



City of San Antonio

Agenda Memorandum

File Number: 18-5683

Agenda Item Number: 5.

Agenda Date: 11/15/2018

In Control: City Council A Session

DEPARTMENT: Finance

DEPARTMENT HEAD: Troy Elliott

COUNCIL DISTRICTS IMPACTED: Citywide

SUBJECT:

Parking Mobile App

SUMMARY:

An Ordinance authorizing a contract with Passport Labs, Inc. to provide a private label mobile parking application to allow for a phased implementation of full-scale parking support and services for an initial amount of \$9,500 funded from the FY 2019 Parking Operating & Maintenance Fund, and authorizing a \$0.15 convenience fee for users. The total fee could result in over \$50,000.00 annually to Passport Labs, Inc. The initial term of the contract with Passport Labs, Inc. is for a period of two years with three, one year renewals.

BACKGROUND INFORMATION:

The Center City Development and Operations Department (CCDO) operate and maintain downtown parking facilities. The City has over 5,600 downtown public parking spaces available in garages and street level lots / spaces that are supported by automated meters and 700 coin operated meters. Every year, the downtown area is host to various events which are open to locals and tourists. Depending on the event size, attendees often experience difficulty in locating parking availability, resulting in traffic congestion and parking in unauthorized spaces and locations.

This contract will aid in reducing downtown traffic congestion by providing parking availability information. This mobile application will improve the parker's experience with automated features such as: visibility to parking availability, payment options, and extending time limits to City-owned lots and metered parking locations. CCDO plans to implement this technology as follows:

- Phase One implementation will allow parkers to leverage this technology for street level and non-gated lots that feature current City-owned Parkeon technology. This phase will impact approximately 3,000 downtown public parking spaces. It is anticipated that the implementation period for this phase will be five (5) months.

Upon successful implementation of Phase One and a one (1) month evaluation period, the City will expand the use of this technology to a second planned phase.

- Phase Two implementation will allow parkers to leverage this technology for approximately 2,600 downtown parking spaces in City-owned garages and gated lots that feature HUB Parking technology.

CCDO will brief City Council on the decision to implement Phase Two which would require Council approval of the purchase of additional hardware / software from HUB Parking, if Phase two is implemented.

The City does not plan to replace technology at approximately 700 coin operated downtown parking spaces.

This contract will also provide the City with marketing services to provide product literature, social media advertising concepts, promotional code handouts, email marketing concepts as well as a promotional video throughout the implementation (launch) and through the application life-cycle.

The City issued a Request for Competitive Sealed Proposal (RFCSP for “Parking Enhancements and Mobile App”) on February 27, 2017, with a submission deadline of April 3, 2017. Three responses were received and were deemed responsive for evaluation. Passport Labs, Inc. was selected based on the City’s standard RFCSP evaluation process.

The evaluation team consisted of representatives from Center City Development and Operations, Information Technology Services and Finance departments. The proposals were evaluated based on the firm’s qualifications, experience, and quality of service, previous performance, proposed plan and price schedule. Additional categories of consideration included references and financial qualifications. The evaluation of each proposal response was based on a total of 100 points, 35 points allotted for experience, background, qualifications; 35 points were allotted for proposed plan; 10 points allotted for respondent’s price schedule. A total of 20 points was allotted for the Small Business Economic Development Advocacy (SBEDA) Program; 10 points for the SBE Prime Contract Program and 10 points for the Minority/Women Owned Business Enterprise Prime Contract Program.

The evaluation committee met on June 2, 2017 to evaluate the three responsive proposals received. After review and discussion, the evaluation committee elected to invite the three respondents for interviews. Interviews were held July 12 - 14, 2017. The evaluation committee met again on August 22, 2017 and individual scores were submitted and aggregate scores were presented. After committee members’ scores were finalized, the pricing scores and the SBEDA scores were revealed. Passport Labs, Inc. received the highest ranking and was recommended for award by the evaluation committee.

The initial term of the agreement shall be for a period of two years. Three additional one-year renewals at the City’s option shall also be authorized by this ordinance.

ISSUE:

This contract will provide a private label parking mobile application with full service parking support and

service. Passport Labs, Inc. will provide a phased implementation of a mobile parking application which offers users key features of visibility to parking availability, payment options, and extending time limits for approximately 5,600 parking spaces in the downtown area.

The fee structure for this initiative presents the City with a minimal investment requirement. The selected respondent collects a convenience/transaction fee of \$.15 per transaction. The parker is notified of the transaction fee through the mobile application. There is no fee to the parker to extend an active session.

This contract will be awarded in compliance with the Small Business Economic Development Advocacy (SBEDA) Program, which requires contracts be reviewed by a Goal Setting Committee to establish a requirement and/or incentive unique to the particular contract in an effort to maximize the amount of small, minority, and women-owned business participation on the contract. The Goal Setting Committee applied the Small and Minority/ Women-Owned Business Enterprise Prime Contract Program with twenty (20) evaluation preference points

The Veteran-Owned Small Business (VOSB) Preference Program does not apply to non-professional service contracts, so no preference was applied to this contract.

ALTERNATIVES:

The alternative to implementing this contract is to continue operating without a private label mobile application. There would be no improvement to the City parker experience.

FISCAL IMPACT:

An Ordinance authorizing a contract with Passport Labs, Inc. to provide a private label mobile parking application to allow for a phased implementation of full-scale parking support and services for an initial amount of \$9,500.00 funded from the FY 2019 Parking Operating & Maintenance Fund. If a resident uses the parking application to pay the parking fee a \$.15 convenience fee will be collected on behalf of Passport Labs. It is anticipated the collected fee could exceed \$50,000 annually within the contract term, based on projected estimates. The initial term of the contract with Passport Labs, Inc. is for a period of two years with three, one year renewals.

RECOMMENDATION:

Staff recommends the approval of this contract with Passport Labs, Inc. This contract will provide a parking mobile application to allow full-service parking support and services.

This contract is procured by means of Request for Competitive Sealed Proposal and a Contract Disclosure Form is required.