



# Administrative Report

---

N.4., File # 21-2409

Meeting Date: 5/4/2021

---

**To: MAYOR AND CITY COUNCIL**

**From:** KEITH KAUFFMAN, CHIEF OF POLICE, STEPHEN PROUD, WED DIRECTOR

## **TITLE**

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

## **EXECUTIVE SUMMARY**

City Council directed staff to explore the possibility of improving and expanding mobile parking application payment options across the City. As there are numerous qualified vendors in the mobile parking payment space, an RfP for mobile parking applications was developed and issued on November 10, 2020. This report outlines the RFP process and recommends that the City Council select ParkMobile, LLC ("ParkMobile") as the parking mobile application vendor for the City of Redondo Beach.

## **BACKGROUND**

The City of Redondo Beach has approximately 1300 metered parking spots in the City, with approximately 1100 smart-meters spaces in operation, and separately the pier/harbor parking facilities with an additional 1300 parking spaces. At the City IPS smart meters, the public currently has access to an IPS in-house system but Council and community feedback caused exploration beyond this offering. IPS did not respond to this RFP. In the Waterfront & Economic Development parking structures, parkers have the option to utilize the ParkMobile parking application - this was part of an extended trial and ParkMobile did respond to the RFP.

The Waterfront & Economic Development Director joined this effort, as it was considered optimal to explore a uniform approach across the City to prompt customer awareness and adoption of the mobile parking application service. The selected vendor's product will need to be compatible with existing and planned hardware, including coin-only meters, single and double space smart meters, pay and display and pay by space systems as well as enforcement and banking systems in all areas of the City.

## Process

The Police Department was tasked with taking the lead on this project and gathered input from both internal and external stakeholders and subject matter experts to define the objectives and create the RFP. Input gathered included, but was not limited to, the following sources:

- Parking Enforcement
- Parking Meter Technician
- Information Technology
- Finance
- WED Director
- Riviera BID
- Parking meter vendors
- City Management
- Police Department Mgt.
- Community Development
- Public Works - Engineering
- City Treasurer's Office
- Neighboring South Bay cities
- Walker Parking Consultants
- DataTicket
- Bank of America

Key objectives identified during the development of the RFP included:

- Expand availability of consistent, scalable, contactless payment options across the City in a post-Covid-19 parking environment at a low cost to the end user.
- Provide solution with a simple onboarding process (including marketing and education to end users) to aid adoption rates.
- Allow for efficient ongoing payment methods, with as few steps as possible and with many ways to access the system (app, website, QR codes, IVR phone etc.) to encourage ongoing use.
- Strong customer support service for customer and staff.
- Ability to integrate parking mobile application with existing parking hardware/software and enforcement tools, banking systems for seamless use for end users and staff.
- Provide quality contactless option that may reduce parking hardware and maintenance costs in future years.
- Highest possible data security measures including meeting Payment Card Industry Data Security Standard Requirements (PCI DSS) and addressing concerns with maleficence surrounding payment systems including tampering with QR codes.

The Selection Committee was chaired by the PD Administrative Analyst and included the WED Director, an IT representative, the Parking Meter Technician, and PD sworn and non-sworn representatives from Traffic/Parking Division. The Committee spent hours of staff time reviewing the RfP responses, participating in virtual vendor presentations and Q&As, conferring with existing City vendors and service providers and Departments across the City.

The Selection Committee met on February 24, 2021 and following discussion and scoring, unanimously identified ParkMobile, Inc. as the vendor that was the best fit for the City's needs at this time. The group discussed alternative recommendations include a status quo/no change recommendation and recommending multiple vendors.

The Selection Committee was very impressed with the responses received, the unique features of the offerings and the responsiveness of all the vendors to staff questions. The quality of the responses made the work of the Committee very challenging and there were a number of options the Committee would be confident recommending to Council. If needs change in the future, or Council wishes to expand the number of vendors offered, there are a number of viable vendors that could be added.

However, the Selection Committee, after deliberation, determined that it was best at this juncture to make the recommendation of only vendor to Council. It was the Committee's opinion that launching multiple programs could be confusing for customers, increase sign blight and be an additional implementation challenge for staff, potentially delaying the launch. At this time, to provide an effective, efficient and consistent offering across the City, which will streamline processes for both parking customers and city staff managing the program - the Selection Committee's unanimous recommendation is that Council approves an agreement with ParkMobile.

### **Recommended Vendor - ParkMobile**

- ParkMobile is a widely known provider in the mobile parking payment technology industry and within California.
- They have been providing services in the pier/harbor area of the City for a number of years as part of a pilot.
- ParkMobile's solution integrates with all existing parking hardware and software and interfaces seamlessly with Merchant of Records and banking systems.
- Following a recent promotional push, they have proven an ability to install and promote their products in our City and have been good partners with the City.
- The agreement recommended to City Council is at no-cost to the City. ParkMobile will be responsible for all setup, staff training, initial signage and meter decals as well as a City marketing program launch.
- They offer a wide array of channels for customers to pay including, app, website, QR code, quest pay options etc.
- The cost to the customer was negotiated to \$0.25 per transaction. In an effort to get the best deal for City parking customers, it was also negotiated that parkers will be able to extend their parking time (within City parking time limits) without any additional fee.

The RfP response from ParkMobile is included in the agenda packet, along with the agreement and the vendor presentation. The RfP submissions from the other four vendors have not been included as they contain proprietary/confidential vendor information. The vendors can be contacted to request

a copy, or a redacted copy, of their responses.

The recommended vendor, ParkMobile, has been invited to present their product and services to City Council and will be available for questions.

**Fiscal Impact**

- No cost to City
- \$0.25 per parking transaction to Customer (including extended time)

**Conclusion**

This is a rapidly changing and evolving space and ParkMobile was identified as best placed to assist the City of Redondo Beach meet key objectives at this time. ParkMobile have demonstrated the ability to meet the City and our parking community where we are now and to partner with us to introduce new features and services as we move to a more mobile environment. Staff recommends that the City Council approves the contract with ParkMobile and directs staff to work with ParkMobile to implement the service in the City before summer 2021.

**COORDINATION**

The Police Department and Waterfront & Economic Development has coordinated with the City Attorney, Finance and City Treasurer's office in developing the ParkMobile, LLC agreement.

**FISCAL IMPACT**

No cost to the City

\$0.25 per parking transaction to Customer

**APPROVED BY:**

*Joe Hoefgen, City Manager*

**ATTACHMENTS**

ParkMobile, Inc agreement

Insurance

Staff Presentation

ParkMobile Presentation

ParkMobile Additional Information

ParkMobile RfP Response

Request for Proposals

RfP Addendum #1

Copy of RfP Selection Criteria