, and record boot and tow records in the field. The NuPark platform supports both rugged and non-rugged Windows handhelds, Android devices, and many Bluetooth printers. The recommended rugged Windows handheld is the Panasonic Toughpad FZ-M1. The enforcement-ready handheld is certified to meet MIL-STD-810G and IP65 specifications for resistance to drops up to 5 feet, water, dust, and other elements. It includes a long-life, user-replaceable battery and sunlight-readable, high-sensitivity 7-inch multi-



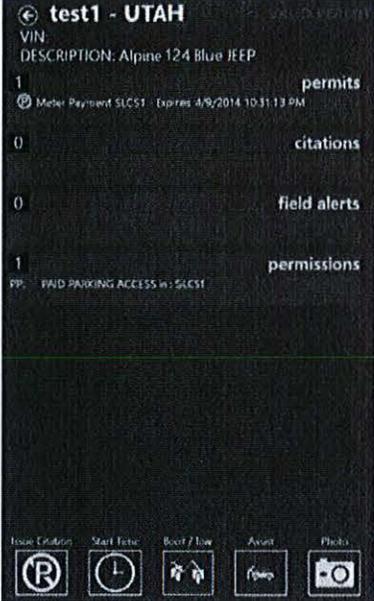
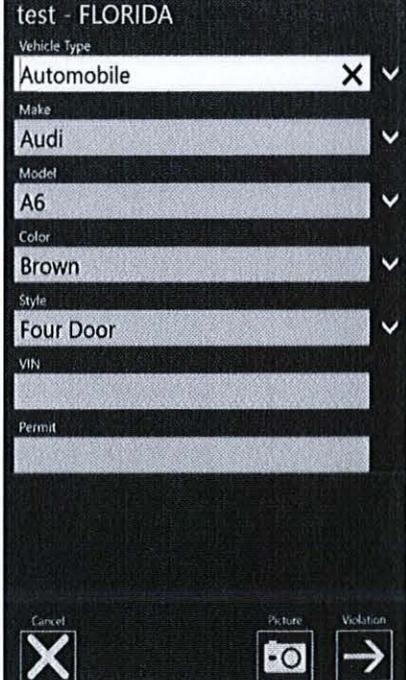
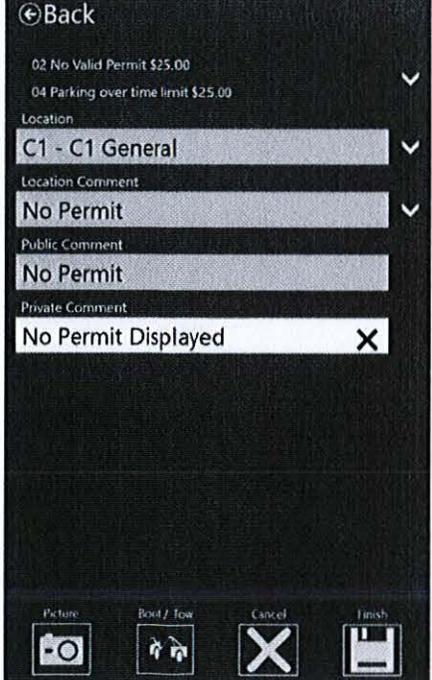
touch screen for use even with gloves.

**Handheld Enforcement Software:** The NuPark handheld enforcement solution is designed to be easy to learn and simple to use. The large screen, lightweight, devices allow enforcement officers to easily see the information on the screen and to enter data using a large on-screen keyboard. The GPS-based zone definitions allow for zones to be sorted for the officer based on the closest zone to their current location. If they are not within the geo-fence of the selected zone a warning will be displayed for the officer. If the officer continues to issue the citation, the citation will be automatically flagged by the citation review dashboard for administrator review. In order to speed the issuance of citations, the last citation type issued will be at the top of the list for usage. The rest of the list is sorted by usage of that officer with the more commonly used violations bubbling to the top of the list. Finally, an optional last step displays the license plate image either taken by the LPR camera or by the officer.

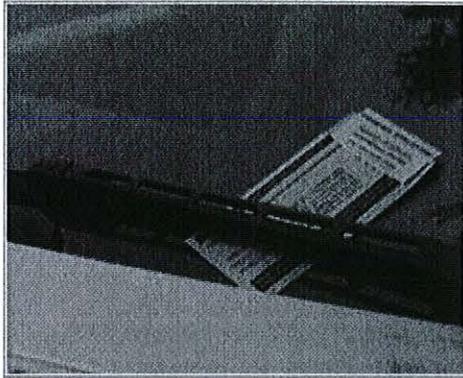
**Hardware Warranty:** The rugged handheld hardware includes a three-year warranty, and ALPR hardware includes a one-year warranty with the option to purchase additional years. Android based handheld units include a one-year warranty.

**Real Time Communication:** The NuPark handheld enforcement solution features real-time communication with all aspects of the overall parking system. All devices include multi-network high speed 4G LTE networking. This real-time integration allows for robust reporting and quick access to system data. A data plan is not included (but is available from NuPark) but is highly recommend for optional use of the system.

**Issuing a Citation is a convenient and efficient five-step process.**

<p><b>1. Enter vehicle information</b> (license plate, permit number, space number) to search for latest parking related information.</p>	<p><b>2. Review vehicle data</b> including any NuPark payments, permits, outstanding citations, scofflaw lists, etc.</p>
	
<p><b>3. Enter Vehicle information.</b> If vehicle is already in database, this step is automatically skipped.</p>	<p><b>4. Enter Violation Information.</b> Multiple violations can be selected and printed on one citation.</p>
	

## 5. Print or Email Citation



City of Dallas Transportation & Parking Services		Parking Violation Notice			
Citation #	Date of Violation	Violation	Location	License Plate	Fine
0413019027	Sunday, October 06, 2013 10:34 AM	OFF-Road IN NCPA DESIGNATED AREAS	R151A Z&H 11302102910221-011 M46736221	TK4H507	\$25.00

OR

Edward Johnson, Jr.  
edward.johnson@texas.edu

RE: Parking Violation Notice: Sunday, October 06, 2013  
9:01:49 PM

This vehicle has been observed in violation of the Texas Traffic Laws by the Texas Department of Transportation. Citations for violations may be reviewed by the driver indicated in violation of a 30-day period. Citations for violations may result in a citation for a violation of the Texas Traffic Laws. Citations for violations may result in a citation for a violation of the Texas Traffic Laws. Citations for violations may result in a citation for a violation of the Texas Traffic Laws.

For more information, please visit [www.texas.gov](http://www.texas.gov)

If you are not the owner of this vehicle, please contact the Texas Department of Transportation.




**E-citations:** NuPark's flexible enforcement solution gives you the ability to issue e-citations in addition to or instead of paper citations. Identified violations can be queued for review prior to actual issuance, which enhances safety in the field by keeping the enforcement vehicle moving at regular speed without continued stops, and can also be helpful for training new officers. Once issued, citations are emailed to known customers with email addresses and mailed to those without. The e-citations module includes the following features:

- ✓ **Citation Review Dashboard:** This review utilizes user-configured settings to identify citations for review before issuance. Additionally, before issuance an automatic business rule check is performed to insure system changes haven't occurred between the violation date and issuance date. One example of this would be if an online permit were purchased after a violation was identified but before the citation was issued; based on the City's configuration and business rules the citation would be discarded due to the updated information.
- ✓ **Vehicle notification tracking:** Users can setup a field alert to require vehicles with multiple citations within a set time frame to be provided with an additional visual notification on the vehicle. The system will then allow the officer to note their actions after the alert.
- ✓ **Optional Paper Citations:** This feature gives you the option to issue paper citations for unidentified vehicles, thereby decreasing the need for obtaining owner information for unidentified vehicles due to the possibility of off-windshield payments.
- ✓ **Date/Time Stamp:** Both the Violation Date/Time and Issued Date/Time is recorded for every citation issued, giving you a clear and efficient audit trail.
- ✓ **Location Link:** Each e-citation provides a link to a Google Map view of the violation location, giving an additional piece of evidence for customer review. This type of modern feature decreases unnecessary appeals.

## **APPEALS**

**Customer Access:** Our City -branded Customer Portal gives parkers the ability to conveniently manage their appeals from any computer or mobile device. Violators simply enter citation number, and all citation information, including evidence images, is available for review. Once the evidence is reviewed, parkers have the option to file an appeal. They simply enter their appeal reason and upload any support documentation or evidence. Automated notifications, set by your authorized administrators, can keep them up to date at each step of the process including when a decision is made on the appeal. NuPark's e-commerce site gives the City the ability to create a more efficient appeal experience for both your parkers and staff.

**Administrative Access:** The NuPark system also provides convenience to your staff by giving them the ability to manage the entire appeals process from the administrative site. There your administrators can structure the appeals process, review, and adjudicate on appeals from the convenience of any computer with an Internet connection and modern browser. Your authorized appeal committee personnel have a designated online appeal portal where they can review all citation, vehicle, and customer related history (including photos) as allowed by the parking office, and "vote" individually on the outcome of the citation. The parking office can set the system to apply a decision based on a percentage majority, or staff can choose to review and manually apply decisions from the committee rulings. Once a decision is reached, the system can automatically generate appeal notifications in the form of emails or letters, as designated by your authorized administrators.

## **REPORTING**

Out of the box the uParkCity solution includes many user-friendly and customizable methods to retrieve, display, and utilize data from the system.

**Reports:** Our flexible reporting package includes numerous standard reports for all major modules of the system. Users can modify, edit, and create reports utilizing the user-friendly report builder. Training on the report builder is provided during implementation and on an as needed basis. The report builder is included in the yearly subscription prices and is available for download and use by each user of the back office system.

**Queries:** In addition to the reporting tools, a robust web-based query builder tool is included for quick access to the system data. Queries created by the query manager can be saved for future use and used in the report builder. Data from queries can be viewed and sorted in the system or exported in a number of standard formats including Excel, Word, PDF, comma delimited file, and more.

**Graphs:** Dashboards offer a graphical view of the data to provide for quick data analysis and improved decision-making ability. The included parking operation focused dashboards offer real-time insight into current hardware status, online permit sales, citation issuance, and citation payment. Reports can also be created to include many graph options and styles.

**Audit Trail:** All actions taken within the system are captured and logged with a time/date stamp. A detailed history of all changes to all data types is retained and available for viewing within the application and in queries and reports.

**Interfacing:** NuPark's flexible system is capable of interfacing in real time with any external application that offers APIs for data transfer. Real time and batch interfaces can be used to import event data from other City calendars and systems. Integrations with third party parking systems such as multi-space meters are fully supported (and included for no extra charge), however, possibilities are limited by the third party system's capabilities and willingness to integrate.

**Reporting:** All data within the system is available for queries and reports. A report builder is included for no additional cost. Furthermore, NuPark will provide all reports required for the operation of the City's parking assets.

## **LETTERS AND NOTIFICATIONS**

Letter, email, or text-based customer notifications can be generated from within the NuPark system manually or automatically, based on settings created by your authorized administrators. Our easy-to-use customer communication designer gives your authorized personnel complete control of the creation and editing of emails, letters, and text messages from within the application. The HTML-based designer allows for graphical and pure HTML editing, and our notifications have no character limits. All data stored in the system is available for use in customer communication including citation images, GPS locations, and custom fields.

**Customer Relationship Management:** All customer communications are automatically recorded and attached to customer accounts for future reference. Your authorized staff will have convenient access to all details of each communication related to a customer record on our efficient management site. NuPark gives you a comprehensive Customer Relationship Management system with all the tools needed to keep you and your customers on the same page.

**Mass Communication:** uParkCity allows you to edit and send mass emails/texts through filtered sets of customer email addresses/mobile numbers that are stored in the database. Editing can be done on a group basis or by individual email/letter/text.

**Integrated LPR Data:** Additionally, the integrated LPR (optional) data allows for customer communications based on physical presence not just current products sold. For example, if lot is going to be closed for an event. Emails/Texts (or any communication) can be sent to parkers who have actually been parked in that lot over the past 5 days, not just to those who have a permit to be able to park in that lot. This is based on the data automatically collected as part of the LPR enforcement processes.

## **POS/CASHIERING**

NuPark's complete parking management system also offers a fully functional POS/Cashiering module that gives you the ability to set up face-to-face permit sales or citation payments where you want and when you want. Sales and payment information entered into the system at your POS location is immediately available within the main database for reports and queries.

The NuPark POS functionality has been designed with direct feedback from parking cashiers. Each cashier operates out of a unique system cashier drawer with daily sessions (batches). Each session is balanced and closed out from within the system. Our efficient reporting tool provides an extensive list of cashier reports, including cashier closeout and specified transactions. Individual users can configure the look and feel of their POS feature, including related modules and color themes. All receipts can be configured and printed or electronically sent to a customer.

Our comprehensive solution also offers a full, multi-level cashier closeout system feature that streamlines and automates the cashier's daily closeout process from start to finish. This cashiering feature gives you real time display of payments, cashier balancing, and supervisor approvals, and also provides the following:

- Start of shift cash count,
- End of shift cash count
- Automatic reconciliation between cashier transactions and recorded revenue
- Second level cash count recount and review
- Overall cashier revenue summary and review
- Bank deposit reconciliation
- Spot check audit support
- Support for coin collection from meters.

Our unique cashier closeout feature dramatically increases cash controls while decreasing cashier closeout time.

Additionally, the NuPark solution includes the ability to accept real time citation payments from the Parkeon multi-space meters. This provides yet another option for customers to purchase parking ahead of time or to pay for citations after the fact.

## **INTEGRATIONS**

The uParkCity solution was developed and designed from the beginning to seamlessly integrate with other information and parking management systems. Standard interfaces provides for two-way batch and real time data transfer of customer, citation, payroll, financial, and other data. NuPark has the ability to deliver interfaces with any software system with which the parking office chooses to share data, and we have extensive experience interfacing with outside systems. NuPark has integrated with Parkeon multi-space meters and many pay by cell providers to provide a comprehensive real time solution for your parking operation. We do not charge more for these interfaces, nor do we assess an upcharge for exchanging real-time data.

## **CLOUD-BASED SYSTEM & SECURITY**

The uParkCity solution includes a fully hosted, cloud-based, system that utilizes the Microsoft Azure hosting platform. Windows Azure delivers a 99.95% monthly SLA with automatic OS and service patching, built-in network load balancing and resiliency to hardware failure. Microsoft is responsible for

all servers, services, storage, security, access, OS upgrades, routine maintenance, and backup/recovery for production and test environments.

**System Security:** Azure's extensive system security addresses security risks across its infrastructure with continuous intrusion detection and prevention systems, denial of service attack prevention, regular penetration testing, and forensic tools that help identify and mitigate threats. Azure blocks unauthorized traffic to and within Microsoft data centers using a variety of technologies such as firewalls, partitioned Local Area Networks, and physical separation of back-end servers from public-facing interfaces.

**System Backups:** Azure's SQL Database automatically creates backups of every active database using the following schedule: Full database backup once a week, differential database backups once a day, and transaction log backups every 5 minutes. The full and differential backups are replicated across regions to ensure availability of the backups in the event of a disaster. By storing your data in Azure SQL Database, NuPark takes advantage of many fault tolerance and secure infrastructure capabilities that you would otherwise have to design, acquire, implement, and manage.

Additional security measures in place to protect City data include the following:

- ✓ **Network isolation.** Network isolation prevents unwanted tenant-to-tenant communications, and access controls block unauthorized users from the network. Virtual machines do not receive inbound traffic from the Internet unless customers configure them to do so.
- ✓ **24-hour monitored physical security.** Microsoft datacenters are physically constructed, managed, and monitored 24 hours a day to shelter data and services from unauthorized access as well as environmental threats.
- ✓ **Monitoring and logging.** Centralized monitoring, correlation, and analysis systems manage the large amount of information generated by devices within the Azure environment, providing continuous visibility and timely alerts to the teams that manage the service. Additional monitoring, logging, and reporting capabilities provide visibility to customers.
- ✓ **Patch management.** Security patches help protect systems from known vulnerabilities. Integrated deployment systems manage the distribution and installation of security updates for the Azure service. Customers can apply similar update management processes for virtual machines (VMs) deployed on Azure.
- ✓ **Access monitoring and logging:** Security reports are used to monitor access patterns and to proactively identify and mitigate potential threats. Microsoft administrative operations, including system access, are logged to provide an audit trail if unauthorized or accidental changes are made. Customers can turn on additional access monitoring functionality in Azure and use third-party monitoring tools to detect additional threats. Customers can request reports from Microsoft that provide information about user access to their environments.
- ✓ **Data Encryption:** Our system has the ability to encrypt data at the field level. We will work with the City to determine which critical information should be encrypted.

## **11. IMPLEMENTATION, TRAINING, & SUPPORT**

**Overview:** Our experienced NuPark implementation team will provide the City with the knowledge, documentation, support, and training needed to successfully transition from your current parking system to the uParkCity solution. Our comprehensive implementation process includes the following:

1. Data Conversion
2. Review of current processes and operational goals
3. Configuration of the uParkCity system
4. Configuration of integrations and interfaces
5. Field hardware installation and configuration
6. Online system training
7. On-site implementation and training on all facets of the system during go-live
8. Follow-up training post go-live

**Timeline:** NuPark is prepared to begin the implementation process with the City immediately upon award of the contract. Typically, the uParkCity system can be implemented within 60-120 days of the award date depending on City's timelines and resource availability. The implementation phases listed above typically occur in the order listed, while some take place concurrently.

**Integrations:** NuPark is happy to match the format of current interfaces (if desired) to ensure a smooth transition between systems and a minimal impact on local IT resources. We are pleased to offer you the expertise of our staff and the robust technology of the uParkCity solution, so that you can take advantage of greater efficiencies in your operation.

**Methodology:** The City will be assigned a dedicated project manager and implementation team to support and guide you through this important transition. The team will meet with you at least weekly to cover scheduled tasks and address any outstanding items. We focus on understanding your rules and procedures as well as operational goals. We make sure no stone is left unturned by offering you full integration with any other outside system you desire. Our training is customized to your parking operation and is designed to make you feel confident and comfortable with the system. NuPark is committed to ensuring a successful transition and Go Live for the City.

**Peer-to-Peer Support:** The City will be paired up with a current NuPark customer as a customer implementation partner. This partner is available throughout the install process and after go live for direct communication. The goal is to create a close relationship with another NuPark customer. You will be able to ask operational questions, gather general information, and receive peer-to-peer support from someone who is currently using the NuPark solution.

**On-Site Training:** Our experienced team will provide change management training for your staff, make recommendations on Best Practices, and share operational insight from years of experience operating an LPR-enhanced parking system. Members of our implementation team will be onsite for both the week of go-live and the week after. The goal is to ensure that your parking staff is not only trained on how to use the system, but feels comfortable using the system on a daily basis.

**Ongoing Training and Support:** NuPark's system is designed to be easy to use for both new and experienced users. NuPark also provides a number of ongoing features for any necessary user training. These include an online knowledge base, community forums, and web tutorials. Your success is our success, so we are there for you throughout the life of the contract.

**Client and Customer Support:** Standard support is available via phone, email, or support portal Monday-Friday 8:00 am to 6:00pm local time. Emergency phone support is available 24 hours a day, 7 days' week, 365 days a year. Customers can contact support via phone, support website, or email. There are no limits to the number or types of support calls. All standard support issues will be responded to within 24 hours, while emergency items will have a 30-minute response time. Additionally, customers who complete advanced system training will be given direct access to our second level support team.



# Quote

NuPark Inc.  
 912 Petaluma Dr  
 Cedar Park, TX 78613

Date	6/3/16
Quote #	CFL0616
Valid Until	7/3/16

Line	Item	Qty	Price	Year 1	Year 2	Year 3
1	<b>Hosted uParkCity Subscription</b> -Includes uParkCity with Citation & Appeal Management functionality, Unlimited Seat Licenses, Implementation, Travel, Project Management, Integrations, Support, Hosting, Upgrades	1	NA	\$ 15,965.50	\$ 15,965.50	\$ 15,965.50
2	<b>Hosted uParkCity eCommerce Portal</b> - Includes: City Branded eCommerce Portal with Cusomter Account Management, Citation Payment, and Appeal Functionality (Price per online transaction, convenience fee paid by either user or City. Does not include CC fees.)	NA	\$ 1.95	TBD	TBD	TBD
3	<b>Enforcement Handheld Options</b>					
3a*	<b>Android Enforcement Bundle</b> - Includes Enforcement Software, 9" or 6" Android Handheld, LTE, Wi-Fi, Bluetooth Rugged Case, Rugged Bluetooth Printer, 1 Year Warranty	1	\$ 1,950.00	\$ 1,950.00	\$ -	\$ -
3b*	<b>Rugged Handheld Enforcement Bundle</b> - Includes Enforcement Software, 7" Panasonic Rugged Tablet, Rugged Bluetooth Printer, and 3 Year Warranty	1	\$ 3,900.00	\$ 3,900.00	\$ -	\$ -
4*	<b>Mobile LPR Enforcement Options</b>					
4a*	<b>Mobile LPR Enforcement Bundle</b> - Includes PlateScout Software, Two Camera Genetec SharpX VGA System, In-Vehicle Rugged 10.1" Tablet, Mounting Hardware (Does not include vehicle or time zone enforcement), One Year Warranty	1	\$ 19,950.00	\$ 19,950.00	\$ -	\$ -
4b*	<b>Mobile LPR Enforcement Hardware Installation</b> - Includes parts, installation, testing, and local support training.	1	\$ 2,850.00	\$ 2,850.00	\$ -	\$ -
	* Optional Items					
<b>Total Without Optional Items or Fees</b>				\$ 15,965.50	\$ 15,965.50	\$ 15,965.50



# CITY OF DUNEDIN

"Dedicated to Quality Service"

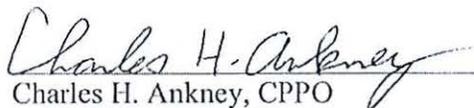
P.O. BOX 1348  
DUNEDIN, FLORIDA 34697-1348  
(727) 298-3000  
WEB SITE: [www.dunedingov.com](http://www.dunedingov.com)

## CITY OF DUNEDIN RFP # 16-1063 Tabulation Parking Pay Stations & a Parking Management Software System

Proposals were accepted until 2:00 p.m. Tuesday, April 26, 2016. This RFP was properly advertised in the Business Observer and demandstar.com on Friday, March 25, 2016. Twenty-six (26) companies obtained specifications. There was one (1) addendum to this RFP

The following companies submitted proposals:

COMPANY NAME	COMPANY NAME
Cale America, Inc. Attn. Natalie Pick 13808 Monroes Business Park Tampa, FL 33635 Phone: 864-501-8836 Email: <a href="mailto:natalie.pick@caleamerica.com">natalie.pick@caleamerica.com</a>	Parkeon, Inc. Attn. David Guevara 40 Twosome Drive, Suite 7 Moorestown, NJ 08057 Phone: 856-234-8000 Email: <a href="mailto:dguevara@parkeon.com">dguevara@parkeon.com</a>
VenTek International Attn. Ken Mange 1260 Holm Road Suite A Petaluma, CA 94954 Phone: 707-773-3373 ext. 108 Email: <a href="mailto:kenm@ventek-intl.com">kenm@ventek-intl.com</a>	Parking By Phone Attn. Luis Garma 2525 Ponce de Leon Blvd. Suite 300 Coral Gables, FL 33134 Phone: 786-302-1443 Email: <a href="mailto:lgarma@parkingbyphone.com">lgarma@parkingbyphone.com</a>
T2 Systems, Inc. Attn. Tim Maginn 8900 Keystone Crossing, Suite 700 Indianapolis, IN 46240 Phone: 317-524-3626 Email: <a href="mailto:tmaginn@t2systems.com">tmaginn@t2systems.com</a>	MacKay Meters, Inc. Attn. Jim Taylor 1342 Abercrombie Rd. New Glasgow, NS B2H 5E3 Phone: 888-462-2529 x 247 Email: <a href="mailto:james.mackay2mackaymeters.com">james.mackay2mackaymeters.com</a>

  
Charles H. Ankney, CPPO  
Purchasing Agent

*"The City of Dunedin does not discriminate on the basis of race, color, national origin, sex, religion, age, political affiliation, marital status, sexual orientation and disabled status in employment or the provision of services"*

3.

**\*\*\*SUPPLEMENT\*\*\***

**Agenda Item: NB-1c**

**Meeting Date: June 16, 2016**

## **MEMORANDUM**

**TO:** City Commission

**FROM:** Douglas Hutchens, Interim City Manager 

**DATE:** June 16, 2016

Attached please find a protest letter from pay station vendor, Cale, and my written response thereto. Cale was one of two finalists in response to the RFP. However, the pay station selection committee is recommending Parkeon as the best fit for Dunedin's program. I concur in that recommendation.

# DUNEDIN

Home of Honeymoon Island

June 15, 2016

Cale America  
Attn. Jeff Nethery  
13808 Monroes Business Park  
Tampa, FL 33635

Dear Mr. Nethery,

The purpose of this letter is to respond to the concerns raised in your letter dated June 13, 2016. Your letter was in response to City's staff recommendation to recommend the award of the contract for RFP 16-1063 titled "Parking Pay Stations and a Parking Management System" to Parkeon, Inc.

The response to each item in your letter is detailed below.

1. You are correct that Cale was the highest ranked firm in the initial ranking of firms. As a result of that process, a "Short List" of two firms was created. Cale was one of the two firms. Section C Item 9.4 of the RFP allows for this process.

2a. This comment is based on your proposal in response to the RFP, the "Proposed Downtown Parking Map" (RFP - Exhibit D) and the "Pay Station Response Form" (RFP - Exhibit E) included with the RFP. The map included 365 paid parking spaces. Cale proposed 25 pay stations. As you note, that is 14.6 parking spots per pay station.

The Parkeon proposal that you are comparing to your proposal was Parkeon's final proposal, not their initial proposal. It is based on a revised parking map provided by the City. As mentioned in Section C Item 2.1 of the RFP, "the included Parking Map is subject to change. The City makes no guarantee of the quantity or type of equipment to be purchased and/or leased." The revised map included 697 paid parking spaces. The final proposal included 45 pay stations. The average is 15.5 (697/45) parking spots per pay station.

2b. The information in 2a. above responds to this concern. The City will purchase 1 pay station per 15.5 paid parking spots. This is reasonable.

2c. The 37% is not an actual lump sum down payment. It represents the value of the expense of the pay stations in year one as a percentage of the overall cost of the pay stations. You are correct that Cale would be less costly in year one. The final quantity of pay stations to be purchased is 45. Your Pilot Program period costs would also significantly increase as a result of the need for 45 pay stations, versus your proposed 25. In addition, your buyout cost would be significantly higher than that required by Parkeon. Your proposal indicated a buyout cost of \$6,620/pay station (\$165,500/25) after the Pilot Program. Your buyout cost for 45 pay stations, the final quantity, would be \$297,900.

The Evaluation Committee recognized that:

- The expense during the Pilot Program was higher for Parkeon than for Cale.
- The buyout cost was lower for Parkeon than for Cale.

The Evaluation Committee's financial analysis indicated that the overall cost to own and operate a pay station (based on 40 pay stations, including enforcement) for a five-year period was

- Parkeon - \$11,890
- Cale - \$15,260

The Evaluation Committee felt this was a significant difference. I have included a copy of the summary of the financial analysis with this letter.

2d. Please see information in 2c above. Parkeon's buyout cost would be \$109,867 (\$297,900 - \$188,033) less than yours.

3. The City's parking system management contractor will be responsible for meter maintenance as part of their contract. You are correct that Parkeon will require the use of a sub-contractor locally to perform any repairs on the pay stations. However, the City believes the vast majority of repairs will be performed by the parking system management contractor. Therefore, the impact of this cost should be minimal.

Your proposal indicated that parts were covered for a 13-month period. In addition, if onsite support was required a \$125/hr fee plus travel expenses would be charged (Question # 25 of the Follow-up questions). You also indicated that your PartSmart Warranty is a parts only warranty. The same labor charges as previously mentioned would apply.

4. The City desires to use a parking app that is widely used locally. We intend to use Park Mobile. The City does not want to use a proprietary app.

5. Help Desk Services - In your presentation to the Evaluation Committee, you indicated that these services would incur a cost.

The City believes that both Parkeon and Cale are well positioned to service the needs of the City. Both are large companies with many customers and years of experience. The Evaluation Committee felt that either company could meet our needs. Each company had advantages and disadvantages. However, the Evaluation Committee felt that there was a significant difference in cost that resulted in their recommendation to select Parkeon.

Sincerely,



---

Douglas Hutchens,  
Interim City Manager

Cc: Bid File, Chuck Ankney, Purchasing Agent  
City Commission  
City Attorney

**City of Dunedin, FL  
Parking Pay Station Comparison**

	<u>Cale</u>	<u>Parkeon</u>
<b><u>Annual Costs per Mtr (Rental)</u></b>		
Cost - Shipping	125	200
Cost - Installation	250	400
Equipment Rental	1,080	2,180
Back Office Support, etc.	708	624
Base Construction	800	450
<b><u>Annual Costs (Purchase)</u></b>		
Buyout Post-Pilot Year	6,620	3,933
Addition of color screen	610	250
<b><u>Other Costs</u></b>		
Training	700	Included w/install
Parts Warranty	540	325
Year 1 Pay Station Costs	2,963	3,854
Year 2 Pay Station Costs	8,478	5,132
Year 3 Pay Station Costs	1,248	949
Year 4 Pay Station Costs	1,285	977
Year 5 Pay Station Costs	1,285	977
<b>5-year Costs per meter</b>	<b>15,260</b>	<b>11,890</b>

\*Assumed 3% increase in rates after 3 years

\*\*Parts/Maintenance is note included in figures above.



## **CALE AMERICA**

June 13, 2016

Doug Hutchens  
City of Dunedin  
Interim City Manager  
542 Main St.  
Dunedin, FL 34698

Charles H. Ankney  
City of Dunedin  
Purchasing Section  
750 Milwaukee Avenue  
Dunedin, FL 34698  
cankney@dunedinfl.net

Re: Response to vendor scoring, price analysis comparison for RFP 16-1063 for Parking Pay Stations and a Parking Management Software System

Dear Mr. Hutchens and Mr. Ankney,

After carefully reviewing the vendor score summary and cost analysis provided to us this morning, along with the City Commission Memorandum for Agenda Item NB-1c for this week's meeting in June 16<sup>th</sup>, we are confident that proposed solution from Cale America is a much better value for the City than the staff-recommended proposal from New Jersey-based Parkeon. Cale's solutions will cost the City much less in the first year pilot and significantly less overall during the proposed contract term. Additionally, by contracting with Cale America, the City is partnering with a local, Tampa-area company with certified and experienced staff to pro-actively support the operation on a daily basis at no additional cost.

We would like to emphasize the follow facts that do not appear to be considered or reflected correctly in staff's recommendation to the Commission:

1. Cale America was deemed the highest rated and most responsive vendor by the selection committee out of all 6 vendors responding.
2. Cale America's proposed system solution and approach is the most affordable, most efficient and a better value than the proposed solution from Parkeon for these reasons:
  - a. Cale's Exhibit E – Pay Station Response Form (attached) – was based on the RFP site map, on-site surveys and extensive experience placing pay station for similar Pay by Plate operations in comparably-sized cities like Deerfield Beach, FL and West Hartford, CT. Our detailed recommendations include just 25 pay stations sites and an overall, average ratio of 1 pay station to every 14.6 parking spaces. The ration will be higher in off-street lots and lower for on-street parking. We expect the ratio to become even higher as adoption of mobile payments increases over time, which will reduce the number of pay stations needed by the City.
  - b. The Memorandum attachments show that staff is recommending the purchase of 45 pay stations, with an overall ratio of 1 pay station for every 8 parking spaces, which is extremely excessive in a Pay by Plate or Pay by Space environment. There is no reason for the City to purchase additional pay stations unless and until the paid parking

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13808 Monroes Business Park ♦ Tampa, FL 33635  
Phone: 813-405-3900 ♦ Fax: 813-405-3909 ♦ 24/7 Help Desk 877-620-2253  
[www.caleamerica.com](http://www.caleamerica.com)



**CALE  
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- areas is expanded. Since all ongoing costs are tied specifically to the number of meters initially purchased, the City would incur almost double the ongoing costs with the Parkeon plan due to the excessively high number of pay stations proposed.
- c. Page 5 of Parkeon's revised proposal (dated June 9<sup>th</sup>) states that the monthly cost to the City in year 1 shall be \$13,289 which includes a required 37% down payment on the pay station and excluding enforcement/citation costs. This totals \$159,468 in year 1, compared to Cale's proposal of just \$56,561 in total costs for the year 1 pilot, excluding enforcement/citation costs, with no requirement for any down payment on the equipment or penalties for early removal of the equipment. The net difference will save the City \$102,907 more in year 1 by going with Cale.
  - d. Page 2 of the Department of Finance Interoffice Memorandum dated June 8, 2016 states that the Pay Station buy-out costs from Parkeon will be \$188,033. Cale's pay station buy-out quote was \$165,500. The net difference is a savings of \$22,533 in capital costs to the City by going with the proposed Cale solution.
  - e. Should the City wish to purchase additional pay stations, above and beyond what is needed in the identified scope and map included in the RFP specifications, (for future expansion of the paid parking area, for example), Cale would be happy to provide supplemental discount pricing upon request which takes in to account a higher overall quantity of pay stations.
3. Cale America is based in Tampa near Oldsmar and would support the City directly, as we do with neighboring communities like Clearwater, St. Pete Beach, Madeira Beach, Indian Rocks Beach and Pinellas County Parks. Our proactive meter maintenance program, which includes daily check-ins with city staff (and its operator if one is hired) and functionality tests for the pay stations, along with scheduled quarterly preventative maintenance by a Cale technician, at no additional cost to the City. Under the Parkeon proposal, the City would have no proactive support and would incur fees of \$105 per trip and \$99 per hour for all field service. Our estimation is that Cale's proactive approach will save the city over \$10,000 per year in routine preventative maintenance and service call costs.
  4. For mobile payments, Cale offered and demonstrated its own mobile payment app (WayToPark) at no cost to the City, and as a more affordable option for visitors and residents. For example, Cale can abate all mobile payment transaction fees for residents during the pilot year without any cost to the City. This would allow residents to easily pay for parking at the same rate or reduced rate compared to visitors, without having to use a pay station.
  5. For Help Desk Services, Cale offered both 7-day technical support along with a 7-day end-user Parking Help Desk where visitors and residents can call a dedicated, local number for assistance with any parking question or for assistance with pay station operation or mobile app accounts or transactions. This service is critical to the successful implementation and adoption of the new parking program and is included in the pilot period at no cost to the City. The service can be continued as an option for a nominal costs in subsequent years. To our knowledge, the value of this Help Desk Service was not considered in the cost comparison and no comparable service was offered by Parkeon to assist the visitors and residents of Dunedin.
  6. Cale has the most Pay by Plate parking system experience in the US, North America and the world.
  7. Cale has the most local resources and expertise than Cale America dedicated to supporting the Dunedin parking management program.



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We respectfully request that these important factors and clarifications be considered in your vendor selection process. Depending on the outcome of this appeal, we will be prepared to address these items directly with the City Commissioners on Thursday night, if allowed or requested.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jeff Nethery', written in a cursive style.

Jeff Nethery  
Vice President – Meter Services  
Cale America Inc.



**CALE  
AMERICA**

**Exhibit E - Pay Station Response Form**

Number	Spaces	Location	Suggested Equipment	Stations	Cost	Extended Cost	Installation Notes
				2			90-degree parking; area between wheel stops and white fence is narrow and difficult to access with cars parked; recommend meters on each end of row; asphalt, pour new concrete pads. See photo - Dunedin Parking Area 1.
1	24	Marina Plaza	2 pay stations - 1 at each end of the parking row. can pay at area 1 pay station or alternatively install 1 pole-mounted dual-space meter to handle both spaces.				
2	2	Marina Plaza		0			parallel parking; option to install one pole-mounted dual-space meter with coin/card payment. See photo - Dunedin Parking Area 2.
3	10	Marina Plaza	1 pay station at west end of row near hashed bike rack area.	1			angled parking; asphalt hashed area, saw cut and pour new concrete pad. Customers can also pay at adjacent Marina Parking lot pay station.
4	44	Marina Parking Lot	1 pay station in west center landscape island next to light pole with Public Parking sign.	1			90-degree parking; pour new concrete pad; Customer can also utilize pay station for adjacent area 3. See photo - Dunedin Parking Area 4.
5	39	Justice Plaza Lot	1 pay station at east side of entrance near sidewalk.	1			Peebles & Gracy Lot; 90-degree parking; sand area for pay station, pour new concrete pad adjacent to lot.
6	11	Broadway	1 pay station next to entrance to parking lot at Downtown Dunedin Deli and Grill.	1			parallel parking; grass/pavers, pour new concrete pad adjacent to walkway.
7	5	Broadway	1 pay station at 731 Broadway to serve both areas 7 + 8.	1			parallel parking; grass/pavers, pour new concrete pad adjacent to walkway.
8	3	Broadway					
9	13	Main Street	1 pay station west of 330 Main or 2 pay stations at ends of block near bike rack alcoves.	2			angled parking; pavers, pour new concrete pad adjacent to walkway.
10	25	The Blur Lot	1 pay station at north end of lot closest to Main in triangle landscape island.	1			angled parking; dirt in meter install area; pour new concrete pad.
11	29	The Scotland Lot	1 pay station at center, east landscape island in front of light pole.	1			90-degree parking; dirt in meter install area; pour new concrete pad. See photo - Dunedin Parking Area 11.
12	16	Parking Facing Museum	1 pay station at west end of center landscape island facing drive	1			90-degree parking along Pinellas Trail; no sidewalk. sand in landscape island install area; pour new concrete pad.
13	11	Main Street	1 pay station at 365 Main or alternatively at east end near bike rack area.	1			angled parking; 365 Main site has grass/pavers and end area near bike rack is asphalt; pour new concrete pad.
14	13	Honey Lane	1 pay station at the entrance to Honey Lane from Douglas. Same pay station can serve on-street parking area 15 on Douglas	1			
15	4	Douglas Ave					angled parking on Honey Lane and parallel parking on Douglas; install area is sand; pour new concrete pad



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**Exhibit E - Pay Station Response Form**

		1 pay station north of 719 Douglas near entrance to First United Methodist Church lot to capture ped flow to Main.	1	parallel parking; install area is dirt/sand; pour new concrete pad
16	7 Douglas Ave			
		1 pay station on north side of park with stage + 1 pay station at the far east end of Virginia	2	parallel parking with no adjacent sidewalk; very narrow with difficult pedestrian access. Park side is grass; pour new concrete pad. East section install site will need to be discussed with City and adjacent property owner.
17	16 Virginia St			
		1 pay station on south side of park with stage	1	parallel parking; pavers/grass, pour new concrete pad adjacent to walkway.
18	7 Main Street			
		1 pay station at 461 Main in front of Sterling Wine + 1 pay station east of Flanagan's at 465 Main facing sidewalk in south side of landscape island.	2	Sterling Wine site as triangle asphalt hashed area next to light pole; sawcut and pour new concrete pad; Flanagan's site has dirt; pour new concrete pad adjacent to walkway. Possible alternative site at east end of block at Highland/Main where ped area juts out.
19	17 Main Street			
20	3 Main Street			
21	7 Main Street	1 pay station west of City Hall for areas 20 + 21	1	parallel parking; pavers/grass, pour new concrete pad adjacent to walkway.
		1 pay station between 533 and 545 Main and 1 pay station west of 527 Main, or at west end of block for ped flow.	2	angled parking; pavers/grass, pour new concrete pads adjacent to walkway.
22	18 Main Street			
		2 pay stations on south side of lot closest to Main for ped flow.	2	angled parking; grass/sand, pour new concrete pads in landscape areas between lot and sidewalk.
23	41 Main Street - Douglas & Trail 365			
			25 Ratio	14.6 spaces per pay station (average)

- General Notes:
- 1 - Installations in landscape islands need to be flush with parking lot level (not with top of curb) and curb front may need to be removed for ADA access.
  - 2 - Installations should be near existing light poles where possible.
  - 3 - Due to narrow sidewalks, pay stations should be placed at the end of blocks or parking rows where possible for increased visibility and ease of pedestrian access.
  - 4 - All pay stations will require a new concrete pad with base anchor due to decorative pavers and landscaped areas between walkways and curbs.
  - 5 - Pay stations should be at least 18" from curb and facing walkway, where possible.