


COUNCIL COMMUNICATION

	Number:	21-418	Meeting:	October 4, 2021
	Agenda Item:	34	Roll Call:	21-1485
	Submitted by:	Steven L. Naber, P.E., City Engineer		

AGENDA HEADING:

Accepting proposal of ParkMobile, LLC for pay-by-cell application services for multi-space meter parking system, approving Agreement for same, and authorizing City Manager to execute the agreement.

SYNOPSIS:

Recommend accepting proposal of ParkMobile, LLC for pay-by-cell application services for multi-space meter parking system, approving Agreement for the same, and authorizing the City Manager to execute the Agreement for an initial 3-year agreement, plus a renewal for one (1) additional 3-year term.

FISCAL IMPACT:

Amount: No cost to the City for the application services. Transactions costs are paid by parking customer. City costs for signage, marketing and implementation are included as part of the multi-space meter implementation project.

Funding Source: 2021-2022 Operating Budget, Page 56, Engineering Department, T&T – Parking Meter Maintenance and Collection, EG062087, Parking Operations Fund.

ADDITIONAL INFORMATION:

- The City operates 3,492 metered spaces for on-street parking within the boundaries of present Parking Meter District.
- At the Council’s Quarterly Planning Session on January 30, 2019, Council gave direction to City staff to pursue an overhaul of the on-street parking system by removing the individual parking meters (at a minimum the highest value parking meters in the core downtown area) and replacing the individual meter heads with multi-space meter (MSM) pay stations, along with a pay-by-cell phone (payment application) payment option.
- Funding to update the on-street metered parking system with the new multi-space meter system and pay-by-cell phone application has been allocated in the City’s Capital Improvement Program over fiscal years 2021, 2022 and 2023.

- This agreement provides for the use of a pay-by-cell (phone) application with the new on-street parking system. The end user of the application will pay the transaction fees for service. The result is a net zero (0) cost to the City for the application services. Signage, marketing, and staff costs for implementation are included as part of the multi-space meter implementation project.
- The City received proposals from five (5) companies in response to a Request for Proposals (RFP), (N21-33) for Pay-By-Cell Application for a Multi-Space Parking Meter Payment System to provide and integrate a pay-by-cell application with the new MSM system for the management and operation of the on-street parking system.
- A stakeholder committee, including representatives from Des Moines Downtown Chamber, Greater Des Moines Partnership, Downtown Neighborhood Association, Historic East Village Board, the Ward 3 and 4 Councilmembers, and other interested users of the on-street parking system, were given an opportunity to review the multi-space meter systems equipment and discuss the pay-by-cell applications.
- The Evaluation and Selection Committee selected ParkMobile, LLC based on:
 - Over 20 million US users in over 400 cities including New York City, NY; Washington, DC; Dallas, TX; Orlando, FL; Houston, TX; Minneapolis, MN; Milwaukee, WI; St. Louis, MO; Indianapolis, IN; Davenport, IA; Ames, IA; Sioux City, IA; Iowa State University; and University of Northern Iowa.
 - Existing integration with Cardinal Tracking, which is the City's parking enforcement software program.
 - Ability to integrate on- and off-street (gated) parking in a single application by integration with SkiData, the City's current parking garage service provider. It is anticipated that this integration would be accomplished in a future phase.
 - Back-office system allows staff to manage policies and rates in real-time.
 - Allows merchants to purchase validation codes that offer their customers discounted parking sessions when paying through the application. The deployment of such validation options would be anticipated in a future phase for parking system.
- The launch of the pay-by-cell application is anticipated to be concurrent with the installation of the new parking meter system, which is anticipated to begin in November/December 2021.

PREVIOUS COUNCIL ACTION(S):

Date: July 19, 2021

Roll Call Number: [21-1147](#)

Action: [Accepting](#) proposal of Cale America, Inc. d/b/a Flowbird for multi-space parking meter system and approving the agreement for the same, not to exceed \$3,245,367.40. ([Council Communication No. 21-320](#)) Moved by Gatto to adopt. Motion Carried 7-0.

BOARD/COMMISSION ACTION(S):

Board: Access Advisory Board

Date: April 21, 2021

Resolution Number: 21-19

Action: Frank Strong moved to approve the project. Nathan Stieler seconded the motion. Motion carried 8-0.

ANTICIPATED ACTIONS AND FUTURE COMMITMENTS: NONE

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