



**CITY OF DANIA BEACH
COMMUNITY DEVELOPMENT DEPARTMENT
STAFF REPORT**

DATE: May 10, 2016
TO: Robert Baldwin, City Manager
FROM: Marc LaFerrier, AICP, Director
SUBJECT: CD-38-16: Approval of Resolution to Award a Bid and Enter into an Agreement with Passport Parking, Inc.

The Community Development is proposing to improve parking services and reduce the City's costs by providing pay-by-phone and e-ticketing for parking at the beach.

The Community Development Department prepared and issued a Request for Letters of Interest (RLI) for a Mobile Pay Platform and Parking Citation Management on November 17, 2015. The Mobile Pay Platform services would permit the beach patrons to pay the parking meters by phone and mobile app. The Parking Citation Management will also allow the City to improve parking ticket management and administrative efficiencies.

On November 20, 2015, advertisement for bid was placed in the local newspaper and six applicants responded, as follows:

Cale America, Inc.
Complus Data Innovations, Inc.
EYSA USA, LLC
Municipal Citation Solution, LLC
Passport Parking, Inc.
T2 Systems

On January 27, 2016, the review committee met and reviewed the data and information submitted by the applicants. It is recommended by the committee to award the bid to Passport Parking, Inc. This vendor was determined to be the most suitable for the City parking needs at a cost lower than the City is currently paying to the County.

The committee "short listed" the respondents and received presentations from the top two (2) companies: Passport Parking, Inc. and Municipal Citation Solution, LLC. The criteria used for ranking Passport Parking, Inc. and Municipal Citation Solution, LLC are:

- Background and Experience
- References
- Proposed Price or Cost Terms
- Outstanding and Pending Lawsuits
- Demonstration and Capabilities
- Integration with City Procedures and Equipment

Passport Parking, Inc. was ranked as the most qualified and lowest cost bidder of the short-listed vendors.

If approved as the City's ticket management and mobile payment vendor, Passport will provide additional services to the City and to the parking patrons, such as:

- A mobile pay platform that will allow the beach patrons to pay the parking meters by phone and mobile app.
- A parking citation management system that will allow the City to improve the management of parking tickets (reports, monitoring and notices) and will implement the use of electronic ticketing instead of handwritten tickets.
- Increased efficiency of services will also increase revenues. Furthermore, the processing fees are less than the City is currently paying for by using the County Clerk.
- Violators will have additional options to pay parking tickets i.e. online and mobile app.
- Administrative time/costs will be reduced by 0.50 FTE (full-time city employee).
- Estimated annual savings of processing a ticket with the vendor compared to the County Clerk is \$50k.

The City currently uses the County Clerk to process, collect and adjudicate tickets. With e-ticketing the vendor will process and collect the tickets; the County Clerk will be replaced by a City Magistrate to hear and adjudicate the tickets. Passport Parking, Inc. price for Parking Citation Management services will be \$3.00 for each ticket once collection is made or 50% of late collections. Passport Parking, Inc. price for Mobile pay platform is free to the City. A \$0.20 convenience fee would be charged to the patron at the time of mobile meter payment.

Funding for completion of this service are available and appropriated from the Parking Fund Contingency Account as follows:

404-45-02-545-34-20 Contingency	(\$35,800.00)
Citation Processing	
404-45-02-545-34-10 Contractual Services (Citation Process Fees)	\$15,000.00
404-45-02-545-34-10 Contractual Services (Special Magistrate)	\$ 1,500.00
404-45-02-545-52-20 Operating Supplies (Printers, Tablets, Phones)	\$ 7,000.00
404-45-02-545-41-10 Communication Services (Data Plans)	\$ 800.00
Passport (Pay by Phone/App)	
404-45-02-545-34-10 Contractual Services (Passport Process Fees)	\$ 1,500.00
404-45-02-545-34-20 Contractual Services (Merchant Process Fees)	\$10,000.00

Recommendation

Staff recommends approval of the Resolution to award the bid to Passport Parking Inc. and provide for the City Manager to execute the agreement.