BLUE FOLDER ITEM

Blue folder items are additional back up material to administrative reports and/or public comments received after the printing and distribution of the agenda packet for receive and file.

CITY COUNCIL MEETING
May 4, 2021

N.4   DISCUSSION AND POSSIBLE ACTION REGARDING THE ADOPTION OF A MOBILE PARKING PAYMENT SYSTEM IN THE CITY OF REDONDO BEACH APPROVE AGREEMENT WITH PARKMOBILE, LLC FOR MOBILE PARKING PAYMENT SERVICES AT NO COST TO THE CITY FOR THE TERM MAY 4, 2021 TO MAY 3 2023 WITH AN OPTION TO EXTEND FOR THREE ADDITIONAL YEARS

CONTACT: Keith Kauffman, Chief of Police and Stephen Proud Director of Waterfront and Economic Development

1. RfP Response - PayByPhone
2. Letter - Patrick O. Elkin, GGE Management/King Harbor Marina
3. Letter – Jeff Ginsburg, President, Riviera Village Association
4. Public Comment and Photos- Whitney Taylor
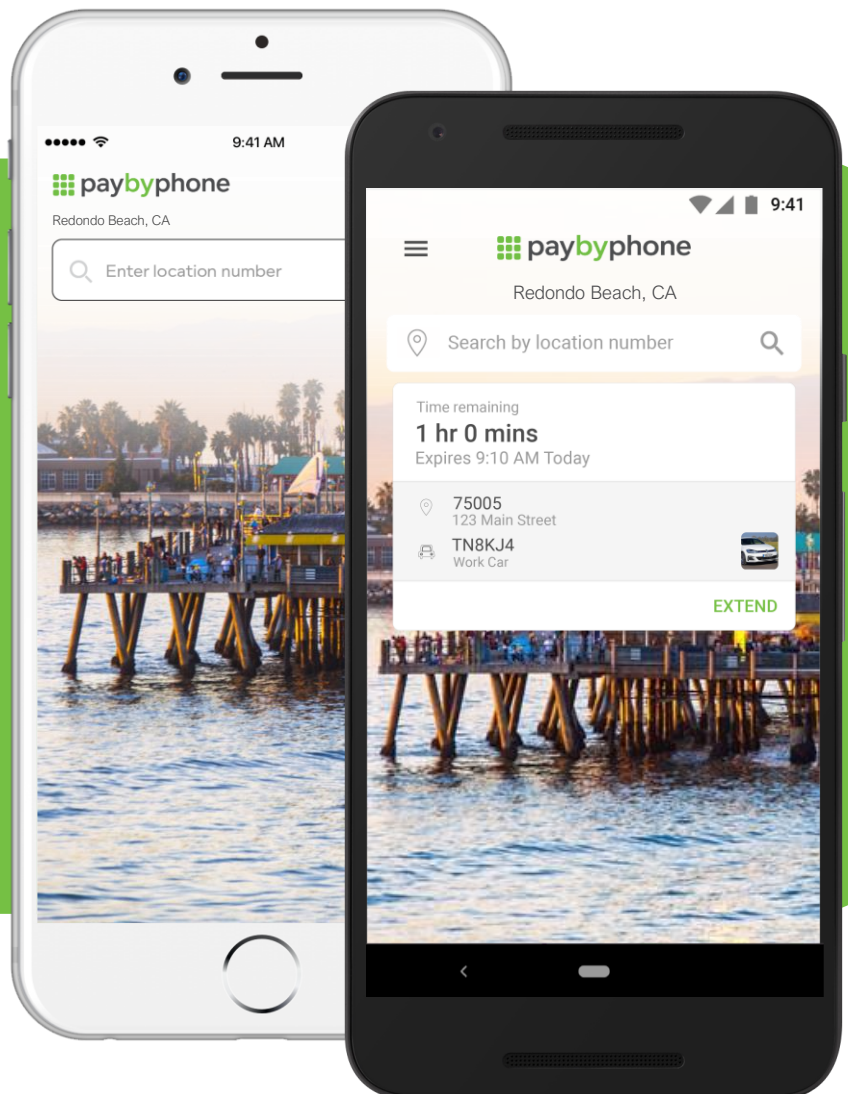
paybyphone

A Better Parking Experience.

Mobile Parking Payment Systems – City of Redondo Beach, CA

RFP#2021-004

December 15, 2020

Sonny Samra, Sales Director – Pacific Southwest

PayByPhone Technologies Inc.
403 – 1168 Hamilton Street, Vancouver, B.C., Canada, V6B 2S2
Telephone: 604.782.9114
Email: ssamra@paybyphone.com

COPY

December 15, 2020

Robert Norman, Purchasing Analyst
City of Redondo Beach – Purchasing
415 Diamond Street, Door 1
Redondo Beach, CA, 90277

RE: Mobile Parking Payment Systems RFP#2021-004

Dear Mr. Norman:

PayByPhone looks forward to partnering with the City of Redondo Beach (City) to deliver a world-renowned mobile parking payment system that makes for a better parking experience.

Founded in 2001, PayByPhone is the largest and most successful mobile payments company in the parking industry worldwide. With 35 million registered users in hundreds of cities, and a subsidiary of a $230 billion auto manufacturer, we are committed to investing in parking innovation, mobility, and exceptional service.

By partnering with PayByPhone and launching the service in Spring 2021, the City will achieve its future parking revenue objectives and growth goals, while helping to alleviate the projected $2.5 million loss in this fiscal year and approximately $8 million the next year due to the impacts of the pandemic (www.redondo.org/depts/financial/).

PayByPhone is active in many California locations, and adheres to all required standards for data security and privacy, and data rights. Most recently, we partnered with the City of San Mateo, integrating with IPS Smart Meters and Data Ticket for enforcement. Our team worked closely with the various departments for a smooth, coordinated launch. And the City can expect the same cohesive approach for its 45-day launch from contract signing. Additionally, our Marketing team will partner with the City and engage with merchants and local businesses to ensure the highest adoption and utilization rates are achieved, especially with transient drivers and visitors.

Our service turns high volumes of digital payments into increased revenues for cities, with the best offering on the market measured by the highest levels of digital payments and adoption rates in the industry. We work closely with Apple and Google so that our product leverages their latest features. And our service is designed to integrate easily and efficiently with all common hardware (POM, IPS, MacKay, T2, etc.) and software vendors.

Why select PayByPhone?

- We focus on customer service first.
- Highest utilization rates in the industry through our marketing campaigns.
- 24x7x365 live agent support service (free) for mobile application users.
- Constantly innovating – continuing a history of delivering the highest value.
- Financial stability – our financial resources for investment and growth.

Our proposal confirms acceptance of the Project Service Agreement, and is valid for 180 days from the RFP submittal deadline. We look forward to further discussion in the RFP process and to developing a strong business relationship with the City. If you have any questions, please do not hesitate to contact us.
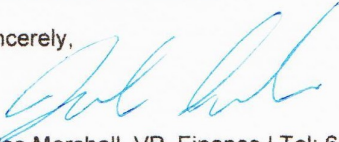
PayByPhone acknowledges the issuance of Addendum 1, distributed on December 3, 2020.

As required by **Section VIII. Proposal Format Requirements**, # 11, PayByPhone would like to indicate exceptions to the following terms and conditions contained within the RFP:

- **Section III. Scope of Required Services**, page 4, fourth bullet: "No data can be used, sourced, or solicited by/from the vendor for any reason unless with the City's prior written authorization. At contract termination, vendor shall delete and/or return all customer data to the City so that it cannot be sold or used after the contract expires."

- **Section III. Scope of Required Services**, page 4, #4, item g): "No customer information may be shared with or sold to any entity and must be returned to City, with all other copies destroyed at the conclusion of the contract."

A detailed explanation of these exceptions can be found in our response to #11 in **Section VIII. Proposal Format Requirements**.

Sincerely,

Jules Marshall, VP, Finance | Tel: 604.642.4286 | sales@paybyphone.com

Table of Contents

Confidentiality Statement

The information contained in this document is confidential, privileged, and only for the information of the intended recipient and may not be used, published, or redistributed without the prior written consent of PayByPhone.

1. Proposal Format Requirements (RFP Section VIII)

1. *Cover letter - The cover letter must include: Contractor's name, address, phone number, and contact person; acknowledgment of all addenda; a statement that the proposal is valid for 180 days after the RFP submittal deadline; confirmation of the Contractor's ability to provide the necessary materials, equipment, software and services to meet the requirements of this RFP; acceptance of the terms and conditions in the Project Services Agreement with any noted exceptions; and the signature of an individual with the authority to negotiate on behalf of, and to contractually bind, the Contractor;*

Our cover letter with the required information has been included above.

2. *Contractor's qualifications and experience – Describe a brief history of the firm's qualifications, including a description of relevant projects/contracts which illustrate the firm's experience;*

PayByPhone Technologies is a global leader in mobility payment solutions, having moved the needle in this space long before anyone else did. We were founded in Vancouver, BC, in 2001 with the sole purpose of creating a frictionless, enjoyable parking experience for drivers and all who work in the parking industry – using mobile and web technologies to do this. We are now a global company and a subsidiary of Volkswagen Financial Services, AG, a $230 billion global automaker (Audi, Porsche, Bentley, Lamborghini, Bugatti, VW) committed to investing in parking innovation, mobility, and exceptional service.
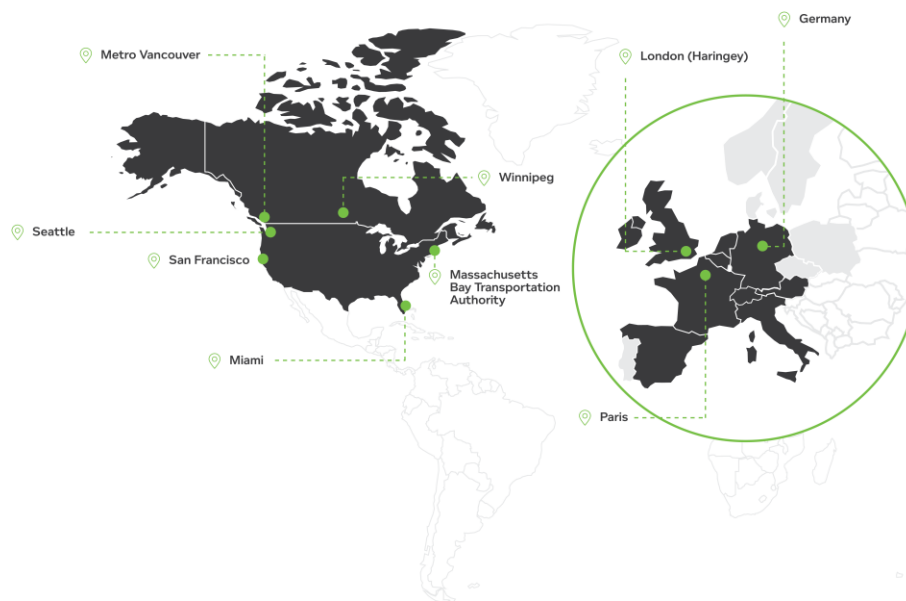
Nearly two decades on, we continue to reach milestones.

- 35 million registered users (and counting) in hundreds of cities – Vancouver, Seattle, San Francisco, Miami, London, Paris, and more – and 1,000+ locations
- Operating in 14 countries; 500+ clients worldwide
- 120+ million in yearly transactions

- US$500+ million payments processed
- Unique features such as self-serve rates engine, dynamic white label, guest accounts, free 24x7x365 customer support

When you partner with us, you will be implementing an unrivalled product that offers not just an unmatched user-friendly experience, but also a significant cost savings to your parking operations.

The PayByPhone app, compatible with iOS (including Apple Watch), Android, and BlackBerry mobile devices, is very simple to use and very dynamic in what it delivers. Our well-known, top-rated app shows how simplicity and convenience streamline the parking payment process for the driver and increase the City's revenues significantly.

Implementing the PayByPhone app means the City will always have the latest and greatest features and capabilities that come from partnering with other clients from around the world to innovate parking. Additionally, our partnership with tech titans Apple, Google, and Amazon allows us to constantly scale and improve our solution.

Clients who implement our solution know they're on track for adoption success. Our adoption success model is a unique program tailored to each client's needs and strengthens the adoption of PayByPhone in their region. In the City's case, we'll analyze drivers in your region, identify key marketing channels to reach them, and collaborate with local officials to meet your unique needs. This will set you on course for a successful adoption of the new mobile parking payment system. As a leading provider of mobility payment solutions, we are well skilled in maximizing visibility and creating the right level of noise to attract attention to our brand. We go beyond just putting a sticker on the meter to tell the story. With an in-house team of very talented marketing professionals, we are laser-focused on our marketing approach to bring you quickly into the mainstream of mobility payment usage thereby maximizing adoption rates.

3. *Customer references and performance – In accordance with item #2 in Section VII – MINIMUM QUALIFICATIONS, Contractor must provide references and contact information of at least five (5) customers for which the Contractor has provided similar equipment, software, and services within the last five (5) years. Of the references provided, at least three (3) must be municipal governments or other government entities, preferably operating in California, and at least one (1) must involve a current, on-going contract. Contractor must provide a list of all contracts/agreements that were terminated for convenience or default within the past five (5) years and a list of any litigation that now affects or may affect the future use, functionality, or provision of the proposed equipment, software, and services;*

City of San Francisco

City of San Francisco, CA

28,000 Spaces

Steven Lee, Senior Manager
Telephone: 415.701.4592
Email: steven.lee@sfmta.com

PayByPhone launched its service in the City of San Francisco in 2008 and was re-awarded the contract in 2014. Initially, drivers were charged a fee for using the app; however, this fee has since been absorbed by the San Francisco Metropolitan Transportation Authority (SFMTA).

The SFMTA is unique in that it manages the largest single-space smart-meter installation in the US using 24,500 single-space IPS meters. We worked with the SFMTA and IPS to "light-up" the meters when drivers use our app to park. This collaborative approach enables the SFMTA's enforcement partner, Xerox, to utilize visual enforcement methods on the meters.

City of San Mateo

City of San Mateo, CA

2,800 Spaces

Sue-Ellen Atkinson, ACIP, Principal Transportation Planner

Telephone: 650.522.7288
Email: seatkinson@cityofsanmateo.org

The City of San Mateo initially launched the PayByPhone service in 2017 and offered the solution to 400 off-street spaces. In 2020, the City expanded its partnership with PayByPhone by offering our solution to all (3,000) City parking spaces, both on- and off-street.

The new implementation expansion allows for the City to access a fully integrated payment system for its parking program as the PayByPhone solution integrates with the IPS Smart Meters management system.

Deployment highlights:

- Mobile payment via apps, web, and IVR.
- Integration with IPS Smart Meters management system for consolidated reporting.
- Integration with Data Ticket for parking enforcement.

City of Seattle

City of Seattle, WA

12,000 Spaces

Mary Catherine Snyder, Parking Strategic Advisor
Telephone: 206.733.9583
Email: marycatherine.snyder@seattle.gov

The City of Seattle launched the PayByPhone app in 2013 to service 12,000 spaces. PayByPhone provides mobile parking payment service for on-street parking administered by the Seattle Department of Transportation (SDOT). Our integration with the meter vendor's back-office parking management system enables SDOT to view all PayByPhone transactions and meter transactions within one central reporting tool.

Following implementation of our solution, the City's adoption levels increased from 18 percent in 2017 to 25 percent in 2018. Current adoption levels are at 46 percent. Our service is integrated with gtechna to facilitate enforcement using Samsung smartphones and Panasonic touchpads. The transaction fee is absorbed by SDOT. This, coupled with an extensive SDOT marketing campaign, has significantly increased driver adoption and program success in Seattle.

Deployment highlights:

- Mobile payment via apps, web, and IVR.
- Integration with IPS meters for consolidated reporting.
- Integration with gtechna for parking enforcement.

San Diego State University

San Diego State University, CA

10,000 Spaces

Debbie Richeson, Director, Parking and Transportation Services
Telephone: 619.594.0985
Email: richeson@sdsu.edu

PayByPhone has been servicing San Diego State University's 10,000 campus spaces since April 2017. The current mobile payment adoption rate is at 60 percent since the app's implementation, and has led to a reduction in their 14 pay stations down to 4, reducing the need to print permits but also decreased infrastructure costs due to reduced pay station maintenance. The university has seen a 167% YOY increase in transactions from 2018 to 2019.

"I thought it would be a great solution for all the people who come to our campus to have an alternative to standing in line to use the pay station. (In addition to this) PayByPhone has allowed us to supplement the parking solutions on campus and have fewer infrastructure costs because we have less pay stations." – Debbie Richeson

City of Miami

City of Miami, FL

9,000 Spaces

Alejandra Argudin, Chief Executive Officer
Telephone: 305.373.6789 ext. 249
Email: aargudin@miamiparking.com

We provide a complete mobile payments and payment verification tool for on- and off-street parking in the City of Miami. Enforcement is through Miami Dade County using CivicSmart and Duncan systems hardware.

Since 2017, adoption levels in the City have increased from 69 percent to 93 percent. PayByPhone has been working with the Miami Parking Authority (MPA) to incentivize parking rates for residents. Using our app and not the meter to pay, residents receive a 20 percent discount on their parking.

Miami became the first US city to absorb convenience fees, which resulted in even higher adoption rates. The high adoption rates led to a 58 percent decrease in infrastructure costs (USD$1.8 million). The prolific success of PayByPhone's model allowed the City to reduce its on-street space meters by 99 percent and multi-space meters by 50 percent. Following a successful marketing campaign geared at Spanish-speaking residents, the monthly total of PayByPhone drivers in that demographic group jumped from 30,000 in January 2018 to 55,000 in December 2018.

Deployment highlights:

- 20 percent parking discount for Miami residents.
- Multilingual support, including Spanish.
- Integration with CivicSmart handheld enforcement system.

93%	99%	50%
adoption rate in Miami	reduction in on-street single space meters	reduction in multi-space machines
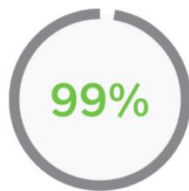
The following is a list of clients whose contracts with PayByPhone were terminated within the past three years and the reason for that termination. Note that PayByPhone has more than 500 clients around the world using our services.

Client	Contact	Date of Contract Termination	Reason for Contract Termination
The University of Arizona, Tucson, AZ, 85721	Jim Sayre, Executive Director Telephone: 520.621.3257 Email: jimsayre@email.arizona.edu	August 19, 2019	PayByPhone's validation product did not meet the client's needs.
University of Illinois (Urbana-Champaign), Office of University Relations, 108 Henry Administration Building, 506 S. Wright Street, MC-370 Urbana, IL, 61801	Martin Paulins, Director Telephone: 217.333.3530 Email: paulins@illinois.edu	July 16, 2018	PayByPhone was unwilling to support the wallet feature.
City of Ann Arbor, Larcom City Hall, 301 E. Huron St., Ann Arbor, MI, 48104	Jada Hahlbrock, Manager of Parking Services Telephone: 734.567.8025 Email: jhahlbrock@a2dda.org	January 15, 2019	The client elected to engage with another vendor that fully developed a white label app to support its needs.
Ville de Magog, 7, rue Principale Est, Magog, PQ, J1X 1Y4	Mélissa Charbonneau, Coordinatrice, Division Urbanisme Telephone: 819.843.3333 Email: m.charbonneau@ville.magog.qc.ca	December 16, 2019	The client transitioned to a single app that unified all City requirements.

Neither PayByPhone Technologies Inc. nor its predecessors have been party to any litigation associated with project performance or professional liability during the past 10 years. No safety problems have been encountered in projects designed or inspected by PayByPhone or its predecessors.

4. *Personnel qualifications and experience – Contractor must provide the names and resumes of all members of the project team and the name and contact information of the person that will be the primary point of contact for this project;*

PayByPhone has a team of dedicated and experienced personnel who will help drive forward a successful implementation of this project, should it be awarded to us. The primary point of contact for this project will be **Sonny Samra** and the designated project administrator will by **Cindy Chau**. Our Implementation, Project Management, Client Success, and Marketing teams will work with the City to execute on the required deliverables for the proposed work. The following organizational chart illustrates the proposed personnel who will be involved in the performance of this potential contract.

Andy Gruber
President & CEO

Roamy Valera
CEO, USA and Canada

Joanna Miller
Chief Product Officer

Yuru Wang
Chief Technology Officer

Carmen Donnell
VP, Sales - West

Jessica Britton
Director, Marketing
North America

Cindy Chau
Director, Key Accounts
& Client Success

Bill Sparrow
Customer Service
Manager

Sonny Samra
Sales Director - Pacific South-
west

Thomas Nguyen
Marketing Manager

Sonny Samra, Sales Director – Pacific Southwest

Sonny joined PayByPhone with a strong background in information technology and services where he worked as director of growth for a software as a service (SaaS) financial technology company. Against this backdrop and with his enthusiasm for innovation, experience in global sales, growth and strategy roles, Sonny brings to bear his passion for technology enablement in his current role. Sonny holds an MBA from Simon Fraser University Beedie School of Business, BC, and a BSc. degree from the University of Victoria, BC. Sonny will be servicing the account on an ongoing basis.

Cindy Chau, Director, Client Success and Key Accounts

Cindy is a long-standing PayByPhone employee, having joined the organization in 2012. She is the active liaison between PayByPhone and clients who use our mobility parking payment services. Cindy applies hands-on daily management to project activities. She identifies risks and mitigation strategies, facilitates communications, monitors activities, provides issue resolutions, and improves efficiencies wherever possible. Cindy is responsible for managing existing key client relationships, addressing their questions and technical requests, and works closely with clients to increase PayByPhone adoption. As a client project manager, she also leads the onboarding process for new clients who roll out the PayByPhone service to their customers. Cindy will be servicing the account on an ongoing basis.

Carmen Donnell, CAPP, Vice President, Sales, West

Carmen brings more than a decade of parking, transportation, and mobility industry experience alongside a keen interest in relationship management. Carmen is a respected sales leader and an active participant in many industry organizations. As such, Carmen prides herself in viewing parking solutions from the client's perspective. She has the knowledge and background to customize operations to serve any need. As VP, Sales, West, Carmen is responsible for functional aspects and members of the sales team in the central and western US, and Canada. Working closely alongside the CEO, the VP, Sales, East, and other operative departments at PayByPhone, Carmen's top focus is to deliver results that are aligned with PayByPhone's overall growth strategy. Carmen will be hands-on during project launch.

Jessica Britton, Director, Marketing North America

Jessica Britton is an accomplished marketing, communications, and business development executive with many years' experience in her field. She is passionate about enterprise growth and bringing product value to users and clients. As PayByPhone's North American marketing director, Jessica develops and maintains the overall North American marketing strategy to increase adoption, usage, and reactivation of users on a large scale. Jessica is accredited with creating a business-to-business marketing presence for PayByPhone from ground zero quickly, thereby earning her a directorship role. Challenging the status quo and forging long-term relationships with key partners, clients, prospects, and departments, Jessica strives to go above and beyond to add value and growth to the parking and mobility industry. Jessica will be hands-on during project launch.

Roamy Valera, CAPP, CEO, Canada and U.S.

Roamy is PayByPhone's CEO, U.S. and Canada. He is an internationally respected leader with more than 30 years' parking industry experience. Roamy oversees PayByPhone's day-to-day operations for the U.S. and Canada, and leads the development and execution of the company's growth strategy throughout North America. He also works closely with PayByPhone's global executive team to develop and implement corporate and global strategy. Roamy is also known throughout the industry as a parking and mobility visionary and thought leader. As the current past chair of the International Parking and Mobility's board of directors, he has been instrumental in the industry's evolving focus on Mobility as a Service (MaaS), and he brings to PayByPhone this expertise and a commitment to reducing the friction and removing the pain associated with parking and mobility. Prior to joining PayByPhone, Roamy served as CEO of NewTown Advisors, a parking and mobility consulting firm. Before founding NewTown Advisors, he served as a senior level executive with SP+, where he was responsible for the municipal, higher education, and healthcare vertical markets. He also has extensive parking operations and management experience in both the private and public sectors. Roamy will be on hand in an advisory capacity throughout the project's term.

Yuru Wang, Chief Technology Officer

Yuru brings with him over two decades of experience in software development. He holds a master's degree in computer science from the University of Saskatchewan, SK. Yuru has a proven track record in building and scaling successful technology teams while navigating through fast organizational growth. In addition to leading the software development strategy for PayByPhone, Yuru is responsible for overseeing the expansion of the technology and information teams. Yuru will be on hand in an advisory capacity throughout the project's term.
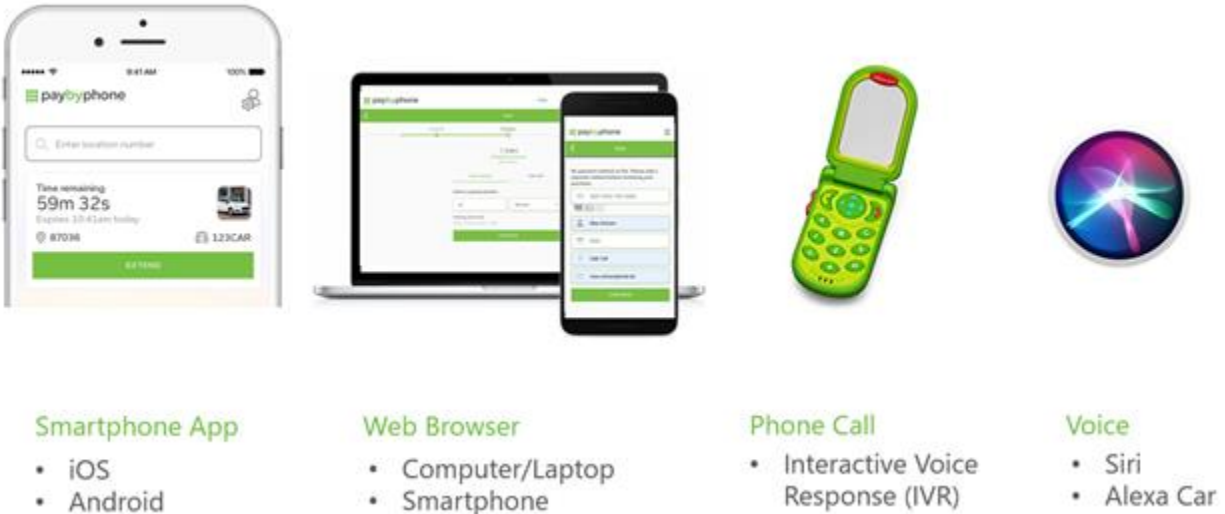
Please see **Appendix A** for full project team resumes.

5. *Proposed equipment, software, and services – Contractor shall describe proposed equipment, software, and services, as specified in this RFP;*

PayByPhone is a software as a service (SaaS) solution that requires no equipment to deploy beyond a modern browser accessible from a mobile platform such as an iPhone or Android, and the PayByPhone website. Our app is designed with simplicity in mind so that drivers can find parking and pay for it, quickly. This can be done in one of four ways:

Smartphone App
- iOS
- Android

Web Browser
- Computer/Laptop
- Smartphone

Phone Call
- Interactive Voice Response (IVR)

Voice
- Siri
- Alexa Car

- **App** – Our smartphone mobile app is available for download on both the Apple App Store and the Google Play Store. The app works with iOS 11.0 (or higher), Android 5.0 (or higher), Windows, and BlackBerry.
- **Website** – For the website option, drivers can park and pay quickly without registering for an account or needing to download the app.
- **Phone** – No smartphone, no problem. Our interactive voice response (IVR) system enables drivers to pay for parking even with a simple flip phone.
- **Voice** – Contactless, frictionless, and 100 percent hands-free. Drivers can park with the PayByPhone app using Siri and Amazon Echo Auto through Alexa.

Once downloaded, PayByPhone works as follows and doesn't require pre-registration to park:
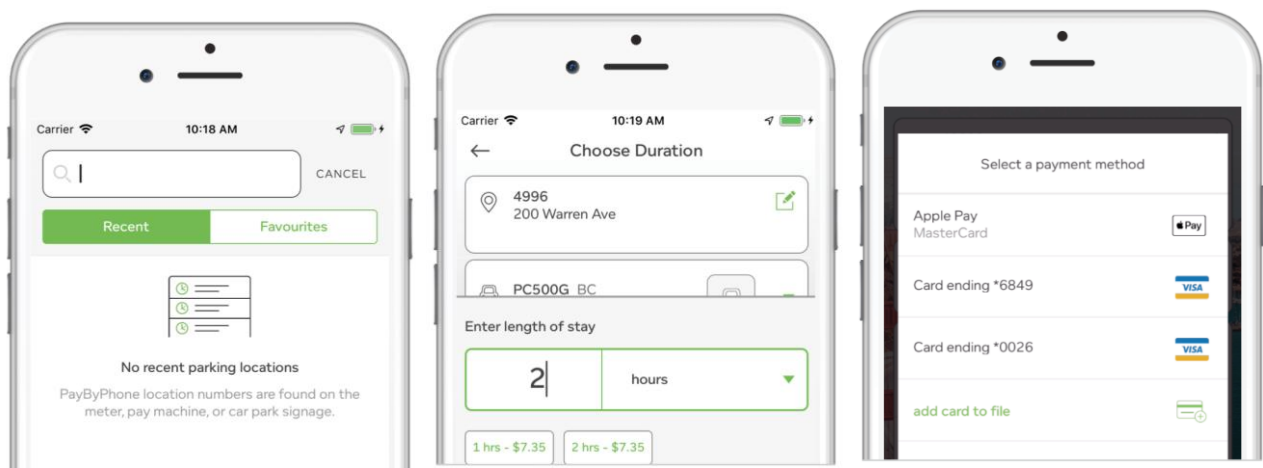
1. Enter your **location #**   2. Enter **parking duration**   3. Choose your **payment method**

Beneath the simplicity lies a plethora of unique features that underscore PayByPhone's versatility as an internationally successful brand in the mobility as a service (MaaS) market. We've highlighted a few of these features in our discussion around qualifications and experience. For a more granular analysis of our software and services, we've responded to each requirement listed in **Section III. Scope of Required Services** further in our proposal. These responses offer a deeper understanding of our product offerings, from the front-end app for drivers to the back-end software for clients.

6. *Project schedule and timeline; Provide a timeline for completion and implementation of the Scope of Required Services;*

PayByPhone has many years' experience successfully implementing mobile parking payment solutions for cities around the world. Our implementation process typically takes between six and seven weeks, depending on City staff availability, and encompasses five key steps: project management; configuration; marketing; training; and testing.

1. **Project Management** – The City will have a dedicated project manager who will assign and oversee tasks as well as ensure the project follows the prescribed timelines.
2. **Configuration** – Our implementation team will review and confirm the City's rates, integrations, and merchant account details .
3. **Marketing** – Our marketing team will helm various campaign plans and launch packages specific to the City's needs –from street teams to signage.
4. **Training** – Training is one of the most important steps to a successful implementation and is provided in tandem with the other four steps. This key step taps into the buzz created for launch and provides an all-hands-in approach for those critical to the launch of the project.
5. **Testing** – During this final step, our team will ensure rates are accurate, integrations are running, and all card types are being processed through the merchant account.

The following implementation plan provides an overview of the proposed scope of work, and our **Tentative Project Schedule** in **Appendix B** provides an example of key milestones the project will meet during each of its implementation phases.

PayByPhone Project Overview (Approx. 45 days)	City	PayByPhone
Weeks 1 – 2		
Project Management – Introductions, Assign Tasks		
Assign project/implementation managers		X
Kick-off call is scheduled – review details and go-live date	X	X
Identify Integrations, if applicable		X
City fills out rate workbook, including the location info needed to create and set up each location	X	
City to send the merchant account information and account setup sheet	X	
City to provide logo for signage/stickers	X	
City to provide pay station or meter measurements for decals, if applicable	X	
Weeks 3 – 5		
Configuration – Rates, Integrations, Merchant Account		

PayByPhone Project Overview (Approx. 45 days)	City	PayByPhone
Analyze the workbook data and assign location numbers		X
Reach out to any third-party company where integrations are needed	X	X
Set up merchant account interface - testing of merchant account; City must confirm deposits	X	X
Confirm and order all signage work, including sizing and count		X
Marketing		
Discuss marketing campaign: website; social channels; handouts	X	X
Weeks 4 – 7		
Training and Testing		
Set up and conduct training with City	X	X
Testing location setup and rates	X	X
Testing integrations	X	X
Final testing	X	X
Schedule go-live	X	X

7. *Examples of software functionality and reporting capabilities;*

PayByPhone provides secure, administrative password access to its PayByPhone Portal system that enables City personnel to review transaction revenue, reporting, revenue reconciliation, and account management. Our self-serve PayByPhone Portal houses our app's rates engine, offers a variety of reports, and displays a real-time operations dashboard. This data analytics platform, which supports multiple levels of access, enables the City to track (from an audit perspective) every transaction PayByPhone processes. It will allow you to create or amend accounts, add or remove locations (on/off street), and search for any active or historic transaction by vehicle registration number (full or partial), mobile number, email address, and/or last name. Reports can be sent on a regular cadence to specific email addresses. All reports can be exported to CSV, Excel, or PDF formats.

Some of the reports that can be generated through the PayByPhone Portal are:

- Daily deposits
- Processing and usage charges
- Refunds by account
- Parking credits
- Revenue by region/location
- Revenue by region/location/stall
- Individual transaction reports
- Rejected and declined cards

The following are sample reports:

Payment Category	Payment Method	Payment Date	Transaction ID	Parking Session ID	Payment Amount Total	Parking Amount	PayByPhone Consumer Fee	Promo Fee	Processing Fee	Member ID	Region Name	PayByPhone Location ID
PAYMENT	APPLEPAY-VISA	2020/10/01 07:11:00	627364451	654342863	6.4	6.15	0.25	0	0	24515512	City of ABC	49250
PAYMENT	VISA	2020/10/01 07:11:00	627364518	654342934	4.75	4.5	0.25	0	0	41892756	City of ABC	49609
PAYMENT	APPLEPAY-AMEX	2020/10/01 07:12:00	627364780	654343165	2.12	1.87	0.25	0	0	42433583	City of ABC	49295

Figure: Deposit Individual Transaction Detail Report.

Results

Payment Category	Payment Method	Payment Date	Transaction ID	Parking Session ID	Payment Amount Total	Parking Amount	PayByPhone Consumer Fee	Promo Fee	Processing Fee	Member ID
REFUND	MASTERCARD	2020/06/25 17:26	598050242	623909875	-16.00	-15.65	-0.35	0.00	0.00	32606863
PAYMENT	VISA	2020/06/27 11:01	598520308	624419152	2.35	2	0.35	0.00	0.00	39431969
PAYMENT	VISA	2020/06/27 13:30	598552582	624443380	4.35	4	0.35	0.00	0.00	35723983

Figure: Refund Summary Report.

Payment Category	Payment Method	Payment Date	Transaction ID	Parking Session ID	Payment Amount Total	Parking Amount	PayByPhone Consumer Fee	Promo Fee	Processing Fee	Member ID	Region Name	PayByPhone Location ID
PAYMENT	APPLEPAY-VISA	2020/10/01 07:11:00	627364451	654342863	6.4	6.15	0.25	0	0	24515512	City of ABC	49250
PAYMENT	VISA	2020/10/01 07:11:00	627364518	654342934	4.75	4.5	0.25	0	0	41892756	City of ABC	49609
PAYMENT	APPLEPAY-AMEX	2020/10/01 07:12:00	627364780	654343165	2.12	1.87	0.25	0	0	42433583	City of ABC	49295

Figure: All Payments Individual Transaction Detail Report.

Payment Date	Payment Method	Payment Count	Refund Count	Payment Total	Parking Fee Total	Consumer Fee Total	Payment Status
2020/10/01	AMEX	8	0	21.68	19.68	2	APPROVED
2020/10/01	ANDROIDPAY-MASTERCARD	4	0	8.94	7.94	1	APPROVED
2020/10/01	APPLEPAY-AMEX	1	0	2.12	1.87	0.25	APPROVED
2020/10/01	APPLEPAY-MASTERCARD	11	0	18.15	15.4	2.75	APPROVED
2020/10/01	APPLEPAY-VISA	39	0	76.02	66.27	9.75	APPROVED
2020/10/01	DISCOVER	2	0	3.05	2.55	0.5	APPROVED
2020/10/01	MASTERCARD	40	0	75.14	65.14	10	APPROVED
2020/10/01	VISA	221	0	500.09	444.84	55.25	APPROVED

Figure: Daily Deposit Summary Report.

Payment Category	Revenue Channel	Payment Date	Payment Status	Payment Total	PayByPhone Location ID	Client Lot ID	Location Name	Region Name
PAYMENT	VISA	2020/10/05	APPROVED	2.8	49229	49229	Main St - 3h max	City of ABC
PAYMENT	ANDROIDPAY-VISA	2020/10/06	DECLINED	2.8	49229	49229	Main St - 3h max	City of ABC
PAYMENT	APPLEPAY-VISA	2020/10/06	APPROVED	1.95	49229	49229	Main St - 3h max	City of ABC
PAYMENT	MASTERCARD	2020/10/06	APPROVED	1.1	49229	49229	Main St - 3h max	City of ABC

Figure: Usage By Location Detail Report.

| Payment Category	Revenue Channel	Payment Date	Payment Status	Payment Count	Payment Total	PayByPhone Location ID	Client Lot ID	Location Name	Region Name
PAYMENT	MASTERCARD	2020/10/05	APPROVED	1	1.1	49229	49229	Main St - 3h max	City of ABC
PAYMENT	VISA	2020/10/05	APPROVED	1	2.8	49229	49229	Main St - 3h max	City of ABC
PAYMENT	ANDROIDPAY-VISA	2020/10/06	DECLINED	1	2.8	49229	49229	Main St - 3h max	City of ABC

Figure: Usage By Location Summary Report.
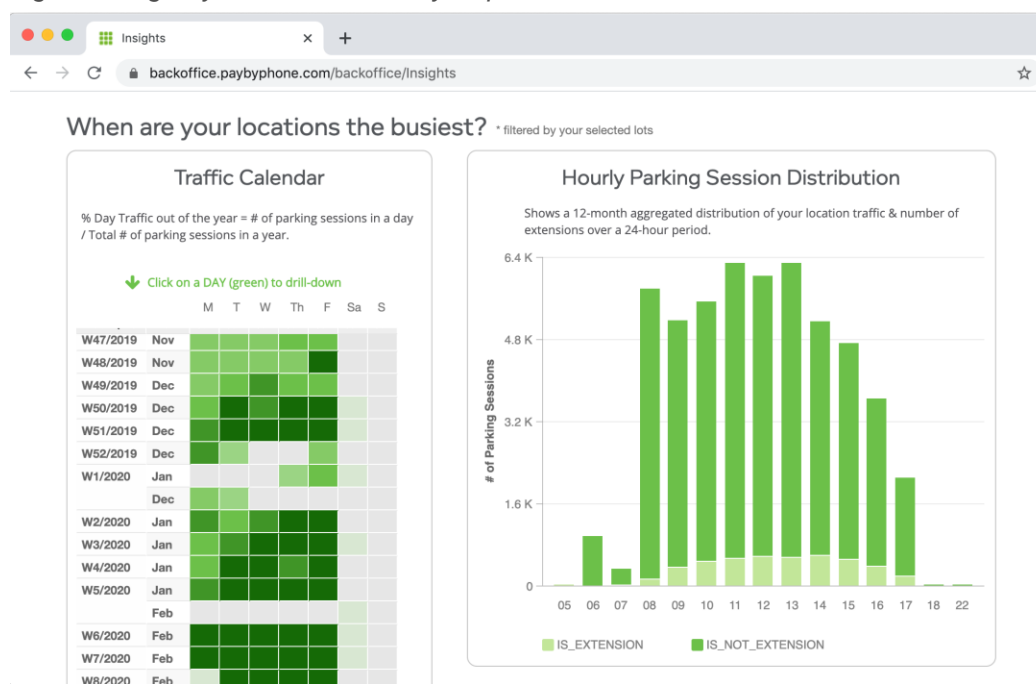
Figure: PayByPhone Portal Operations Management Dashboard Visualizing Data Analytics.

8. *Customer support and training;*

Part of what makes PayByPhone a successful adoption story—and sets us apart from our competitors—is access to our customer support service, available to drivers 24x7x365. This free service (utilizing a local rate telephone number) connects the driver to a live agent who can set them up with a PayByPhone account should they experience any issues doing so themselves. The customer support line (available in English, French, and Spanish) also addresses questions and escalates technical queries.

Training is one of the most important steps to a successful implementation. The City's parking administrative staff and its partners will be trained free of charge during the implementation phase. We use a "train the trainer" model.

Our main training program consists of four key elements:

- **PayByPhone** – who we are, what we do, core processes.
- **Enforcement** – parking location numbers, enforcement protocols.

- **PayByPhone Portal system** – how it works, reporting functions, dashboards.
- **Customer service** – registration, payment, account management.

PayByPhone's instructional training will be planned to accommodate training needs. It will also allow time for question and answer sessions as needed by the City's staff to ensure everyone is comfortable with their understanding of the software and associated integrations.

We'll submit a proposed instruction schedule where the City can adjust and suggest changes to the content and schedule to ensure efficiency and a mutually agreeable planning process.

We'll provide training materials that can be copied and distributed as needed for ongoing training purposes.

PayByPhone will put together a comprehensive training plan related to its cloud-based administrative PayByPhone Portal system and on-street teams (civil enforcement officers) during the service implementation phase. We'll run multiple "train the trainer" sessions as needed.

9. *Cost proposal - In accordance with Section IX - PRICING, Contractor shall provide pricing for all proposed equipment, software, and services as specified in this RFP;*

The following pricing proposal is in accordance with **Section IX. Pricing**.

ITEM	COST	TOTAL
ONE-TIME SETUP FEES		
Signage – PayByPhone will pay for first round at service launch and installation	Included	$0.00
Training, consulting, marketing, 24/7x365 customer support	Included	$0.00
Mobile payment services setup fee	$1,500 Waived	$0.00
Integration with enforcement solution software (Data Ticket)	$500 Waived	$0.00
Initial dynamic white label background	$1,500 Waived	$0.00
*PER TRANSACTION (TXN) CHARGES		
Option A – Convenience & MoR fees All fees charged to driver PayByPhone is MoR No additional processing and merchant fees apply	Tier 1 – $0.40 (first 500,000 txns) Tier 2 – $0.37 (500,001 to 1m txns) Tier 3 – $0.34 (over 1m txns)	$0.40 – $0.34
Option B – Convenience fee only Convenience fee charged to driver The City is MoR City's processing and merchant fees apply	Tier 1 – $0.18 (first 500,000 txns) Tier 2 – $0.15 (500,001 to 1m txns) Tier 3 – $0.12 (over 1m txns)	$0.18 – $0.12
OPTIONAL FEES		
Additional dynamic label background (after initial)	Each	$1,500
Driver profiles (Rights and Rates)	Each profile	$500 setup and $100/month

*Tiered pricing based on cumulative transactions throughout the duration of agreement with PayByPhone.

10. *Additional information - Any supplemental information regarding the proposed equipment, software, and services that the Contractor believes is pertinent or helpful to the City in understanding and evaluation of the proposal; and*

PayByPhone takes its responsibility as the most used and loved mobility parking payment app in the world seriously. We are dedicated to offering drivers a host of features that facilitate a contactless, frictionless, and enjoyable parking experience. We know that by implementing our solution, the City will always have the latest and greatest features and capabilities that come from partnering with clients from around the world to innovate parking.

- **Dynamic white label** – Dynamic white labeling changes the way drivers see the City's parking landscape. This add-on service allows the City to customize the home screen real
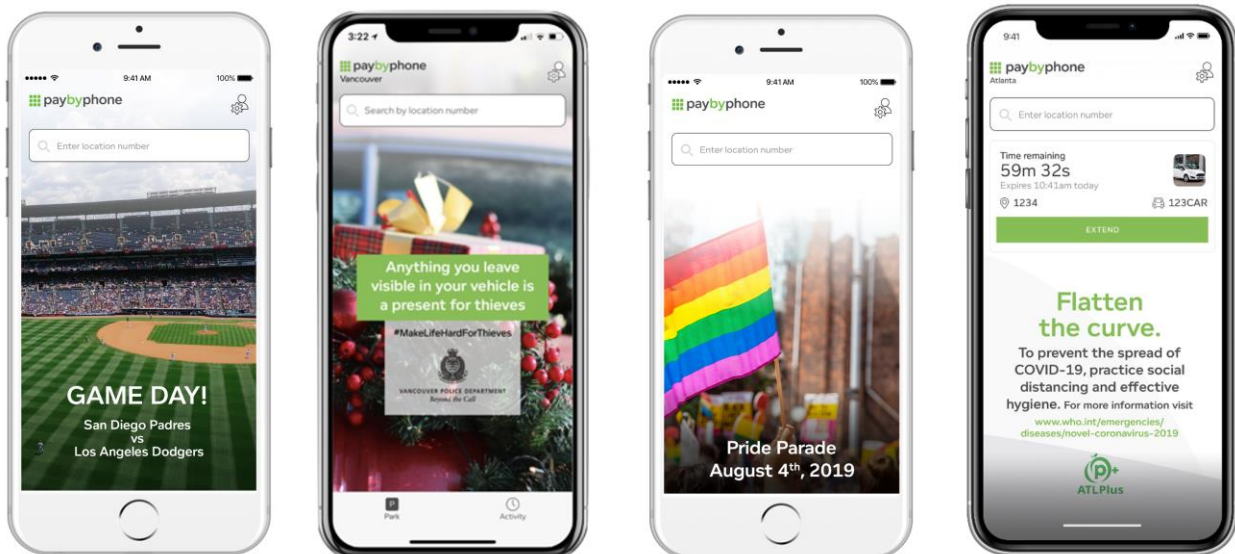
  estate by highlighting its brand, promoting local events, or celebrating national and regional holidays. Leveraging this service gives you a powerful new marketing tool to help enhance your brand recognition, build goodwill among drivers, and potentially create a new revenue stream for your parking operations by offering to promote local festivals and cultural and sporting events, as well as corporate partnerships and local businesses for a fee. Enable this add-on to maximize visibility of your locale each time a driver interacts with the app.

- **"Alexa, ask PayByPhone to start parking"** – PayByPhone's integration with Amazon takes the in-car parking payment experience to another level and brings mobility as a service (MaaS) into sharp focus as a value add to any City looking to progressively streamline its technological outreach in parking services. Amazon Echo Auto connects to Alexa using a mobile device and plays through car speakers via Bluetooth or auxiliary input, allowing the driver access to over 90,000 skills. By enabling the skill and connecting their existing PayByPhone account through account linking, drivers simply say: "Alexa, ask PayByPhone to start parking" to begin a new parking session at the desired spot and location.

- **"Hey Siri, park me at work"** – PayByPhone has enhanced the parking experience, leveraging voice command technology to offer complete hands-free mobile parking. Voice assisted technology offers a safe and convenient way to transact throughout the parking journey. Drivers in all PayByPhone regions can use the iOS app, Siri to pay for parking and extend their parking session using Shortcuts in the language of their choice. The supported languages are Dutch, English, French, German, Italian, Punjabi, Simplified Chinese, Spanish,

ਪੇਬਾਈਫੋਨ ਨਾਲ ਪਾਰਕ ਕਰੋ

"Park with PayByPhone"

Traditional Chinese, and Welsh. Once configured, paying for parking is as simple as saying "Hey Siri, park me at work."

Optionally, drivers can create a Siri Shortcut through the PayByPhone app, or through the Apple Shortcut app.

The default phrase is "Park with PayByPhone." This Shortcut guides the driver through a series of steps to start a new parking session. Drivers can create as many variations of a voice command as they wish, for example, "park at work," "park at the gym," or "park at school."

Drivers can voice-command using either their phone or the technology in their car to activate Siri.

On the phone

The driver doesn't have to unlock their phone or open the PayByPhone app to park with Siri. They simply interact with Siri on their device or complete an entire parking session using only voice commands.
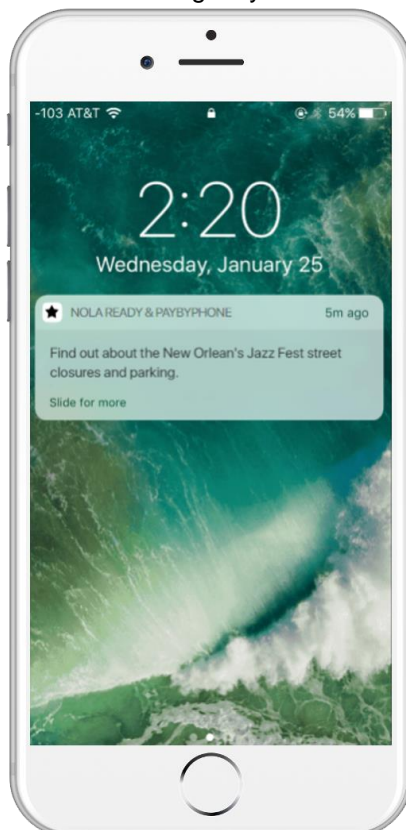
In the car

A driver can pay for parking, extend parking, or get information on an active session by pressing the steering wheel voice button, or simply say "Hey Siri" followed by their Shortcut.

- **Push notifications** – Along with in-app messaging, PayByPhone's push notifications maximize driver engagement and retention, which help drive adoption rates in the City. Based on the geolocation of the driver, PayByPhone uses a real-time push and email engagement tool with built-in analytics. This allows the City to engage drivers with transactional, promotional, and service-level messaging on a segmented audience basis. Notifications could include items such as parking bans, snow emergencies, or parking changes during City special events or sporting events.
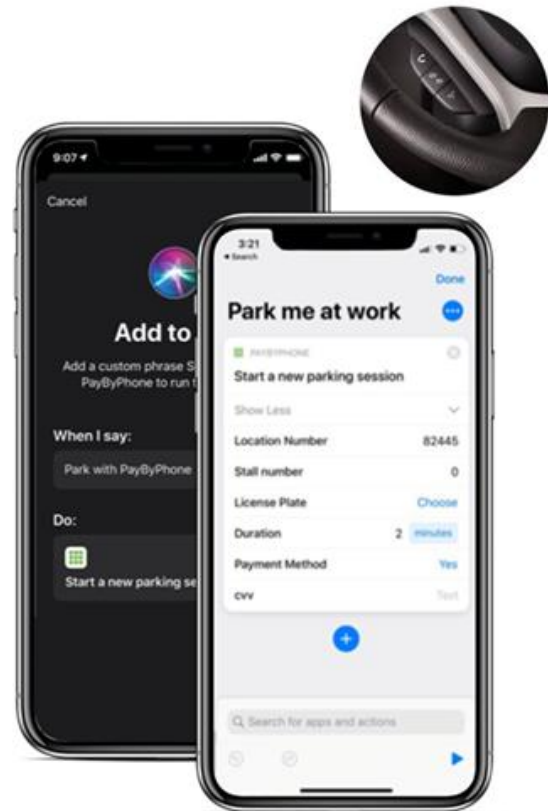
- **Pay-by-License Plate** – The versatility of the PayByPhone app is such that it allows drivers to register multiple vehicle license plates with an active account and then to choose which vehicle's license plate to use when initiating a parking session. Images of a vehicle and its corresponding license plate help to identify the correct license plate, especially when more than one vehicle is linked to a PayByPhone account. Before releasing this feature, around 20 percent of all PayByPhone customer support enquiries were related to citation disputes where drivers paid for parking but had entered the incorrect license plate.

- **Dark mode** – The PayByPhone app is available in dark mode for both the iOS and Android platforms. Dark mode reduces a driver's exposure to blue light at night, which is disruptive to sleep.
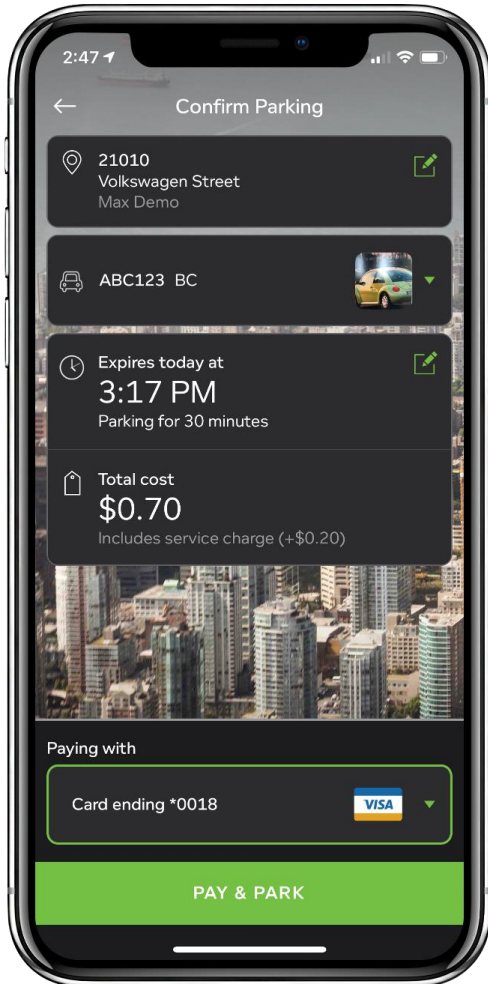
Select a vehicle

Please confirm the vehicle you'd like to park at this location

007SWK BC
Dads Car

ABC123 BC
VW Bug

Add new vehicle

Prompt me to choose my vehicle every time

2:47

Confirm Parking

21010
Volkswagen Street
Max Demo

ABC123 BC

Expires today at
3:17 PM
Parking for 30 minutes

Total cost
$0.70
Includes service charge (+$0.20)

Paying with

Card ending *0018   VISA

PAY & PARK

- **Rights and Rates** – PayByPhone can support different rate structures for different profile types through the optional PayByPhone Rights and Rates feature. This could include reduced/free rates for eligible drivers or the right to park in a restricted location such as providing discounted parking rates for residents, accessible parking spots for people with disabilities, or longer stay times for commercial cars. Parking rules depend on the driver profile. PayByPhone can either pull these eligible license plates automatically from an existing database or the City can manually add license plates to a Rights and Rates group. During COVID-19, PayByPhone's Rights and Rates feature was used by municipalities to waive parking fees for health care and other essential workers as well as remove the maximum stay restrictions for these drivers, thereby allowing crucial services to continue uninterrupted
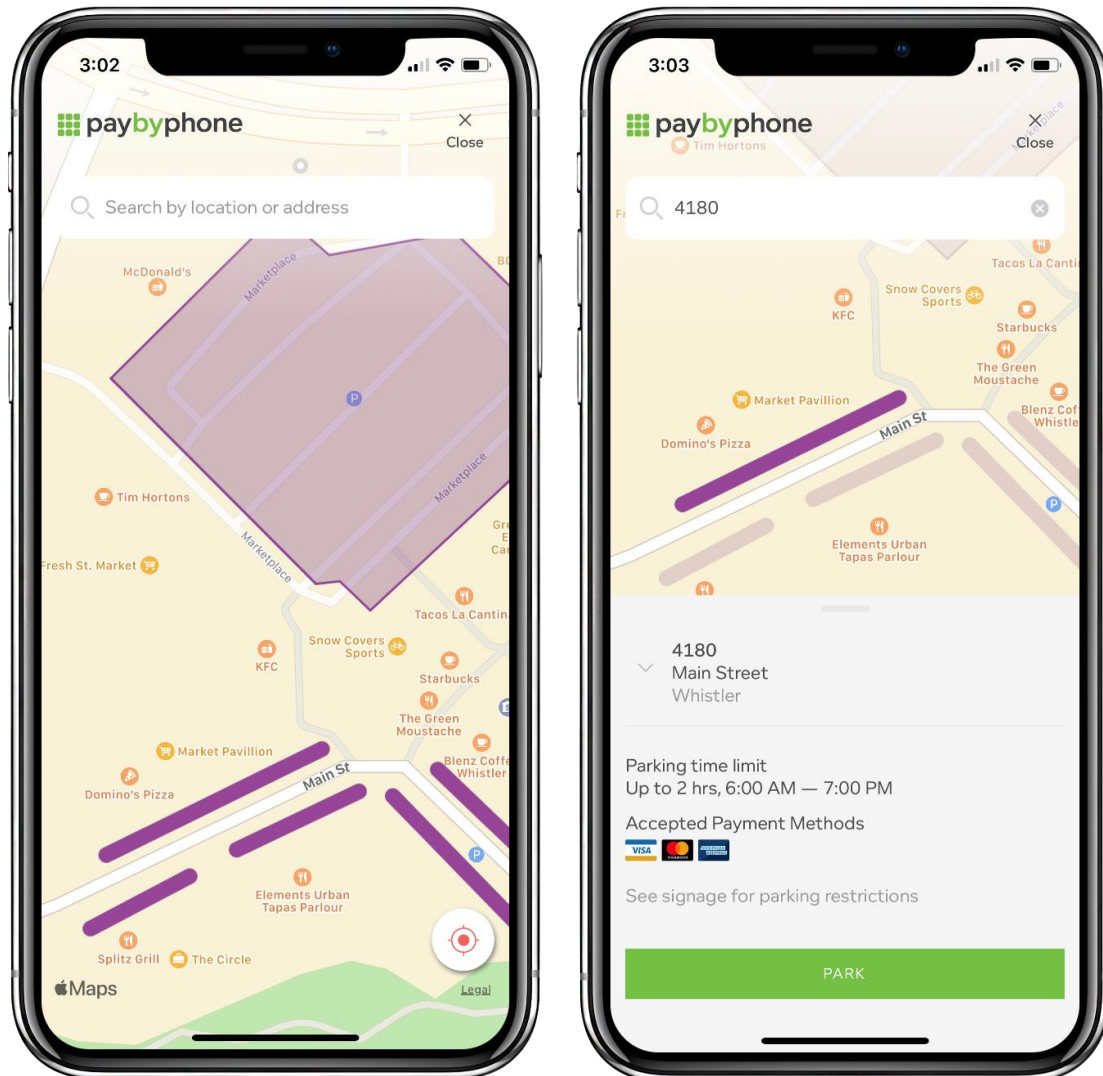
- **Park Until** – PayByPhone's **Park Until** feature allows drivers to specify when to end their parking session. This means drivers won't have to estimate the duration of their stay nor will they have to return to the meter to add extra time. The feature is a continuation of PayByPhone's seamless, contactless parking experience. The **Park Until** feature contains built-in respect for all existing parking rules. In other words, drivers who select **Park Until** while parking in an area with maximum stay times or defined No Parking Periods won't be able to select times that violate the in-place parking restrictions. This feature will also automatically extend (at no extra cost) to the end of a non-chargeable parking period if a driver initially selects an end time outside of chargeable parking hours.

- **Near field communication (NFC)** – NFC scanning simplifies and speeds up the parking payment process for drivers in areas where this feature is offered. When a driver taps their NFC-enabled phone against the NFC-enabled sticker, the PayByPhone app automatically opens on their smartphone, displaying the payment page complete with the location number. This action reduces the time it takes to pay for parking because drivers don't need to load the PayByPhone app and enter their location number. All they do is enter the parking duration to complete their payment.
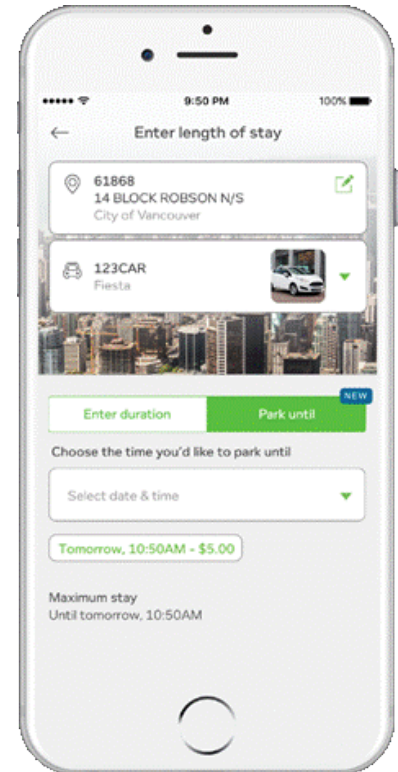
- **Guest Parking** is a proprietary feature of the PayByPhone app. It's an appealing feature because it lets drivers use the app without necessarily installing and registering for it. Through the **Guest Account**, drivers enter a location code, parking duration, and license plate number on a mobile supported website. This feature particularly appeals to drivers who are a one-time park-and-pay customer. **Guest Parking** is known to have increased usage of and loyalty to the brand across multiple cities. This in turn has resulted in guests converting to registered customers.

- **Extending time remotely** – PayByPhone notifies the driver via an SMS alert that their parking session is about to expire. It allows for the extension of time, provided the additional time purchased does not exceed the maximum time allowed for that specific parking space.

- **Multilingual** – Our app can be localized to support your language of choice. We support at least 12 region-specific languages for the web app and display whatever language the driver's phone supports.

- **Nearby locations and maps** – **Maps** is a great way to visually understand parking at a city level, encourage driver adoption of digital parking, and reduce traffic by empowering drivers to plan for parking ahead of time. This feature is an intuitive way for drivers to find and enter their location number. In so doing, drivers avoid entering the wrong location number and save time looking for parking options. Occasionally, drivers may pay with cash to start their parking session and then may want to extend that

session. Maps enables drivers to find the correct location number instead of rushing back to their vehicle. When location services are turned on, drivers are able to visualize parking locations around them or wherever PayByPhone is available. Drivers can also interact with the map to stay informed of hours, restrictions, and accepted payment methods. Combined with Nearby Parking, Recent, and Favorite locations, PayByPhone makes it easier than ever to park.

- • **Apple Sign In** – For a much faster onboarding app experience, drivers can use Apple Sign In to register and log into the PayByPhone app. Apple Sign In enables drivers on the iOS platform to register a new PayByPhone account or log into an existing account using their Apple ID credentials and biometric authentication on iOS (Face ID and Touch ID). This means no need to enter an email address or create a password. The feature also offers more control over privacy with the hide my email option.
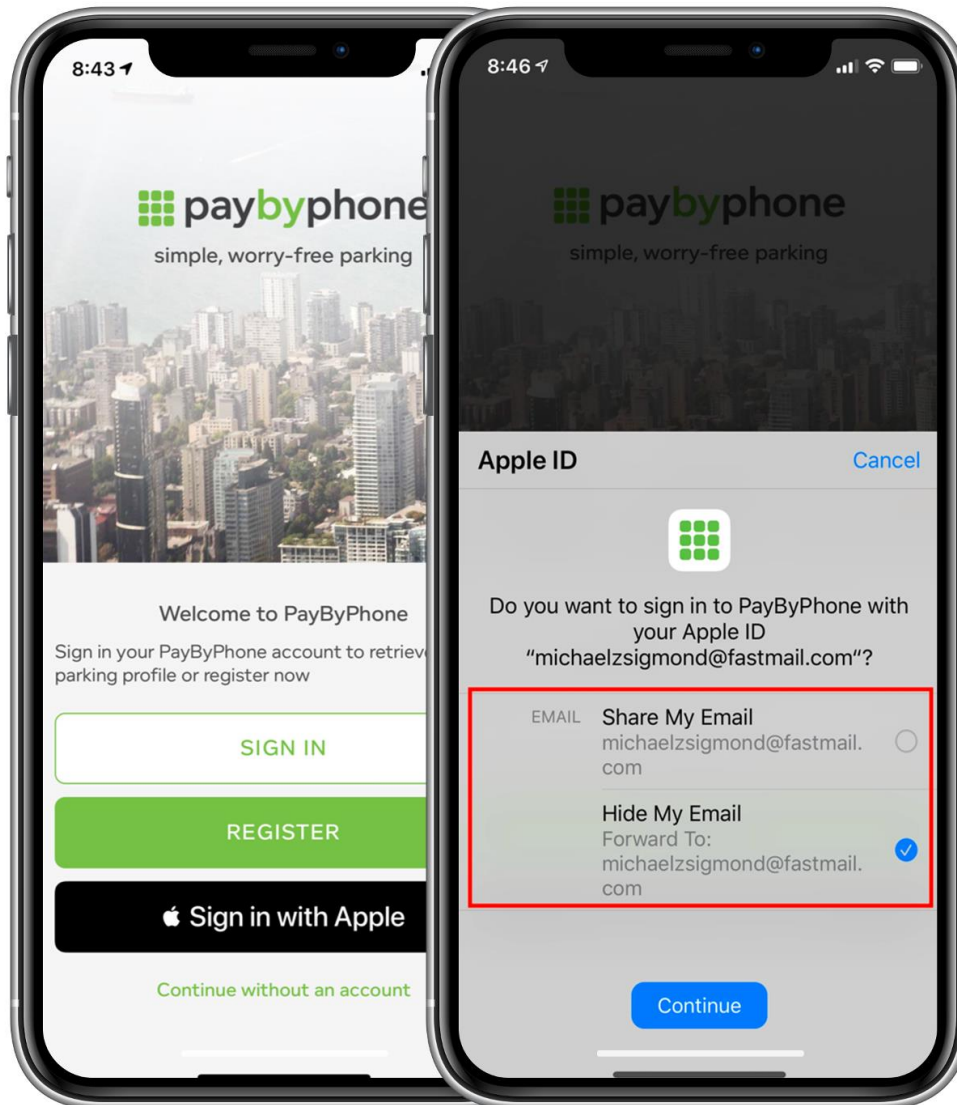
- **ParkEnforce** – A free solution to check mobile payments for your enforcement team. While PayByPhone specializes in integrations, and we can integrate with the enforcement solution of your choice, we offer our own enforcement app, which allows your enforcement team to verify payment activity by license plate or location number.
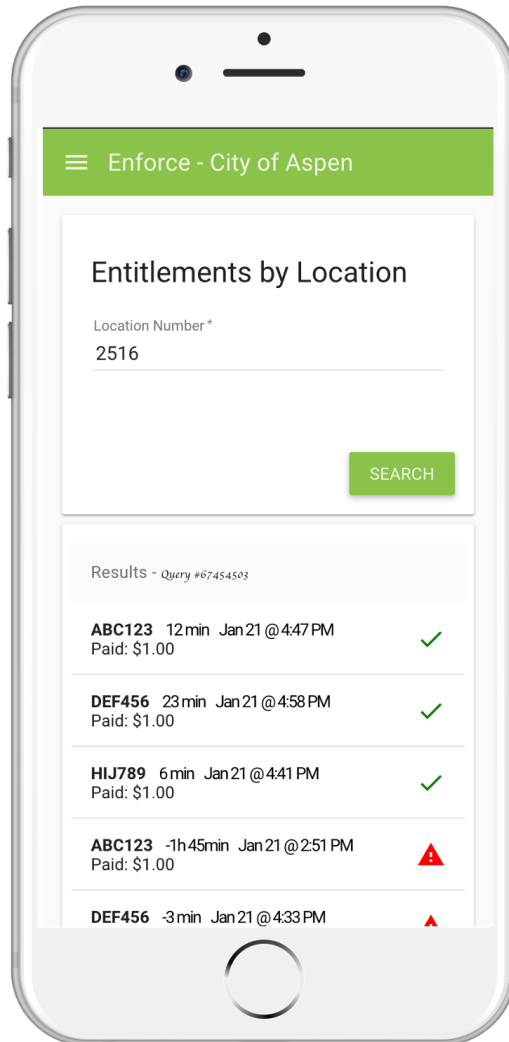
- **Adjust rates Independently and in real-time** – Our flexible rates engine, hosted in PayByPhone Portal, gives you complete oversight into how you configure and control your rates and variable rate structure, even allowing for dynamic pricing and **event rates**. You can personalize rates based on driver eligibility and permissions, for example, residents, disabled persons, or car shares. We've added a preview feature called **Parking Session Tester** that lets you preview the rate and restriction schedule prior to these going live. This allows you to quickly identify and eliminate errors before deploying complex rates and restriction schedules. A wide range of policy formats can also be set up in the rates engine, from establishing time duration to enforcing parking restrictions.

Figure: Parking Session Tester - Visualize the parking policy before implementing it.

Figure: Set up an Event rate that overrides your regular rate for special events.

- **PayByPhone Portal** – Our cloud-based PayByPhone Portal is your mission control center where you're empowered to customize parking rates and schedules, view data analytics, and call up reports – all self-serve in real-time. This rich source of data information can be mined for the visually appealing, true transactional value of the PayByPhone app. The dashboard showcases key performance indicators (KPIs) that reveal insights into parking behavior, identify overutilized/underutilized parking locations, and visualize parking revenue trends. As well, the administrative PayByPhone Portal allows you to generate comprehensive reports at any time and see useful data on everything from daily operations to transaction details.

Reporting

Client		Report		From	
City of ABC	⬍	All Payments Individual Transaction Detail	⬍	August 1, 2020	📅

6 records found. Report data updated: 13 Aug 2020, 11:19:00 PM

Report dropdown:

All Payments Individual Transaction Detail
Detailed information of all individual parking transactions, incl. cust...

Daily Deposit Summary
Amount deposited per day, broken down by payment method

Deposit Individual Transaction Detail
Detailed information of all individual parking transactions

Parking Credits By Member, Date, And Lot
Individual parking credits by member, date, and lot

Parking Sessions by Date and Location
Individual parking session information by date and location

Refunds By Account
Details of refunds by account

Revenue by Region
Total transaction count and payment amounts grouped by region

Revenue by Region Location
Total transaction count and payments amount for each lot grouped

Usage By Location Detail
All PayByPhone usage occurring in each location

Usage By Location Summary
Summary of PayByPhone usage occurring in each location

Available Reports

Payment Category	Payment Method	Payment Date	Transaction ID	Parking Session ID	Member ID	Region Name	PayByPhone Location ID	Client Lot ID
PAYMENT	VISA	2020/08/01 08:36	608165164	634457671	3 723983	City of ABC	5705	Lot N
PAYMENT	VISA	2020/08/01 12:23	608223079	634503...	4 867586	City of ABC	5695	PS1
PAYMENT	VISA	2020/08/02 09:45	608337348	634618532	1 630510	City of ABC	5720	LotX
PAYMENT	VISA	...349895	634631417	3 723983		City of ABC	5705	Lot N
PAYMENT	MASTERCARD	2020/08/02 16:38	608380473	634663763	2 959814	City of ABC	5714	Lot F
PAYMENT	VISA	2020/08/02 17:06	608382840	634666266	4 924951	City of ABC	5713	Lot C

11. *Exceptions – Indicate any exceptions to the requirements and/or terms and conditions of this RFP and the Project Services Agreement (Attachment A). Where exceptions are taken, the City shall determine the acceptability of the proposed exceptions. The City reserves the right, at its sole discretion, to accept or reject exceptions and is under no obligation to accept any exceptions.*

PayByPhone would like to indicate exceptions to the following terms and conditions contained within the RFP:

- **Section III. Scope of Required Services**, page 4, fourth bullet: "No data can be used, sourced, or solicited by/from the vendor for any reason unless with the City's prior written authorization. At contract termination, vendor shall delete and/or return all customer data to the City so that it cannot be sold or used after the contract expires."

- **Section III. Scope of Required Services**, page 4, #4, item g): "No customer information may be shared with or sold to any entity and must be returned to City, with all other copies destroyed at the conclusion of the contract."

PayByPhone mobile parking payment solution is available in multiple locations outside of the City and drivers (customers) may be using the PayByPhone solution before and after they make PayByPhone parking transactions at the City. In the course of the relationship with drivers, PayByPhone collects data beyond the parking transaction information related to the City locations. It includes, for example, data collected from drivers upon registration of an account, information on drivers' vehicles, payment methods and parking session details for parking transactions outside of the City, data collected on drivers' mobile devices, and derivative data used and stored in PayByPhone databases. For this reason, it is not possible to limit the data PayByPhone collects and uses only to data required by the City, and to delete or return all driver data to the City on expiry of the contract.

With respect to sharing of information, the types of sharing, as well as purposes of collection and uses of data, are described to drivers during the PayByPhone application registration and provide for options for drivers. PayByPhone is committed to respecting the privacy of drivers and complying with all applicable data protection and privacy laws, as well as ensuring data security and integrity. A copy of our Privacy Policy, available to all users of the PayByPhone app, can be found here – https://www.paybyphone.com/legal/privacy/en. PayByPhone does not sell data to third-parties. And as previously mentioned, it is not possible to limit the data PayByPhone collects and uses, only to data required by the City, and to delete or return all driver data to the City upon expiry of the contract.

2. Scope of Required Services (RFP Section III)

The Contractor must be able to furnish a system with the following attributes:

1. *Allows payment through multiple options, including voice, website (mobile), mobile SMS texting, QR code, and smartphone application compatible with iOS and Android operating systems;*

PayByPhone is compatible with iOS, Android 5.0, Windows, and BlackBerry. The app accepts a variety of payment methods – Mastercard, Visa (debit/credit), Discover, American Express, Apple Pay, and Google Pay – to initiate parking either by phone call (IVR), smartphone app, Amazon Echo Auto, or mobile website.

For the website option, drivers can park and pay quickly without registering for an account. PayByPhone doesn't require pre-registration to park, and we also operate a "guest account" service for drivers (an industry first). Drivers simply click the **Park** button on the website and are then prompted to enter a location code, parking duration, vehicle plate number, email address, and valid credit card number to start a parking transaction.

2. *Provides a "white label" experience for the City of Redondo Beach customers. The proposer will be responsible to set up and maintain the white label website/app;*

Dynamic white labeling changes the way drivers see the City's parking landscape. This add-on service, which PayByPhone will initially set up for the City, allows the City to customize the home screen real estate by highlighting its brand, promoting local events, or celebrating national and regional holidays. Leveraging this service gives the City a powerful new marketing tool to help enhance its brand recognition, build goodwill among drivers, and potentially create a new revenue stream for its parking operations by offering to promote local festivals and cultural and sporting events, as well as corporate partnerships and local businesses for a fee. Enabling this add-on maximizes visibility of the City's locale each time a driver interacts with our app.

3. *Allows customers to pay for a specific period of parking time with a single call or action;*

Drivers can pay for their parking with a single call or action using our smartphone app, calling a toll-free number from any phone, or using our mobile website.

4. *Provide online password-protected portal for registered end-users:*

Registration with the PayByPhone app is quick and easy, and can happen in several ways. New drivers simply input their phone number (optional if wanting to receive text reminders of parking expiration time), email address (optional if wanting to receive parking receipts), and create a password. Once registered, they can use our app at any PayByPhone location and easily extend parking time as well. If a driver chooses to pay for parking with an Apple Pay or Google Pay account, credit card information isn't required.
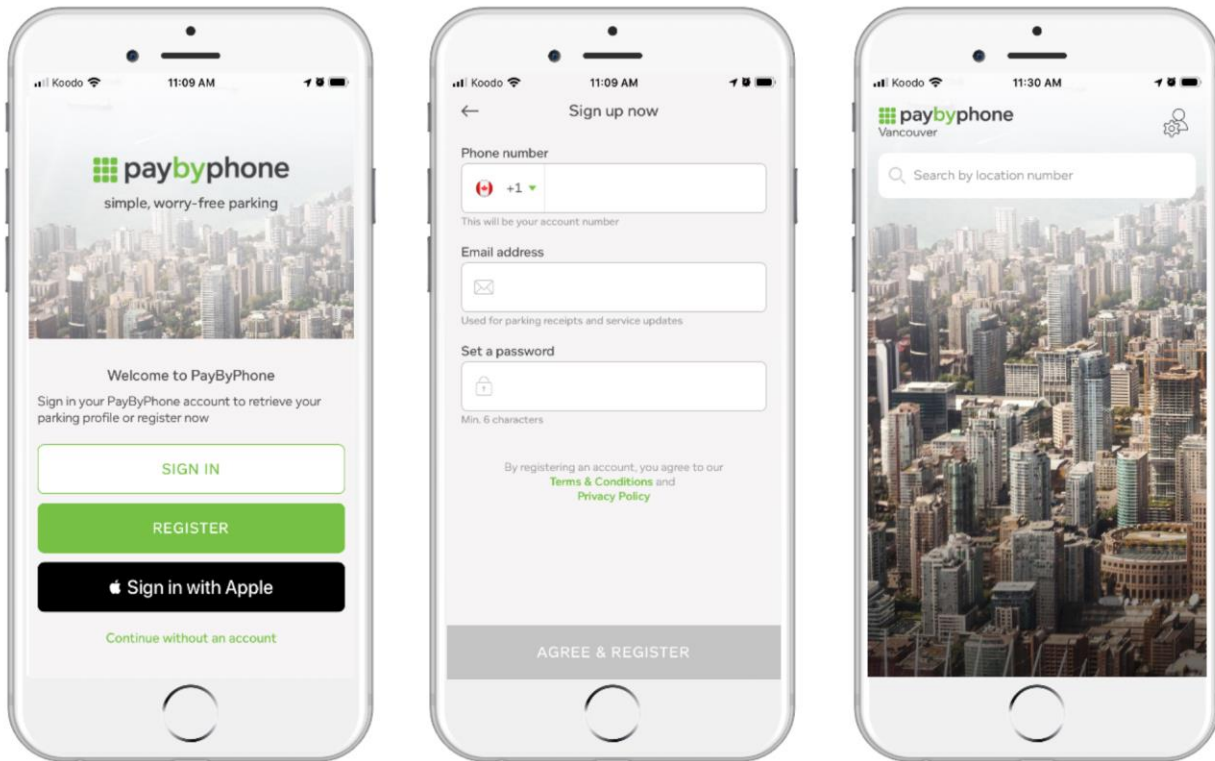
a) *Create and manage accounts, including access credentials, payment information, vehicle, and personal information.*

Drivers can manage their accounts using our smartphone app, our website, or our IVR service. As well as being able to adjust their vehicle, payment, notification, receipt, and security settings, drivers can use our smartphone apps to close (permanently) and/or suspend their accounts.

b) *View and/or print transactions, including location, license plate, date, time, amount.*

Drivers can view their parking transaction history via the mobile app (under **Parking History**) and on the PayByPhone website (after signing in). Each transaction can be exported individually to a PDF file. For a detailed view of transaction history by selectable date range with the ability to print receipts as needed, drivers need to visit their **Detailed Parking Transactions** page (accessible via the PayByPhone website only). Detailed parking transactions can be searched by date-range and exported to CSV or PDF files.

c) *Customer registration available 24/7/365 via phone call, app, or web page.*

PayByPhone provides free 24x7x365 live telephone customer support in English, French, and Spanish. Drivers who are having difficulties registering can get help right away by connecting to our toll-free number.

d) *Customer may purchase parking immediately upon successful registration.*

Once successfully registered, drivers can use our app at any PayByPhone location and can easily extend parking time as well.

e) *Toll-free customer support available 24/7/365 including holidays*

PayByPhone provides free 24x7x365 live telephone customer support, including on holidays. Drivers who are having difficulties registering, starting parking, or resolving account problems can get help right away by connecting to our toll-free number.

f) *No unrequested communication with the customer allowed (unless required to maintain the use of the account).*

PayByPhone initiates communication with drivers only if they opt into a feature that enables the app to send parking session expiry reminders via push notifications and SMS prior to parking expiration. Beyond this communication, there is no unrequested communication with drivers.

g) *No customer information may be shared with or sold to any entity and must be returned to City, with all other copies destroyed at the conclusion of the contract.*

PayByPhone has policies and procedures in place to govern the sharing of data with third-parties. We are required to share some driver data with third-parties in order to offer our service, including vehicle information to parking operators and parking enforcement agencies to confirm parking sessions, and credit or debit card payments to payment processors. More information about how data is shared with third-parties securely is available in our privacy policy https://www.paybyphone.com/about/terms-privacy. Data sharing is assessed in our annual PCI-DSS and SOC 2 Type 2 assessments.

Should PayByPhone cease operations, or should the service agreement be terminated, PayByPhone will make available its data in compliance with any statutory or PCI obligations.

The City retains ownership of all information provided by it in relation to the proposed services provided under this Agreement. The City will be granted access to the self-serve administrative PayByPhone Portal to access all parking transaction data, and will also be provided with driver information for the purpose of parking enforcement. PayByPhone will retain ownership of all information collected, stored, processed, and transmitted as part of the services, including data collected from drivers and third-parties.

h) *Pay by cell terms and conditions and/or end-user agreement must be pre-approved by City.Pay by cell services and fees above and beyond posted parking fees must be pre-approved by City;*

PayByPhone complies.

i) *Pay by cell services and fees above and beyond posted parking fees must be pre-approved by City;*

PayByPhone complies.

5. *Allows customers an option to be informed at a predetermined time period of the expiration of their paid parking session;*

As a user opt-in feature, PayByPhone sends parking session expiry reminders via push notifications and SMS prior to parking expiration. Drivers can then extend time, provided the additional time purchased does not exceed the maximum time allowed for that specific parking space.

6. *Allows purchase of additional parking time (not past the maximum time allowed for that specific parking space);*

Drivers may purchase additional parking time that does not exceed past the maximum time allowed for that specific parking space. If attempting to purchase parking outside of the limit to the applicable parking session, drivers will be notified by the system.

7. *Allows for enforcement of all system time limits;*

ParkEnforce is PayByPhone's internal enforcement application, and a free solution to all clients. While PayByPhone specializes in integrations, and we can integrate with the enforcement solution of the City's choice, our ParkEnforce app enables the City's enforcement team to check the status of mobile payments via any web-enabled device and to verify payment activity by license plate or location number.

ParkEnforce can be customized per your operational needs, including setting the grace period. For example, if the City wishes to have a 10-minute grace period, our app will continue to show the license plate for 10 minutes after the session has expired. After the grace period has ended, the session is removed from the list.

PayByPhone has active integrations with Data Ticket for enforcement in various North American cities. We also have an open application programming interface (API) and can integrate with any enforcement solution that also has an open API. ParkEnforce can be used in tandem as a cross-check functionality of all system time limits or in the event of outage periods with the enforcement provider.

8. *Does not allow purchase when desired time includes restricted parking periods (i.e. street sweeping restrictions or paid parking holidays);*

City parking policies for restricted parking periods, paid parking holidays, and meter rates are managed within the self-serve PayByPhone Portal administrative platform by City administrators. Drivers may purchase additional parking time that does not exceed the maximum time allowed for that specific parking space. If attempting to purchase parking outside of the limit to the applicable parking session, drivers will be notified by the system. PayByPhone will not run transactions for "no parking" times.

9. *Provides a customer option to be informed via text, email, or app notification prior to the expiration of their parking session;*

As a user opt-in feature, PayByPhone sends parking session expiry reminders via push notifications and SMS prior to parking expiration.

10. *Allows for pre-payment of parking up to designated timeframe prior to paid parking operational hours (This is not intended to be a system, but a payment held in escrow for the vehicle in the space until the meter operational hours go into effect e.g. pay for parking at 5.30am for parking at 6am when enforcement begins);*

PayByPhone offers a pre-pay solution that allows parking to be paid in advance of the regulatory parking start time. For example, if parking payments are required starting at 6 a.m., a driver can start a session at 5:30 a.m. for two hours and is only charged for two hours of parking through to 8 a.m. Our rates engine always calculates the lowest possible rate, which means the driver will never be charged for free parking times.

11. *Allows the City and other entities to validate paid parking in various increments and/or provide coupon codes (on & off-street) and/or use other creative ways to enhance the overall customer and downtown parking experience;*

PayByPhone offers validations. The City can validate a driver's parking session by creating users with special PayByPhone Portal access that would allow them to enter or validate license plates as needed. This would enable the driver to bypass the regular requirement to pay for posted rates and incur the convenience fee as well as allow the City to manage the validation process. We also offer in-person engagement with merchants and attend merchant association meetings to build custom programs and campaigns with any merchants who are interested.

12. *Responsible for full integration of pay by phone system with all current Parking Access and Revenue Control System (PARCS) systems and enforcement systems and ability to integrate with future parking management and enforcement systems;*

Our solution has an easy-to-use API-based architecture for integrations with all common enforcement hardware and software vendors. We have existing, live integrations with Data Ticket, CivicSmart, Complus, Conduent, Genetec, gtechna, iParq, IPS, MacKay, NuPark, T2 Systems, Turbo Data Systems, VenTek, and Vigilant Solutions, among others. These integrations are free and can be used as is. In the event the City wishes to (i) make modifications to an existing integration or (ii) wishes to enable integration with a new supplier, PayByPhone will, upon request, provide credentials allowing full API access in addition to documentation and training such that new or modified integrations can be facilitated by the supplier.

13. *Payment data uploaded in real-time:*

    a) *License plate*

    b) *Time of purchase*

    c) *Location/zone*

    d) *Dollar amount*

    e) *Expiration time*

    f) *Payment method;*

    PayByPhone complies to all of the above.

    At the start of a parking session, transaction data that includes valid license plate, time of purchase, location/zone, sufficient credit card funds, and expiration time are confirmed in real-time prior to concluding the transaction. If a driver's credit card is invalid or is rejected for any reason, the parking session is declined in real-time. The driver is notified and a parking session will not be activated.

14. *Provide unlimited web-based password-protected role-based accounts for the City, including options for read-only accounts, enforcement accounts, and administrative accounts;*

PayByPhone provides secure, administrative password access to its a PayByPhone Portal system. Access is controlled using Roles and Permissions. This access enables granular permission management for each PayByPhone Portal account. The system allows you to manage permissions such as create, read, update, and delete on a per account basis. Permissions are grouped, and can include over 100. Through Roles and Permissions, the City can:

- Create/delete PayByPhone Portal users
- View financial reports and dashboards
- Implement rate changes
- Analyze data related to parking transactions

This functionality is available for each area of this web-based platform. In addition to the Roles and Permissions, access is further controlled by geolocation and vendor-specific limitations. For example, an account that is assigned a role with access to financial transaction data will only be able to access that vendor's data it has been granted access to.

15. *Notify City via email and phone of any system errors or service interruptions and provide at a minimum:*

    a) *Nature of error or interruption.*

    b) *Scope of error or interruption.*

    c) *Estimated time to return system to normal operation.*

    d) *Available workarounds.*

    e) *Notification for planned outages to be made at least seven calendar days prior to outage;*

    PayByPhone complies to all of the above.

    If a service issue is detected, our incident response team (IRT) is notified and will address as follows:

    - **Confirm receipt of issue** – The IRT verifies it has received a report of an issue affecting service performance and confirms investigation is starting.

    - **Reproduce issue** – The IRT reproduces the issue to ensure the incident exists and the faulty behavior is fully understood.

    - **Notify stakeholders** – If the incident is not resolved within 10 minutes of receipt, affected stakeholders are notified by email through a distribution list. The incident email includes a summary of the problem, the time the incident started, the nature of the impacts experienced, and the time of the next update. Service notification is provided to end users if deemed necessary.

    - **Contain, mitigate, and resolve** – The IRT executes procedures that restore service as quickly as possible. The team continues investigation until such time that the root cause of the outage is identified and normal operation is restored. As the PayByPhone service operates with a redundant server pool architecture, all but the most severe issues can be mitigated by failing over from a non-functioning system to a standby system.

    - **Review** – After the issue is resolved and the service is recovered, a post-mortem report is compiled and a review meeting is organized to identify and execute actions necessary to prevent a subsequent occurrence of a similar issue.

    Clients are notified about scheduled maintenance from the Client Management team at least three business days before the planned outage. Disruptive scheduled maintenance occurs outside of client operational hours.

16. *Provide system up-time of 99.9%. Provide a pro-rated credit of any non-transactional service fees for any error or unplanned outage preventing normal use of the system and occurring for more than four consecutive hours;*

    Our solution comes with the following minimum uptime guarantee for mission critical services:

    - Consumer websites: 99.9%

    - Mobile web and mobile applications: 99.9%

    - Enforcement: 99.9%

    - SMS reminders: 99.9%

    - IVR: 99.9%

    PayByPhone makes every effort to ensure that system downtime is prevented or mitigated. Multiple methods to start a session (IVR, website, app) minimize the likelihood of an all system failure. Should a full outage occur, PayByPhone will not offer pro-rated credits as the driver can use the meter to comply with parking regulations. PayByPhone will make every effort to remediate the situation and ensure complete client satisfaction.

17. *System must be expandable to include:*

    a) *New parking areas and facilities both on and off-street*

PayByPhone's architecture is designed to be extremely scalable. Our platform has sufficient capacity to meet the City's anticipated volume both for today's usage and future growth.

The City can add as many additional parking spaces as desired during the term of the contract. Existing location numbers can be reassigned or grouped via our self-serve rate engine. New location numbers can be created by PayByPhone's Client Success team. Our standard response time for new location numbers is three business days.

    b) *Additional payment options such as QR codes, Pay Pal, Google Wallet, Apple Pay, etc.*

PayByPhone accepts a variety of payment methods including Mastercard, Visa (debit and credit), American Express, Discover, Apple Pay, and Google Pay. We also accept payment via NFC, the Apple Watch, and voice enabled (Alexa/ Siri). A digital wallet can be considered should the City acquire a money transmission license to support the program and implement the associated anti-money laundering, KYC, CPI, and suspicious activity reporting processes required by state and federal governments to maintain compliance with regulations governing stored value payment.

    c) *Integration with Automated License Plate Recognition Systems;*

PayByPhone's solution is designed to seamlessly integrate with all common enforcement hardware and software vendors. These include license plate recognition systems.

18. *Allows for the ability to handle dynamic pricing and for rates and schedules to be programmed and reprogrammed in a flexible manner, in real-time and without any system downtime. Rate structure to be established by City. Capability for:*

    a) *Graduated hourly rates.*

    b) *Day, evening, night, and weekend rates.*

    c) *Weekly and monthly permit rates.*

    d) *Grace periods (i.e.,15 minutes free).*

    e) *Flat rates for events.*

    f) *Holiday rates.*

    g) *Residential rates.*

    h) *Programmable time slots as small as ten minutes.*

    i) *User-defined maximums (2-hour, 4-hour, 12-hour, 24-hour, etc.)*

    j) *Submit the minimum number of programmable time slots per day and per week.*

    k) *Automatic adjustment for daylight saving time and leap year in fee calculations;*

PayByPhone complies to all of the above.

Our flexible rates engine, hosted in the cloud-based PayByPhone Portal, gives the City complete control into how it configures and controls its rates. Our rates engine supports the complete pallet of pricing structures including tiered, dynamic pricing, and even allows for event rates. All these features are available as self-serve. That means you don't have to contact Client Success in order to perform a rate change.

We've added a "preview" feature called **Parking Session Tester** that lets you preview the rate and restriction schedule prior to these going live. This allows you to quickly identify and eliminate errors before deploying complex rates and restriction schedules.

Figure: Parking Session Tester – visualize the parking policy before implementing it.

A wide range of policy formats can also be set up in the rates engine, from establishing time duration to enforcing parking restrictions. Event Parking will override your current rate schedule with a special set of rates and restrictions only for the event date and only for the affected location.

Figure: Set up an event rate that overrides your regular rate for special events.

Our optional **Rights and Rates** feature can support different rate structures for different profile types. This could include reduced/free rates for eligible drivers or the right to park in a restricted location such as providing discounted parking rates for residents, accessible parking spots for people with disabilities, or longer stay times for commercial cars. Parking rules depend on the driver profile. PayByPhone can either pull these eligible license plates automatically from an existing database or the City can manually add license plates to a Rights and Rates group. During COVID-19, PayByPhone's Rights and Rates feature was used by municipalities to waive parking fees for health care and other essential workers as well as remove the maximum stay restrictions for these drivers, thereby allowing crucial services to continue uninterrupted

Our smartphone app can automatically adjust fee calculations to accommodate daylight savings and leap year.

19. *Allows for the ability to track revenues by designated district or zones to ensure funds are allocated accordingly;*

The PayByPhone Portal system enables City personnel to review and track transaction and reporting revenue by region/location/stall, among other reporting and data analytics.

20. *Allows for full auditability and tracking of all transactions including tracking of validations and coupon codes.*

PayByPhone's rates engine, housed in PayByPhone Portal, enables the City to track (from an audit perspective) every transaction PayByPhone processes, including validations. The City can validate a driver's parking session by creating users with special PayByPhone Portal access that would allow them to enter or validate license plates as needed.

21. *Can be scaled to include weekly and monthly permit sales via web or smartphone app.*

Results

Payment Category	Payment Method	Payment Date	Transaction ID	Parking Session ID	Payment Amount Total	Parking Amount	PayByPhone Consumer Fee	Promo Fee	Processing Fee	Member ID
REFUND	MASTERCARD	2020/06/25 17:26	598050242	623909875	-16.00	-15.65	-0.35	0.00	0.00	32606863
PAYMENT	VISA	2020/06/27 11:01	598520308	624419152	2.35	2	0.35	0.00	0.00	39431969
PAYMENT	VISA	2020/06/27 13:30	598552582	624443380	4.35	4	0.35	0.00	0.00	35723983

Drivers can purchase monthly permits either by using their smartphone, the PayByPhone website, or by calling our IVR system. They will enter a location number, as they would when purchasing hourly parking. The location number will have a pre-configured monthly rate for permits. Permits purchased through the website or by smartphone will show when the permit expires (days countdown), and drivers will receive an expiry reminder before their permit expires.

22. *Provide for the minimum accuracy levels:*

   a) *Fee Calculation: 100%*

   PayByPhone complies.

   b) *Revenue Amounts: 100%;*

   PayByPhone complies.

23. *Allows customers to contact the Contractor with complaints and for refund requests;*

PayByPhone's customer support service is available to drivers 24x7x365. This free service (utilizing a local rate telephone number) connects the driver to a live agent who can set them up with a PayByPhone account should they experience any issues doing so themselves. The customer support line also addresses questions and escalates technical queries.

Our **All Payments Individual Transaction Detail** report provides detailed information of all individual parking transactions, including declined payments and refunds.

24. *Allows for integration with, or directly provides space availability information, including directional maps and signage;*

PayByPhone can offer its Maps feature to show space availability. Maps is a great way to visually understand parking at a city level, encourage driver adoption of digital parking, and reduce traffic by empowering drivers to plan for parking ahead of time. This feature is an intuitive way for

drivers to find and enter their location number. In so doing, drivers avoid entering the wrong location number and save time looking for parking options.

Occasionally, drivers may pay with cash to start their parking session and then may want to extend that session. Maps enables drivers to find the correct location number instead of rushing back to their vehicle.

When location services are turned on, drivers are able to visualize parking locations around them or wherever PayByPhone is available. Drivers can also interact with the map to stay informed of hours, restrictions, and accepted payment methods.

Combined with **Nearby Parking**, **Recent**, and **Favorite locations**, PayByPhone makes it easier than ever to park.

25. *Payments must be available through multiple options (Application, website, SMS/text, phone, etc.);*

Drivers can pay for their parking using the PayByPhone app, by calling a toll-free number from any phone, or by using our mobile website. PayByPhone accepts all major and many emerging payment options including Mastercard, Visa (debit and credit), American Express, Discover, Apple Pay, and Google Pay. PayByPhone is among the first available Alexa skill that allows drivers to pay for parking through Amazon Echo Auto. Using this skill, Alexa can also extend parking time and lets drivers know how much available time is left in their parking session.

26. *Application must be available for both iOS and Android operating systems;*

Our smartphone mobile app is available for download on both the Apple App Store and the Google Play Store. The app works with iOS 11.0 (or higher), Android 5.0 (or higher), Windows, and BlackBerry.

27. *System must have a mobile website that works on most older devices and that can be accessed by computer;*

The PayByPhone solution is accessible via the Internet. System requirements include modern browsers accessible from mobile platforms such as iPhone and via the web as well as the website.

28. *System must be able to communicate the paid status of vehicle to enforcement handheld devices and LPR software system in real-time;*

PayByPhone's solution has an easy-to-use API-based architecture for integrations with third-party platforms, including citation management, sensors/space counting technology, and LPR software systems that communicate the paid status of vehicles in real-time. We have existing, live integrations with all common enforcement hardware and software vendors (i.e. Data Ticket). Prior to go-live, PayByPhone will conduct multiple test transactions to ensure payments are property communicating with the City's enforcement provider from all aspects. Test transactions can additionally be processed as needed after go-live.

Integration Partners

… and more!
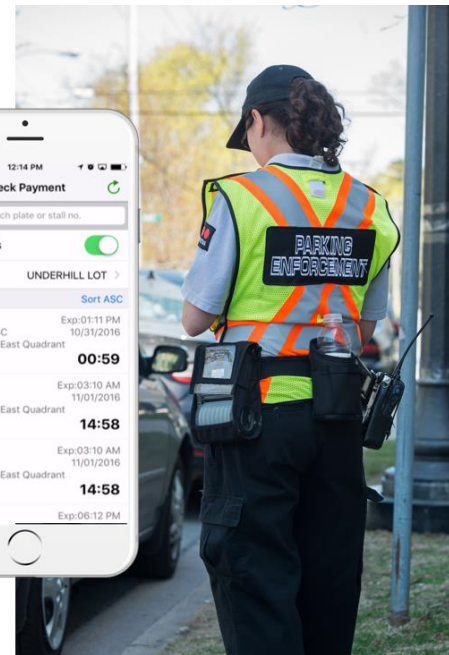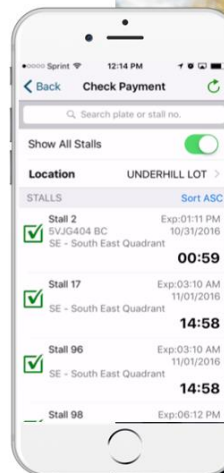
29. *Any convenience fee must be clearly communicated to the customer, and the Contractor must demonstrate methods used to minimize any convenience and processing fees to the extent possible (digital wallets, etc.), City must be informed of all costs;*

Drivers are notified of any convenience fees to be charged regardless of payment type/option utilized prior to finalizing the parking transaction. Convenience fees are also clearly indicated in email receipts of all parking transactions.

PayByPhone Parking Receipt

Location Number:	21010
Location Name:	S. Catalina Avenue
License Plate:	593XGN
Parking Started:	2020/12/12 10:00am
Parking Expiry:	2020/12/12 11:00am
Parking Cost:	$1.70 (including Service Charge)
Payment Method:	VISA ************0018
Transaction No.	432206130
Payment Date:	2020/12/12 10:00am

Thank you for using **PayByPhone**

You can access a full list of all your parking transactions and update your profile at paybyphone.com.

If you're a smartphone user and haven't already, why not try our mobile web site at m.paybyphone.com or our apps via the links below.

© 2015 PayByPhone Technologies Inc.

PayByPhone knows it's vital to form a strong partnership with the City and its drivers. We use various methods to strengthen that bond, such as our Incentivized Pricing Policy (details provided in pricing table). This policy allows all parties to benefit from increased parking activity with PayByPhone. Whether the convenience fee is absorbed by the City or passed along to the driver, the outcome is the same - as parking goes up, the fees are reduced.

30. *The Contractor will be responsible for the installation and removal, and costs of signage, decals and/or QR codes, and marketing;*

PayByPhone will design, procure, and ship all necessary signage and decals to the City for installation prior to service launch. Costing for the installation and removal of signage will be covered by PayByPhone.

Signage is the first thing that catches the driver's attention when parking. It's important, therefore, that signage is clear and easy to read. PayByPhone's design team will collaborate with the City to create the ideal signage for its parking operations. The number of signs required and where to strategically place them is unique to each client and its parking landscape. Our signage uses bright, sharp colors for legibility and immediate visibility to attract the driver's attention to the location number and pertinent information.

Figure: 18x24 metal sign with City logo.

Figure: Example of meter and pay station decal/sticker.

Figure: Example of an 8x3 pay station decal.

PayByPhone provides all necessary decals and signage during our implementation process. After implementation, the City can purchase additional decals and signage at any time and as often as needed. We'll manage the design and ordering process on behalf of the City. The City is responsible for application of decals and signage; however, PayByPhone can subcontract this if the City desires. We use a combination of decals for meters and pay stations as well as metal signage for on-street and within surface lots.

Our Marketing team works directly with cities to replicate the strategies and tactics employed by high growth clients. Our Adoption Success Model is a unique program tailored to each partner, and strengthens the adoption of PayByPhone in their region. This entails analyzing drivers in a region, identifying key marketing channels to reach them, and collaborating with local officials to meet a city's unique needs. Our integrated marketing campaigns typically include the following key channels:

- Public relations and sponsored content
- Social media
- Digital programmatic advertising
- Video content library available
- Influencer marketing
- Community engagement and education
- Promotional offers

In addition to an initial launch campaign, we provide a unique Marketing Program that runs throughout the year. For maximum success, we submit a marketing plan for the City's input and approval prior to launch. This plan is then revised and improved upon each year, with key data insights and performance metrics, to ensure all learnings can be applied, thereby helping to increase adoption and usage in your City.

Figure: We Are Where You Dine Sweepstakes, Miami, FL, 2020

Figure: 2020 Seattle Holiday Campaign

31. *Provides reporting and data that integrate with existing parking management systems and provides access to data via API for future needs;*

PayByPhone's data integration service provides real-time or batched processing capabilities to connect into revenue reporting systems. Our solution has an easy-to-use API-based architecture for integrations with all common enforcement hardware and software vendors. We have existing, live integrations with the existing provider Data, Ticket, as well as CivicSmart, Complus, Conduent, Genetec, gtechna, iParq, IPS, MacKay, NuPark, T2 Systems, Turbo Data Systems, VenTek, and Vigilant Solutions, among others. These integrations are free and can be used as is. In the event the City wishes to (i) make modifications to an existing integration or (ii) wishes to enable integration with a new supplier, PayByPhone will, upon request, provide credentials allowing full API access in addition to documentation and training such that new or modified integrations can be facilitated by the supplier.

32. *Credit Card Processing:*

a) *All applications and software that provide the ability to process Card Not Present transactions as defined by the PCI Council must be listed on the Visa Level-1 Service Provider Registry.*

PayByPhone was the first in the mobile parking industry to gain Payment Card Industry Data Security Standard (PCI-DSS) Level-1 accreditation in 2008. We've maintained that accreditation ever since.

Our PCI compliance is assessed annually by a Qualified Security Assessor (QSA) as a Service Provider Level-1. Our PCI compliance can be validated at any time by visiting the VISA portal – https://www.visa.com/splisting/searchGrsp.do. Please **see Appendix C – PCI-DSS Level 1 Certification** for proof our PCI-DSS Level 1 certification.

b) *Real-time payment processing.*

At the start of a parking session, the driver's credit card is authorized in real-time to confirm funds are available for the requested payment transaction. Transactions are characterized as "card not present" and are batched (collected) daily. Settlement times are configurable, but typically happen between midnight and 4:00 a.m.

c) *Ability to identify all CC payments by type of CC;*

PayByPhone identifies and accepts a variety of payment methods including Mastercard, Visa (debit and credit), American Express, Discover, Apple Pay, and Google Pay.

33. *Accept the following cards:*

a) *Visa*

b) *MasterCard*

c) *American Express*

d) *Discover*

e) *Bank-Issued Debit Cards with any of the above card brand affiliations, accepted as a credit card.*

f) *Ability to create and send receipts via SMS or email.*

g) *Ability to create and send receipts via SMS or email;*

PayByPhone complies to all of the above.

The driver is emailed a receipt as proof of purchase.

34. *Proposer will be the Merchant of Record, unless otherwise stated.*

PayByPhone can act as the Merchant of Record (MoR) if this is the City's preference. As the MoR, our convenience fee would include all credit card processing fees, interchange, acquiring cost, and gateway fees. In this case, we will deposit fees monthly. If the City chooses to be the MoR, payment will be settled within three business days.

35. *All credit card system components must be compliant with PCI-DSS and EMV;*

PayByPhone is compliant with PCI-DSS. We have stringent policies and procedures in place to ensure that compliance with this standard is maintained.

As a SaaS product, our app and our mobile website enable drivers to easily pay for parking sessions. Because all payments are processed by payment gateways and not by physical terminals, EMV does not apply to our organization as EMV allows for a transaction between a chip-enabled credit card and an EMV-enabled payment terminal or ATM.

36. *Credit Card gateway to be part of PCI P2PE as listed on the PCI-SSC website and VISA Level-1 Service Provider as listed on the VISA website;*

Not applicable. PayByPhone is a SaaS-based solution that facilitates easy payment of parking sessions using the mobile app or our mobile website. We have policies and procedures in place for encryption. We use TLS 1.2 to secure communications, and AES 128 bit to encrypt transaction data. Encryption is assessed in our annual PCI-DSS and SOC 2 Type 2 assessments.

37. *SSL-256 encryption;*

PayByPhone has policies and procedures in place for encryption. We use TLS 1.2 to secure communications, and AES 128 bit to encrypt transaction data. Encryption is assessed in our annual PCI-DSS and SOC 2 Type 2 assessments.

38. *Contractor must provide back office support and access for payment inquiries, data storage and retrieval, and reporting. Provide online, password-protected portal for administrative users to include ability to:*

a) *Create and manage accounts, including access credentials for administrative staff.*

b) *View customer registration records.*

c) *View reports.*

d) *Manage parking zones by block-face or geographic area.*

e) *Manage rate structures and application to parking zones;*

PayByPhone complies to all of the above.

We can offer our cloud-based administrative platform, PayByPhone Portal for the City to access back-office support. Each PayByPhone Portal user is provided their own username and password.

PayByPhone Portal empowers you to customize parking rates and schedules, view data analytics, view driver registration records, manage parking zones by block-face or geographic area, and create reports at the click of a mouse. The platform gives you complete control of your parking operations. It supports different levels of access depending on your employees' admin rights.

With many configurable options, you can set up accounts, book and end parking sessions, process refunds, and search for any active (or historic) parking session via the driver's license plate number, telephone number, or last name.

Refund parking session

The PayByPhone Portal dashboard showcases key performance indicators (KPIs) that reveal insights into parking behavior, identify overutilized/underutilized parking locations, and help visualize parking revenue trends. The platform also allows you to generate comprehensive reports at any time to view data on everything from daily operations to transaction details. You can even schedule these reports to run at regular intervals and be emailed to you.

For audit purposes, PayByPhone logs the details of the City's employees' interactions with PayByPhone Portal by activity, date, and time. We log the details of the parking enforcement officers' activity too, so that we can assist the City in responding to disputed parking citations.

Start parking session remotely

39. *Contractor shall supply and install all related signs, decals, and other information in the public right- of-way;*

PayByPhone complies. Please refer to our response to **#30** for a discussion on signage and decal installation.

40. *Provide details of operating sequence to the City e.g.*

   i.   *Customer calls designated Pay by Cell phone # or accesses smartphone app.*

   ii.   *System prompts customer to identify location.*

   iii. *System prompts customer to select duration of stay or payment amount.*

   iv.   *System accepts payment via stored, touchtone, or app inputted payment card data.*

   v.   *System confirms purchase.*

   vi.   *Customer receives notification of impending time expiration and option to extend purchase (if within parking rules);*

   PayByPhone complies to all of the above.

Parking with PayByPhone doesn't require pre-registration to park and is as easy as 1, 2, 3. After installing the app from the iOS App Store and Google Play, the driver:

1. Enter your **location #**   2. Enter **parking duration**   3. Choose your **payment method**

As a driver opt-in feature, PayByPhone sends parking session expiry reminders via push notifications and SMS prior to parking expiration. Drivers can extend time, provided the additional time purchased does not exceed the maximum time allowed for that specific parking space. Our app is among the first available Alexa skill that allows drivers to pay for parking through Amazon Echo Auto. Using this skill, Alexa can also extend parking time and lets drivers know how much available time is left in their parking session. Additionally, drivers have the option to extend parking with their Apple Watch.

41. *Contractor must provide City with full instruction and training on system.*

   a) *Fully instruct the City's designated personnel in the operation of the system.*

   Training is one of the most important steps to a successful implementation. The City's parking administrative staff and its partners will be trained free of charge during the implementation phase. We use a "train the trainer" model.

   Our main training program consists of four key elements:

   - **PayByPhone** – who we are, what we do, core processes.
   - **Enforcement** – parking location numbers, enforcement protocols.
   - **PayByPhone Portal system** – how it works, reporting functions, dashboards.
   - **Customer service** – registration, payment, account management.

   PayByPhone's instructional training will be planned to accommodate training needs. It will also allow time for question and answer sessions as needed by the City's staff to ensure everyone is comfortable with their understanding of the software and associated integrations.

   As an added training feature, PayByPhone Portal leverages individual WalkMe apps within the administrative platform that help users of the system complete various tasks. Step-by-step tutorials, including platform onboarding and product release announcements, guide users in maximizing the full potential of this data analytics platform while simultaneously enhancing the overall client experience.

paybyphone

All training will be conducted virtually with valid examples and scenarios to provide a hands-on environment.

Training topics have been divided into three primary categories, which are shown in the colored boxes. PayByPhone Portal training has been sub-divided according to anticipated user-specific training to ensure the City's various staff receive training that's specific to their needs.

The App and Web: Driver Facing

- Set up an account
- Add a vehicle(s)
- Add payment methods
- Map feature
- Nearby zones
- Parking history
- Pay for a session
- Extending a session
- Customer support

PayByPhone Portal
Customized Login Access Per User and Training Targeted to Each Audience

- **Customer Service staff**
- **Finance and Business Analysts staff**
- **Administrative and Operational staff**
- **IT, Adjudication/Enforcement**

Enforcement Integration and ParkEnforce
Integration Process and PayByPhone's Enforcement Solution

- Set up a device
- Search by location
- Search by license plate
- Recognizing valid sessions
- T-minus time – customizable
- Review enforcement integration/process

We'll submit a proposed instruction schedule where the City can adjust and suggest changes to the content and schedule to ensure efficiency and a mutually agreeable planning process.

We'll provide training materials that can be copied and distributed as needed for ongoing training purposes.

PayByPhone will put together a comprehensive training plan related to its PayByPhone Portal system and on-street teams (civil enforcement officers) during the service implementation phase. We'll run multiple "train the trainer" sessions as needed.

b) *Coordinate scheduling of on-site and in-person instructional classes with City's designated personnel to avoid conflicts and peak-period personnel demands.*

PayByPhone will conduct training virtually due to the current pandemic situation. In addition to virtual instruction, the City will be provided with instructional materials for future reference. The City's assigned Client Success manger is also always available for future guidance and assistance as needed.

c) *Submit a proposed instruction schedule prior to equipment installation. City will tentatively approve or suggest changes to the training schedule.*

Our main training program consists of four key elements:

- **PayByPhone** – who we are, what we do, core processes.
- **Enforcement** – parking location numbers, enforcement protocols.
- **PayByPhone Portal system** – how it works, reporting functions, dashboards.
- **Customer service** – registration, payment, account management.

We'll submit a proposed instruction schedule where the City can adjust and suggest changes to the content and schedule to ensure efficiency and a mutually agreeable planning

process. The format below outlines the way in which training will be conducted, which is based on the primary user types.

d) *Ample time should be allotted within each session for the instructor to fully describe and demonstrate all aspects of the system and allow City personnel to have hands-on experience.*

PayByPhone will conduct training virtually due to the current pandemic situation. Ample time will be allotted within each session to fully describe and demonstrate the PayByPhone offering.

e) *All instruction courses will consist of classroom instruction and actual "hands-on" experience. Classes will be set up in a room designated by the City. Generally, in-person training is preferred vs. online training.*

Typically, PayByPhone offers on-site, in-person training. Under current circumstances, though, all training will be conducted virtually with valid examples and scenarios to provide a hands-on environment. The City's assigned Client Success manger is always available for future guidance and assistance as needed.

As an added training feature, the administrative PayByPhone offers WalkMe apps that enables users of our system to complete various tasks. Step-by-step tutorials, including platform onboarding and product release announcements, guide users in maximizing the full potential of this data analytics platform while simultaneously enhancing the overall client experience.

f) *Provide all documentation required for instructing City personnel. The City retains the right to copy training materials as frequently as required for ongoing internal use only.*

PayByPhone can provide training materials that can be copied and distributed as needed for ongoing training purposes.

g) *Provide an instructional notebook or user's manual to accompany every instruction course. Submit a hard copy and electronic version of all manuals (operation and maintenance) written in common English with appropriate photos, diagrams, and schematics to supplement the text;*

PayByPhone can provide the City with copies of its *PayByPhone Portal User Guide* upon awarding of the contract. The app itself is intuitive to download and use without requiring documentation.

42. *The successful Contractor must provide City with a detailed System Acceptance Testing Plan;*

a) *Provide a plan that demonstrates the full functionality of the system.*

i. *Include demonstrations of compliance with all specifications, contractual compliance, definitions of all test objectives, participant responsibilities, documentation of tests, and procedures for dealing with failures during tests.*

PayByPhone will perform user acceptance tests (UATs) to verify the configuration of locations and rates are correct via the app, the mobile website, and our IVR system. Our project team will review UAT cases with the City and allow the City to perform its own tests as well. We will seek final approval from the City.

PayByPhone will document results of all test cases for review and final approval by the City prior to implementation. The different workflows are fully tested to ensure that they have been successfully implemented. PayByPhone implements an extensive testing plan and ensures each part of the system is interacting correctly. The test plan covers:

- New user registration

- IVR (phone line) routing and configuration
- Location and rate setup:
  - Calculating rates
  - Max stay
  - No return periods
- Transaction processing via:
  - IVR
  - Web
  - Mobile website
- Reminder texts
- Receipts:
  - SMS confirmation
  - Online receipts
- PayByPhone Portal Reporting:
  - Login
  - Running reports
- Enforcement:
  - Via integrated handheld
  - Via mobile phone device

PayByPhone has internal and external penetration test and vulnerability assessments performed by third-parties for PCI compliance, and by our parent company, Volkswagen Financial Services. We conduct two separate penetration test and vulnerability assessments per year. Internally, the security team executes monthly vulnerability assessments and ad-hoc penetration testing. Clients are able to obtain our PCI Attestation of Compliance (AoC) and our SOC 2 Type II. Clients are not provided detailed security program reports. Audits and assessments are conducted yearly, and there are quarterly reviews.

ii.   *Include testing for completeness and accuracy of all required system reporting.*

A test/development environment, segregated from the production environment, is used to test new software (including patches). Production data is not used for testing and development purposes without first being sanitized, which happens each time our test databases are refreshed from production. Test personnel make every effort to use mock data for testing on non-production systems and software.

Test data and test accounts used during development and testing of the applications are not deployed to production. Furthermore, duties between staff assigned to the development/test environments are required to be segregated from those assigned to the production environments.

Code promotion to the production environment is undertaken by the Development team. The Development department has no full-time read/write access to production applications or data. In emergencies, developers may assist in troubleshooting using an emergency ID.

The PayByPhone platform has multiple environments to facilitate software development. One of these is the UAT environment. UAT is used both internally and externally to test new functionality and provide ongoing support.

We have a mature deployment model to transfer customizations and configurations from development to production. PayByPhone has a continuous deployment model,

and has already achieved both continuous integration and continuous delivery. We strictly follow Test Driven Development principles to enable rapid releases. At a high-level, the process works as follows:

- A ticket is created by Product Management detailing the request.
- A developer implements the required changes.
- Automated testing verifies that the changes meet the defined change criteria.
- If all tests pass, the change is deployed to the QA environment.
- A tester performs a regression test verifying that the change is working as expected.
- If tests pass, a Systems Engineer deploys the current build to Production.

iii. *Confirm that all specified features are provided and fully operational before Acceptance Testing.*

The PayByPhone platform has multiple environments to facilitate software development. One of these is the UAT environment. UAT is used both internally and externally to test new functionality and provide ongoing support. We have a mature deployment model to transfer customizations and configurations from development to production. PayByPhone has a continuous deployment model, and has already achieved both continuous integration and continuous delivery.

iv. *Notify City or City's Representative in writing at least one week prior to official test session. If a test is not successful, correct noted deficiencies and advise City or City's Representative, at least two days in advance, that test session is ready to resume.*

PayByPhone will notify the City one week prior to the official test session.

We perform UATs to verify the configuration of locations and rates are correct via the app, the mobile website, and our IVR system. Our project team will review UAT cases with the City and allow the City to perform its own tests as well. We will seek final approval from the City.

v. *City or City's Representative may participate in and/or witness tests.*

Due to the nature of our testing, the City may not participate and/or witness tests. PayByPhone has internal and external penetration tests and vulnerability assessments performed by third-parties for PCI compliance, and by our parent company, Volkswagen Financial Services. We conduct two separate penetration tests and vulnerability assessments per year. Internally, the security team executes monthly vulnerability assessments and ad-hoc penetration testing. Clients are able to obtain our PCI Attestation of Compliance (AoC) and our SOC 2 Type II. Clients are not provided detailed security program reports. Audits and assessments are conducted yearly, and there are quarterly reviews.

b) *Passing Acceptance testing, even if performed in the presence of the City or City's Representative, does not relieve the Proposer of the responsibility to provide a system in accordance with the Specifications.*

PayByPhone is well versed in providing a system that's in accordance with specifications. We have teams of multiple developers and quality assurance (QA) analysts who work on the app's compatibility with the Android and iOS platforms.

In both instances, code is written with a very clean architecture including the separation of all business logic into a separate framework. Each platform developer is required to write unit tests to verify all business logic. Code reviews are not approved until developers have included unit test coverage for all new or changed code that is written.

The unit test coverage runs against fake implementations of protocols (for example, a simulated API contract), allowing the complete suite of 5,000+ unit tests to run in about 90 seconds.

All approved code reviews are merged into the QA stream, which is retrieved and run by a continuous integration server. The server includes scripts to run all unit tests and pushes a build to TestFlight.

Finally, developers complete their ticket by writing detailed testing instructions for the QA analysts who will undertake manual testing.

QA analysts review the instructions and request clarification from developers. Once clarification is received, QA analysts manually test based on builds downloaded from TestFlight to various iPhone and Android models.

These analysts also build automated tests for all the app's new features under development as well as the app's legacy features. These tests are invaluable in catching regressions at the U/X level before the next version of the app is released.

The automations run on the integration server in a shorter, sanitized version with each new build, as well as detailed versions, which run overnight.

When a release has passed all tickets, a full manual and an automated regression test is run on the release while delivery managers for both platforms submit the app to the App Store and Google Play Store review process.

When/if the full regression passes, the App Store and Google Play Store review processes are complete. Delivery managers then provide detailed release notes to PayByPhone's Customer Service team and the rest of the organization, at which point the app is released.

c) *Promptly correct all problems encountered at no cost to the City and schedule and perform re- testing of system to ensure problems have been corrected.*

PayByPhone complies.

d) *Thirty (30) Day Operational Test and Final Acceptance. After the go-live date, the City will conduct an operational test for thirty (30) days. Performance Standards:*

   i. *System is fully operational for the complete monthly reporting cycle. For each down-time period of between one hour and eight hours, or programming problems that delay the report cycle, two days will be added to the test duration.*

   PayByPhone complies.

   ii. *All reports correlate 100% with credit card reconciliation;*

   PayByPhone complies.

43. *Provide product data, including the following:*

   a) *Software applications and version(s).*

   Our iOS smartphone application requires iOS 11.0 (or higher) to function and our Android smartphone application requires Android 5.0 (or higher) to function. All of our smartphone applications will run on G, E, 2G, 3G, H, H+, 4G, and 5G. Our solution is a SaaS hosted by PayByPhone and accessible from the Internet using a modern browser and mobile app.

   b) *Application hosting service provider.*

   Our solution is hosted in Canada by Peer1 data center in Vancouver, BC, and AWS in Montreal, QC.

c) *Payment card processing provider.*

PayByPhone uses CreditCall (an NMI company) as a payment gateway service.

d) *Payment card storage provider.*

PayByPhone has policies and procedures in place for data storage. In accordance with these policies, data held at PayByPhone is stored securely in Canada at Peer1 data center in Vancouver, BC, and AWS in Montreal, QC. Data storage is assessed in our annual PCI-DSS and SOC 2 Type 2 assessments.

e) *Payment card storage methodology and security.*

As a PCI-DSS Level 1 certified provider, PayByPhone protects drivers' card data (whether in transmission or in storage) using a combination of industrial-grade encryption technologies. Clients aren't able to view cardholder data. The PayByPhone Portal system and consumer applications don't read from the credit card database table. Cardholder applications only have access to pre-formatted and redacted card data. Our cardholder environment and our database servers are physically isolated from the Internet. To protect our systems further, we've put in place a range of active monitoring systems (including DDOS mitigation appliances, intrusion detection appliances, file integrity appliances, hardware and software firewall appliances, antivirus appliances, and log aggregation systems). PayByPhone repeats the PCI attestation process annually. Our PCI-DDS Level 1 compliancy can be validated at any time by visiting the VISA portal at https://www.visa.com/splisting/searchGrsp.do.

f) *Screenshots of customer account app and web pages.*

The following four screenshots illustrate the customer account experience when accessed through the app.
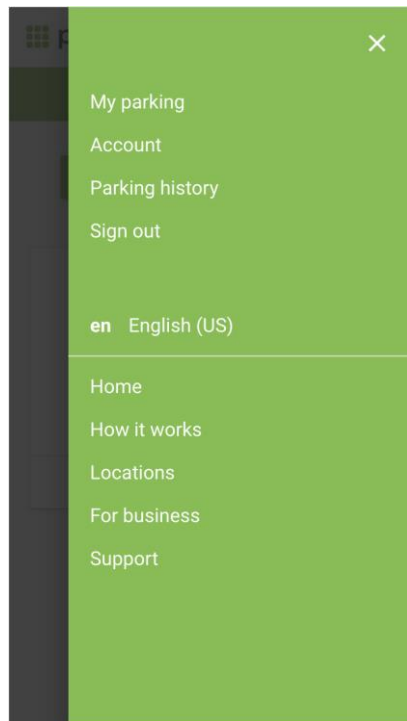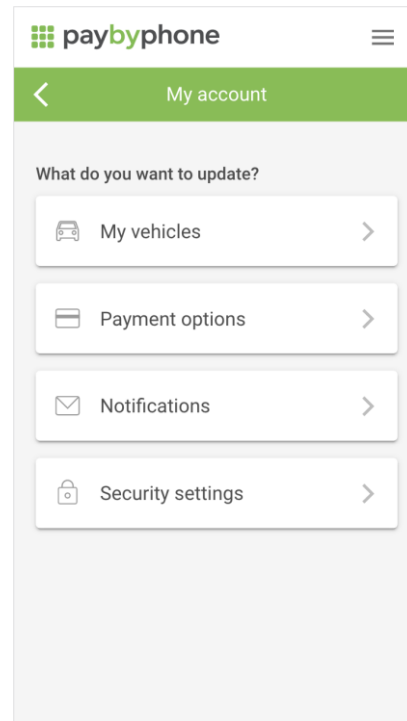
Figure: Customer account page.

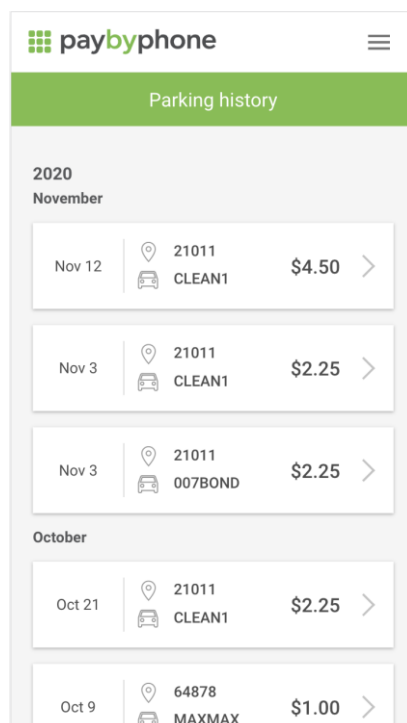Figure: Option to update customer account.
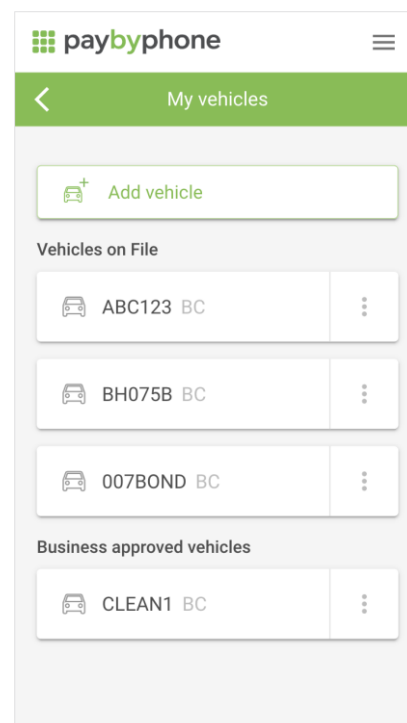

Figure: View parking history.

Figure: Add a vehicle to the account.

The following four screenshots illustrate the web experience when a driver interacts with PayByPhone to initiate a parking session.

Figure: Select a vehicle.

Figure: Select the duration to park.

Figure: View parking history.

Figure: Add a vehicle to the account.

g) *Sample transaction and revenue reports.*

Please see our response to #7 in **Section VIII. Proposal Format Requirements** for sample screenshots of transaction and revenue reports.

h) *Description of customer payment process.*

Please see our response to #40 in **Section III. Scope of Required Services** for a workflow of the customer payment process.

i) *Sample signage design to market the pay by cell program.*

Please see our response to #30 in **Section III. Scope of Required Services** for samples of signage design to market the PayByPhone app experience.

j) *Sample pay by cell sticker to adhere to parking meters to market the program.*

Please see our response to #30 in **Section III. Scope of Required Services** for samples of decal and signage for parking meters to market the PayByPhone program.

44. *Contractor will outline timeline from contract award date to planned implementation/"go-live" date;*

A typical implementation can take between six and seven weeks depending on City staff availability. Dates can be adjusted upon being selected vendor of choice. Please see our response to #6 in **Section VIII. Proposal Format Requirements** that outlines the timeframe for an implementation. **Appendix B - Tentative Project Schedule** provides an example of key milestones the project will meet during each of its implementation phases leading up to go-live.

45. *Contractor will provide any requested changes by the City within 5 business days of request.*

PayByPhone complies. Our response time for requested changes by the City is typically three business days notice.

3. Appendix A – Project Team Resumes

SONNY SAMRA, Sales Director, Pacific Southwest

Sonny joined PayByPhone with a strong background in information technology and services where he worked as director of growth for a software as a service (SaaS) financial technology company. Against this backdrop and with his enthusiasm for innovation, experience in global sales, and growth and strategy roles, Sonny brings to bear his passion for technology enablement in his current role. Sonny holds an MBA from Simon Fraser University Beedie School of Business, BC, and a BSc. degree from the University of Victoria, BC.
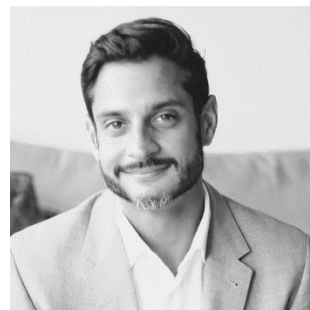
PayByPhone Technologies Inc.
Sales Director – Pacific Southwest

2018 – Present

- Territory ownership – initiate, negotiate, and drive sales that impact North American revenue and profitability.
- Strategic planning and forecasting for future territory opportunities.
- Educate and support sales team with sales strategies and tactics for deal closure.

Grow Technologies Inc.
Director of Growth

2018 – 2019

- Sales ownership – built and managed SaaS sales team; created methodical, filling and driving sales pipeline; closed enterprise-level deals.
- Analyzed strategic sales and retention plans.
- Optimized data driven sales processes and sales funnel to achieve sales targets.

Kirke Management Consulting Inc.
Managing Director and Consultant

2017 – 2018

- Created and exectued strategic business plan and initiatives.
- Led business development, strategic partnerships, and revenue capture.
- Responsible for cost-cutting strategies and streamlining of operational workflow.

Simon Fraser University Beedie School of Business
Masters of Business Administration

2016

University of Victoria
B.Sc. in Cell Biology

2004

CINDY CHAU, Director, Client Success

Cindy is the active liaison between PayByPhone and clients who use our mobility parking payment services. Cindy identifies risks and mitigation strategies, facilitates communications, monitors activities, provides issue resolutions, and improves efficiencies wherever possible. She is responsible for managing existing client relationships and addressing their needs and technical requests. Cindy manages the entire Client Success team as well as project implementation when a new client rolls out the PayByPhone service to its customers.

PayByPhone Technologies Inc.
Director, Client Success

2015 – Present

- Manage existing clients' relationships, address needs and technical requests.
- Project management and new implementation coordination execution.
- Lead client management team to ensure exceptional client expereince.

PayByPhone Technologies Inc.
Senior Client Relationship Manager

2012 – 2015

- Manage existing clients' relationships, address needs and technical requests.
- Project management and new implementation coordination execution.

StemSoft Software
Implementation Coordinator

2011 – 2012

- Implemented software applications within new and existing client sites.
- Developed project timelines through direct customer communication and coordination.
- Guided customers from sign-on through to go-live.

Equicare Health
Implementation and Deployment Manager

2007 – 2010

- Managed the New Implementation department.
- Designed, deployed, and initiated implementations with training materials.
- Worked closely with customers to understand their internal needs while developing content.

University of Manitoba
Bachelor of Commerce, Business and Marketing

University of Manitoba
Bachelor of Arts, Economics and Psychology

CARMEN DONNELL, CAPP, VP, Sales, West

Carmen brings more than a decade of parking, transportation, and mobility industry experience alongside a keen interest in relationship management. Carmen is a respected sales leader and an active participant in many industry organizations. As such, Carmen prides herself in viewing parking solutions from the client's perspective. She has the knowledge and background to customize operations to serve any need. As VP, Sales, West, Carmen is responsible for functional aspects and members of the sales team in the central and western US, and Canada. Working closely alongside the CEO, the VP, Sales, East, and other operative departments at PayByPhone, Carmen's top focus is to deliver results that are aligned with PayByPhone's overall growth strategy.

PayByPhone Technologies Inc.
Vice President, Sales, West

2019 – Present

- Collaborate on and execute go-to-market sales strategy for PayByPhone.
- Provide mentoring, coaching, and industry experience to build sales directors' knowledge and skill sets.
- Engage and negotiate contracts with government officials, higher learning institutions, and private operators.

T2 Systems Canada Inc.
Regional Sales Manager and Team Lead

2008 – 2019

- Coached and mentored pay station regional sales managers.
- Engaged in large opportunity strategy across company pay station portfolio and pipeline.
- Managed a territory with 150+ existing accounts and responsible for all new logo acquisition.

Eagle Ridge Hospital
Administrator

1997– 2008

- Booked, registered, and facilitated patients for multiple departments.
- Assisted pharmacists, nutritionists, and physical therapists with opening the Healthy Heart Department.
- Liaison between doctors and patients.

West Coast College of Health Care
Medical Clinical Administrative Diploma: Medical Office Administration

1997

JESSICA BRITTON, Director, Marketing, North America

Jessica is responsible for the management of PayByPhone's award-winning Marketing team that works tirelessly and closely with each client to develop communication and adoption campaigns that fit each client's unique needs.

PayByPhone Technologies Inc.
Director, Marketing, North America

2020 – Present

- Serve as a key and active member of the leadership operating team for North America.
- Develop and maintain a North American marketing strategy to increase adoption, usage, and reactivation of users in all regions.
- Work with the wider Consumer team and regional clients to design and execute innovative, data driven B2C, B2B, and P2C marketing campaigns.

PayByPhone Technologies, Inc.
Senior Manager, B2B Marketing, North America

2019 – 2020

- Responsible for development, planning, and execution of all B2B events across North America.
- Responsible for producing relevant content for PR, webinars, and speaker opportunities.
- Developed campaigns to build awareness, generate prospect engagement, and drive market positioning and user growth.

Photon Conrol, Inc.
Director of Marketing

2010 – 2018

- Managed the organization's Marketing department and served as a key and active member of the senior management operating team.
- Spearheaded efforts to define an overall optimum product and technology portfolio strategy that drove the long-term growth of the organization.
- Worked with Sales and Engineering on all aspects of the global go-to-market strategy for new products, product enhancements, and product features (hardware/software).

Thompson Rivers University
Bachelor of B.COMM Marketing
Bachelor of Management Studies and Leadership

2018
2017

British Columbia Institute of Technology
Diploma of Marketing Management and Public Relations

2007

ROAMY VALERA, CAPP, CEO, North America

Roamy is an internationally respected leader with more than 30 years of parking industry experience. He oversees the day-to-day operations at PayByPhone and leads the development and execution of the company's growth strategy throughout North America. Roamy also works closely with PayByPhone's global executive team to develop and implement corporate and global strategy. He is known throughout the industry as a parking and mobility visionary and thought leader. As the current past chair of the International Parking and Mobility Board of Directors, Roamy has been instrumental in the industry's evolving focus on mobility as a service (MaaS), and he brings to PayByPhone this expertise and a commitment to reducing the friction and removing the pain associated with parking and mobility. He has extensive parking operations and management expereince in both the private and public sectors.

PayByPhone Technologies Inc.
CEO, North America   **2018 – Present**

- Development and execution of PayByPhone's growth strategy.
- Develop plans to build a world-class organization.
- Responsible for cross-functional teams across North America.

NewTown Advisors, LLC
CEO   **2017 – 2018**

- Served as key growth and revenues advisor to mutiple national and global companies.
- Led an expansion of global technology companies in North America.
- Assembled P3 Projects with municipal and institutional organizations.

SP+ Corporation
Senior Vice President   **2012 – 2017**

- Business leader for municipal and institutional service verticals.
- Provided solutions for parking management procedures.
- Guided national growth and success of municipal, higher education, and healthcare markets.

International Parking and Mobility Institute
Certified Administrator of Public Parking (CAPP)   **1998**

Barry University
Bachelor of Public Administration   **1995**

YURU WANG, Chief Technology Officer

Yuru brings with him over two decades of experience in software development. He holds a master's degree in computer science from the University of Saskatchewan, SK. Yuru has a proven track record in building and scaling successful technology teams while navigating through fast organizational growth. In addition to leading the software development strategy for PayByPhone, Yuru is responsible for overseeing the expansion of the technology and information teams.

PayByPhone Technologies Inc.
Chief Technology Officer
2019 – Present

- Provide executive leadership as head of Software Development, Architecture, and IT Security groups.
- Own and accountable for all technology and associated operations, processes, and $20 million budget.
- Responsible for overall technology vision and strategy, product development and delivery, and people leadership, support, coaching, inspiration, and alignment.

SAP
VP of Engineering, Head of BI for SAP Analytics Cloud Group
2008 – 2019

- Responsible for leading development of SAP Digital Boardroom.
- Head of BI for SAP Analytics Cloud including responsibility for SAC mobile product.
- Managed teams with three levels of managers and 180+ people in three countries.

BusinessObjects Inc. (Acquired by SAP)
Director of Engineering, OnDemand Product Division
2004 – 2008

- Built Business Intelligence OnDemand portal from scratch.
- Responsible for Information OnDemand and Application OnDemand products.
- Managed teams in Canada and offshore teams in India.

University of Saskatchewan
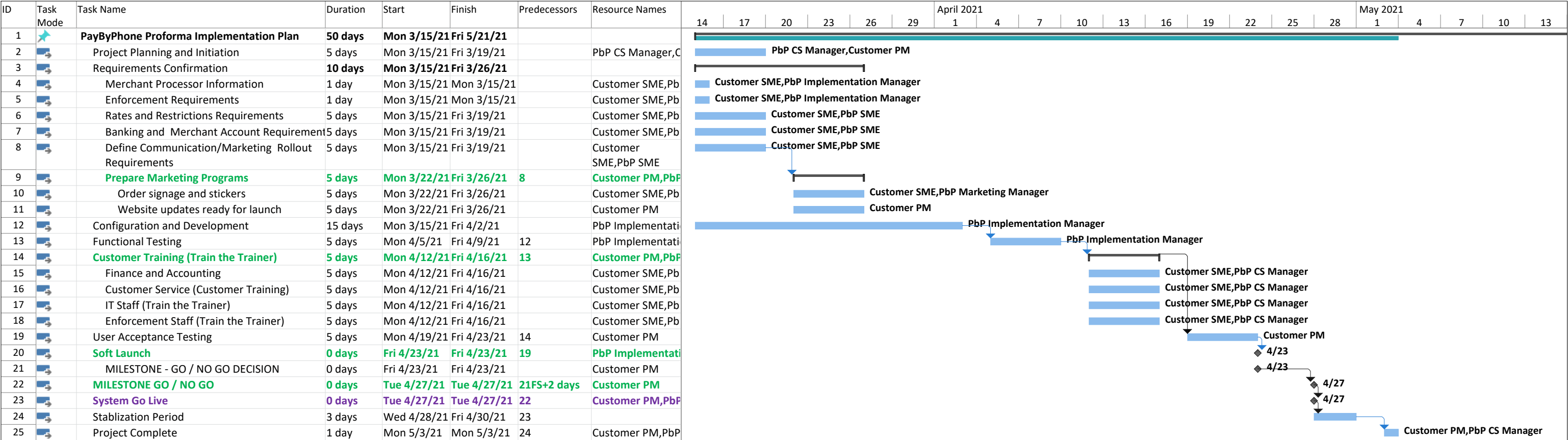## M.Sc. in Computer Science
1995

Tianjin University
B.Sc. in Computer Science
1988

4. Appendix B – Tentative Project Schedule

ID	Task Mode	Task Name	Duration	Start	Finish	Predecessors	Resource Names
1		**PayByPhone Proforma Implementation Plan**	**50 days**	Mon 3/15/21	Fri 5/21/21		
2		Project Planning and Initiation	5 days	Mon 3/15/21	Fri 3/19/21		PbP CS Manager,C
3		Requirements Confirmation	**10 days**	Mon 3/15/21	Fri 3/26/21		
4		Merchant Processor Information	1 day	Mon 3/15/21	Mon 3/15/21		Customer SME,Pb
5		Enforcement Requirements	1 day	Mon 3/15/21	Mon 3/15/21		Customer SME,Pb
6		Rates and Restrictions Requirements	5 days	Mon 3/15/21	Fri 3/19/21		Customer SME,Pb
7		Banking and Merchant Account Requirement	5 days	Mon 3/15/21	Fri 3/19/21		Customer SME,Pb
8		Define Communication/Marketing Rollout Requirements	5 days	Mon 3/15/21	Fri 3/19/21		Customer SME,PbP SME
9		**Prepare Marketing Programs**	**5 days**	**Mon 3/22/21**	**Fri 3/26/21**	**8**	**Customer PM,PbP**
10		Order signage and stickers	5 days	Mon 3/22/21	Fri 3/26/21		Customer SME,Pb
11		Website updates ready for launch	5 days	Mon 3/22/21	Fri 3/26/21		Customer PM
12		Configuration and Development	15 days	Mon 3/15/21	Fri 4/2/21		PbP Implementati
13		Functional Testing	5 days	Mon 4/5/21	Fri 4/9/21	12	PbP Implementati
14		**Customer Training (Train the Trainer)**	**5 days**	**Mon 4/12/21**	**Fri 4/16/21**	**13**	**Customer PM,PbP**
15		Finance and Accounting	5 days	Mon 4/12/21	Fri 4/16/21		Customer SME,Pb
16		Customer Service (Customer Training)	5 days	Mon 4/12/21	Fri 4/16/21		Customer SME,Pb
17		IT Staff (Train the Trainer)	5 days	Mon 4/12/21	Fri 4/16/21		Customer SME,Pb
18		Enforcement Staff (Train the Trainer)	5 days	Mon 4/12/21	Fri 4/16/21		Customer SME,Pb
19		User Acceptance Testing	5 days	Mon 4/19/21	Fri 4/23/21	14	Customer PM
20		**Soft Launch**	**0 days**	**Fri 4/23/21**	**Fri 4/23/21**	**19**	**PbP Implementati**
21		MILESTONE - GO / NO GO DECISION	0 days	Fri 4/23/21	Fri 4/23/21		
22		**MILESTONE GO / NO GO**	**0 days**	**Tue 4/27/21**	**Tue 4/27/21**	**21FS+2 days**	**Customer PM**
23		**System Go Live**	**0 days**	**Tue 4/27/21**	**Tue 4/27/21**	**22**	**Customer PM,PbP**
24		Stablization Period	3 days	Wed 4/28/21	Fri 4/30/21	23	
25		Project Complete	1 day	Mon 5/3/21	Mon 5/3/21	24	Customer PM,PbP

5. Appendix C – PCI-DSS Level 1 Certification
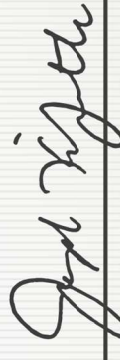
Certificate of Audit

AUDITED

A Report on Compliance has been issued to

PayByPhone Technologies, Inc.

after having demonstrated that all PCI DSS V.3.2 requirements are satisfied as of

December 2, 2019

Valid for 12 months from effective date.

Joseph Kirkpatrick, President
CPA, CISSP, CISA, CGEIT, CRISC, and QSA

KirkpatrickPrice
Innovation. Integrity. Delivered.

6. Appendix D – Addendum #1

ADDENDUM #1 (7 Pages)

RFP NUMBER: 2021-004

RFP NAME: MOBILE PARKING PAYMENT SYSTEMS

ADDENDUM DATE: 9:00 p.m., December 3, 2020

ISSUED BY: _____

Robert Norman, Financial Services Dept.

The following constitutes Addendum #1:

1. Responses to questions received is provided on pages 2 – 7 of this Addendum.

2. RFP due date is extended to **4:30 p.m., Tuesday, December 15, 2020**.

3. RFP Schedule/Timeline (page 8) has been revised and replaced by the following:

Description	Date
RFP issued	Tuesday, November 10, 2020
Deadline to submit written questions	4:30 pm, Tuesday, December 1, 2020
Addenda and answers to questions distributed	4.30 pm Thursday, December 3, 2020
Proposal due (Revised)	**4:30 pm, Tuesday, December 15, 2020**
Contractor Presentations (If needed) (Revised)	Week of January 4 and 11, 2021
City Council awards contract (Revised)	Tuesday, February 2, 2021
Contract period begins (Revised)	Wednesday, February 3, 2021

Contractor must acknowledge this Addendum in their proposal.

ACKNOWLEDGED:

Company Name: _PayByPhone Technologies Inc._____

Signature: _____   Date: _December 15, 2020_____

Authorized Representative

May 4, 2021

Mayor Bill Brand
Members of City Council
415 Diamond Street
Redondo Beach CA 90277

Dear Mayor & Members of City Council,

The existing parking system at King Harbor Marina is in great need to be upgraded to today's technology.

We have evaluated ParkMobile & PayByPhone and learned that PayByPhone is by far the best parking technology both in the way that it makes it simplistic for anybody with a smart phone to pay for their parking, add time to their parking, etc. and the security with how they protect user data is outstanding as well.

We will go along with the same system the Mayor/Council votes for to ensure consistency across the city but wanted to voice our opinion of how much better PayByPhone is in hopes you will choose PayByPhone for the city since they are by far the best available out there.

Sincerely,

Patrick Elkin
GGE Management
King Harbor Marina
310.376.6926 x127
0504.1mr

May 4, 2021

Redondo Beach Mayor & City Council
415 Diamond St
Redondo Beach, CA 90277

RE: May 4th City Council Agenda Item# N.4

Dear Mayor & City Council,

I am the current President of the Riviera Village Association and we have had an ongoing agenda item regarding the parking in Riviera Village with how the existing QR Codes on the parking meters takes you to a bad link unless you knew to first download their APP and then read the QR Code only with their APP (old technology).

Several months ago the Riviera Village Association learned about PayByPhone and how outstandingly well their system works! PayByPhone's smart system also knows if a parking lot is full and if so then it can refer somebody to a nearby parking lot which has available spaces! The Riviera Village Association was discussing with city staff about how to possibly replace the bad QR Codes on the city parking meters with PayByPhone QR Codes but we were informed how this is on tonight's agenda so we just wanted to show our support for PayByPhone and ideally the Mayor & City Council vote to approve PayByPhone so the parking meters can be updated before the summer busy season is upon us in our Riviera Village :)

Best Regards,

Jeff Ginsburg
President, Riviera Village Association

From: Whitney Taylor ███████████
Sent: Tuesday, May 4, 2021 1:50 PM
To: Khatirah Nazif <Khatirah.Nazif@redondo.org>
Subject: Re: May 4 - City Council Meeting Participation

PAY HERE

2001

Pay By Space Parking
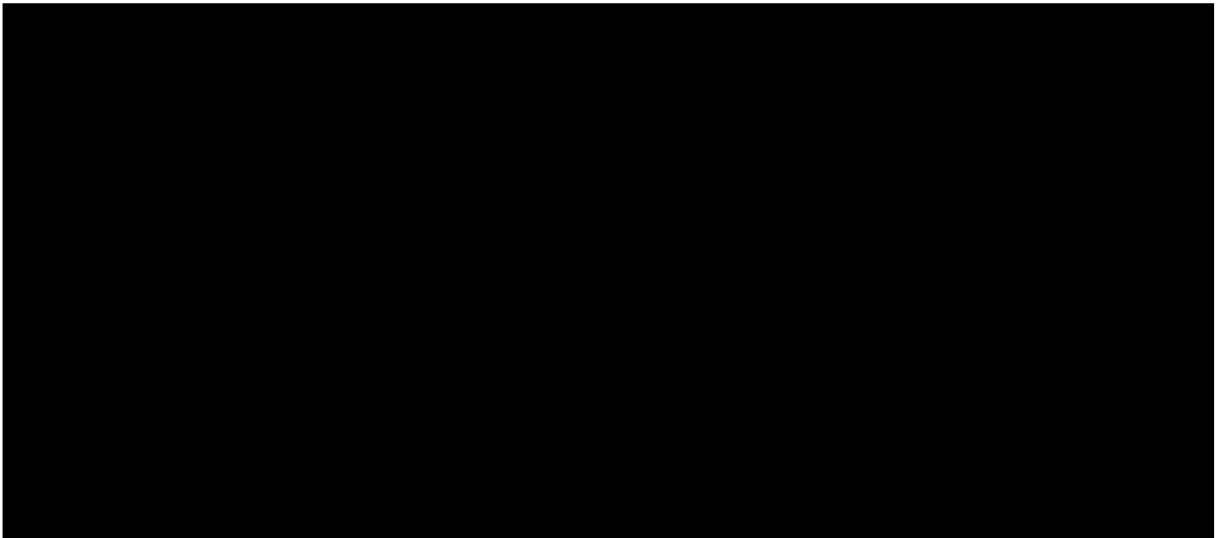
Mobile Payments

PayByPhone

- $550M / year in parking revenue
- +35M registered users
- +1000 locations (8 countries)
- 24/7/365 call support
- 4.9 US Apple store rating
- +12 languages

PayByPhone	FEATURE [description]	ParkMobile
Yes	**Apple Watch enabled** [apple integrated]	No
Yes	**Alexa/ Siri enabled** [voice integrated]	No
Yes	**Dynamic Label** [customized home screen image]	No
Yes	**Park Until** [specific session expiry]	No
Yes	**Rights & Rates** [customized parker segments for different profiles]	No
Yes	**Global Rates System - GRS** [autonomous tool for changing rates and restrictions]	No

Adoption Rate Success & Transactions (txns)

- Seattle - 77% - 500K+ txns in Mar 2021
- Miami – 94% - 750K+ txns in Mar 2021
- MBTA – 80% - 50K+ txns in Mar 2021
- Vancouver 70% - 1.2M+ txns in Mar 2021
- San Francisco 20% - 265K+ txns in Mar 2021

PayByPhone & California

- Annual transactions – 5,000,000
- Annual unique users – 1,500,000 (does not include guest users)
- Transaction growth per month – 10%

Most Recent California Launches

Jan 2021 – City of Inglewood (1500 on & off-street spaces)
May 2021 – City of San Mateo (3000 on & off-street spaces)
May 2021 – CSU Cal Poly Pomona (9500 off-street spaces)

Marketing Mobile Payments

PayByPhone marketing creates custom tailored and targeted campaigns that are specific for the City that penetrates for maximum awareness. PayByPhone deploys various tactics and initiatives, a few examples listed below:

- Video content   - Influencers   - Digital Performance   - Press & Media
- Social Media   - Local Partnerships   - Banners & Flyers   - Billboards
- Giveaways & Contests