

Royal Oak Parking Steering Committee Meeting Paid Parking Vendor Selection

Proposals Received

Proposers could bid on pay-by-plate pay stations and/or a mobile parking payment system. The RFP states that the City is seeking the best solution for each technology individually.

Unified Parking System

Prime Contractor	Pay-by-Plate Pay Stations	Mobile Parking Payment System
MackKay	MackKay	PaybyPhone
ParkMobile	Flowbird	ParkMobile
Premium Parking	Blinkay	Premium Parking
Premium Parking	T2	Premium Parking
Traffic and Safety	T2	Passport Parking

Single-System Bid (Mobile Parking Payment Only)

Passport Parking

Minimum Qualifications to Bid

Pay-by-Plate Pay Stations	Mobile Parking Payment System
10 active US clients with a minimum of 50 pay stations	10 active clients in the US
Legally operated in the US for at least 5 years	Legally operated in the US for at least 5 years

T2 (Premium Parking) was disqualified for not providing a response to the Pay-by-Plate Pay Stations minimum qualifications.

Initial Working Group Evaluation

Evaluation Criteria

Company experience and qualifications

Proposal and response to vendor questions

Ability to meet the scope of work (TCM)

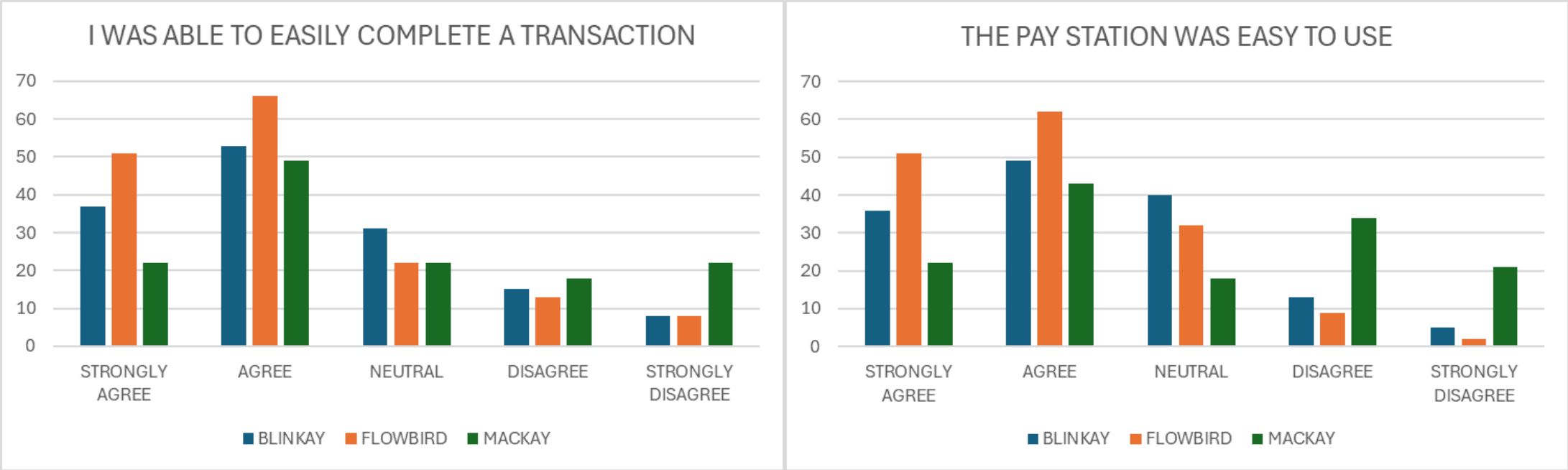
Proposed team qualification

Pay-by-Plate Pay Station Proposers shortlisted for the interview and the open houses

- **MacKay**
- **Blinkay (Premium Parking)**
- **Flowbird (ParkMobile)**

T2 (Traffic and Safety) was not shortlisted based upon their significantly higher pricing than the other Proposers.

Open House Feedback



Open House Feedback

Flowbird

- Likes for the large screen
- Likes for the text receipt
- Is the screen readable in the sunlight?
- Easy to use
- Clear instructions
- No “back” button
- Like that you can extend time if you use text receipt
- Make sure instructions at the top are for RO

Blinkay

- Likes large screen
- Confusion on receipts
- Liked better than the MacKay but not as much as Flowbird
- Liked the solar panel (note: all had solar)
- Liked the colors on the screen the best
- Wanted more receipt options
- Too many steps

Best and Final Offer (BAFO) Pay Stations

	ParkMobile/Flowbird		Blinkay	
	Original Bid	BAFO	Original Bid	BAFO
Hardware, shipping, installation*	\$596,780.00	\$593,423.00	\$640,000.00	\$650,000.00
Ongoing annual fees*	\$73,200.00	\$69,600.00	\$54,000.00	\$54,000.00
Annual extended warranty**	\$32,828.44	\$32,828.44	\$42,000.00	\$42,000.00
Per receipt by text (optional)***	\$0.05	\$0.04	n/a	n/a
Per session extension**** (optional) <i>PAID BY END USER</i>	\$0.35	\$0.25	n/a	n/a
Year 1 Total	\$670,162.50	\$663,169.00	\$694,00.00	\$704,000.00
3 Year Total	\$882,584.38	\$868,378.88	\$886,000.00	\$896,000.00

* Assumes 100 pay stations

** Extended warranty is optional

*** Estimated pricing based on 10 receipts per day – City will be billed for actuals per month

**** \$0.25 fee passed to the end-user, based on estimated 10 extensions per day

Mobile Payment

	ParkMobile	Passport	Premium Parking	PaybyPhone
Per transaction fee* <i>PAID BY END-USER</i>	\$0.35	\$0.20	\$0.35	\$0.35
Per payment extension** <i>PAID BY END USER</i>	\$0.35	\$0.20	\$0.35	\$0.15
Per payment through pre-funded wallet***	\$0.20	n/a	n/a	n/a
Annual hosting fee	included	included	\$14,250.00	included
Set-up fee (one-time)	Included	Included	included	\$1,500.00
Training	Included	\$1,200.00	Included	included
Year 1 Total	\$43,470.00	\$28,800.00	\$62,550.00	\$42,900.00
3 Year Total	\$138,690.00	\$82,800.00	\$159,150.00	\$125,700.00

* Assumes 300 transactions per day

** Assumes 100 extensions per day

*** Assumes 10% of total transactions

Final Evaluation

Pay-by-Plate Pay Station Criteria

References

Pricing

Interview & demonstration

Open houses

Mobile Parking Payment System Criteria

Company experience and qualifications

Proposal and response to vendor questions

Ability to meet the scope of work (TCM)

Proposed team qualification

References

Pricing

Steering Committee Recommendation

Pay-by-Plate Pay Stations	Flowbird
Mobile Parking Payment System	ParkMobile