CITY OF REDONDO BEACH PARKING METER APPLICATION RFP

Discussion and possible action regarding the adoption of a parking mobile application system in the City of Redondo Beach.

Background

Positive year for parking programs:

- Transitioned 77 parking locations for dining parkettes in the Riviera Village and signage for additional Sunday Farmer's Market spaces
- Completed installation of 544 smart meters spaces in August 2020 following RfP process
- Parking revenues sustained due to smart meters and high volume
- Proposals created for parking improvements in remainder of City and WED Area to be considered by Council in Proposed FY2021-22 budget
- Preparing detailed Budget Response Report to outline paid parking status
- Mobile parking app recommendation to council for consideration

Background

Mobile Parking Application RfP

- City Council requested staff conduct RFP for mobile parking application
- Staff researched operational, technical, financial and enforcement concerns addressed during process and issued RfP in Dec 2020
- Selection Committee reviewed all materials, met with vendors and gathered additional input from subject matter experts as needed

Request for Proposals (RfP) – Input

Internal

Parking Enforcement
Parking Meter Technician
Information Technology
Finance
WED Director
City Management
Police Department
Community Development
Public Works - Engineering
City Treasurer's Office

External

Parking meter vendors
South Bay cities
Riviera BID
Walker Parking Consultants
DataTicket
Bank of America

Objectives Addressed in RFP

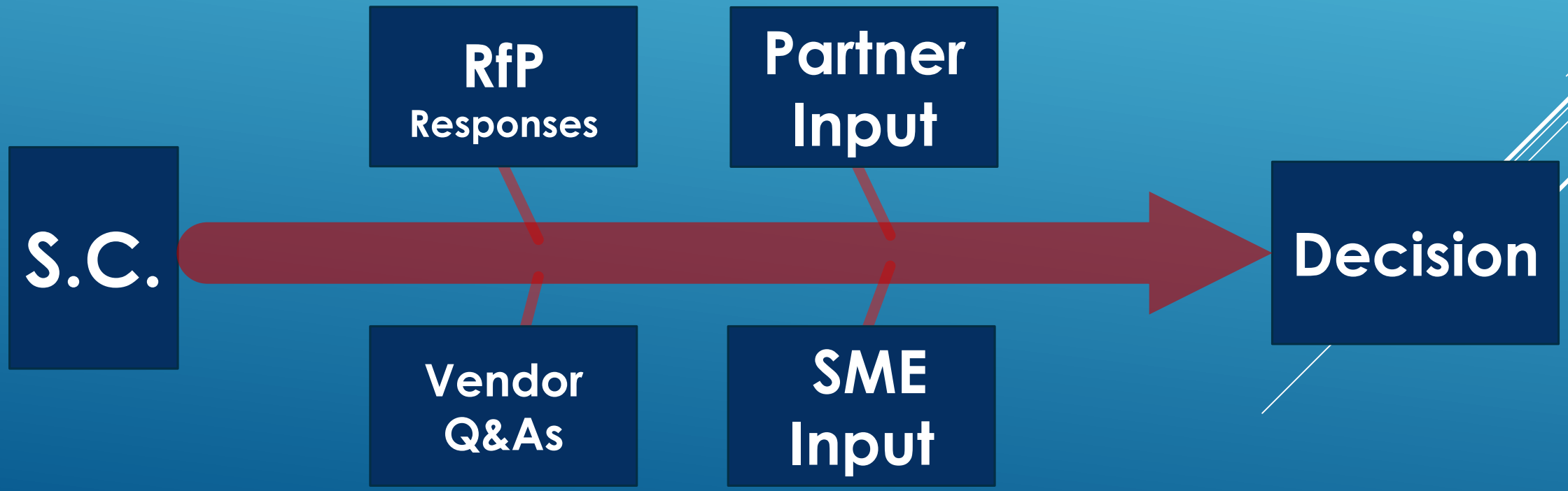
- Expand consistent, scalable, contactless payment parking options at a low cost to end user
- Zero direct cost to City and minimal staff resource
- Provide a simple onboarding process to aid adoption rates
- Multiple simplified and efficient payment methods (app, website, QR codes, IVR phone…)
- Responsive customer support service for customer and staff
- Integration with parking, enforcement and banking systems
- Potentially reduce future parking hardware and maintenance costs
- Payment Card Industry Data Security Standard Requirements (PCI DSS) compliant and mitigates payment systems fraud including tampering with QR codes

Selection Committee

- Police Department Admin. Analyst (Chair)
- Waterfront and Economic Development Director
- Parking Meter Technician
- Police Department Lieutenant and Sergeant
- Parking Enforcement Representative
- Information Technology Representative

Selection Committee Review Process

- Selection Committee meetings and vendor presentations
- Approved selection criteria, weighting and scored the 5 proposals
- Unanimously selected one vendor, ParkMobile, to recommend to Council



Recommendation and Next Steps

Options

1. Status Quo
2. Approve ParkMobile agreement
3. Provide alternative direction to staff

Staff recommendation: Approve ParkMobile agreement and direct staff to implement program before summer 2021