

REGIONAL TRANSIT ISSUE PAPER

Agenda Item No.	Board Meeting Date	Open/Closed Session	Information/Action Item	Issue Date
18	06/12/17	Open	Action	06/07/17

Subject: Agreement with Parkmobile for Website Sales of Virtual Parking Permits, and Allowing the City of Sacramento to Enforce at the P/Q and Finance Employee Parking Lots.

ISSUE

Whether to approve the On Demand and Permit Services Agreement with Parkmobile, LLC to sell SacRT parking permits.

RECOMMENDED ACTION

Adopt Resolution 17-06-____, Approving a Sole Source Procurement and Approving the On Demand and Permit Services Agreement with Parkmobile, LLC to Sell RT Parking Permits and Issue Employee Parking Permits.

FISCAL IMPACT

Three types of charges:

Fee for the customer: There is a \$1 fee per monthly permit purchased online. This is less than shipping fees that were charged for the hangtags. For customers electing to use the pay by phone, it would cost an additional \$.35 per transaction.

Fee for SacRT for Customer Parking Website: Parkmobile will charge a \$1,000 one-time fee to develop the website for SacRT customers using SacRT park and ride lots.

Fee for SacRT for Employee Permit Website: Parkmobile will charge a \$500 one-time setup fee to develop the employee website, and a \$5,000 per year fee to include up to 1,500 employees in the system, at no charge to the employees.

These amounts have been included in the FY18 budget.

DISCUSSION

On September 29, 2016, the Board adopted Resolution 16-09-0115, delegating authority to the General Manager/CEO to enter into a Parking Enforcement and Citation Management Services Agreement with the City of Sacramento. On May 23, 2017, the City Council approved the agreement for the Parking Enforcement Division to enforce SacRT's parking ordinances on SacRT's property.

The cost-effectiveness of the City's enforcement program is dependent on electronically reading vehicle license plates and verifying, by license plate, that the vehicle has paid the required parking fees. The City of Sacramento contracts with Parkmobile to provide parking

Approved:

Presented:

Final 06/07/17

General Manager/CEO

Manager, Revenue

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permit sales to the City of Sacramento; integrating SacRT’s permit sales with the services already provided to the City of Sacramento provides an inexpensive solution that meets this need.

Currently, SacRT issues monthly hangtag permits that are placed in car windshields. These hangtag permits are difficult to manage, are subject to counterfeiting, and can be easily lost or sold to others. To improve this process, SacRT began selling virtual permits on its website and required customers to enter license plate information. This information was then transferred into SacRT’s parking ticket vending machine software. Through further use, it was determined that the information kept in the software could not accommodate the City’s and SacRT’s needs for enforcement. It was discovered that the parking ticket vending machine back-end system could not accommodate proper enforcement of multiple license plates for a single permit; all license plates entered on a single permit could park in a lot at the same time.

After further research, Staff found a solution that works with the City of Sacramento’s online sales system for monthly parking permit sales and will also meet SacRT’s own employee parking needs.

For customers, Parkmobile offers a system that will allow SacRT customers to set up an account to manage their own license plate numbers, make changes to plate numbers, and accommodate multiple plate numbers for a single permit while only allowing one vehicle to be parked in SacRT lots at a time. The Parkmobile system will add several capabilities to the SacRT system that will benefit riders that park in our lots. These convenient features include pay by phone capabilities or website autoloads. Customers will have the ability to add up to 4 license plate numbers per monthly permit (so long as only one vehicle is used at a given time). The Parkmobile system will charge the customer a \$1 transaction fee for each monthly permit and \$0.35 for each mobile app or phone transaction; these charges were approved by the Board in September 2016 (Resolution No. 16-09-0115).

The Parkmobile system would also benefit SacRT by shifting the responsibility for and management of employee parking permits from Staff to the employee. If the Agreement is approved, SacRT employees would be able to create an account, at no charge to the employee, and manage their license plates for parking in SacRT lots. Managing employee parking through this license plate recognition system is the best option for the City to efficiently patrol SacRT lots. Although this will cost \$5,000 per year for up to 1,500 employee accounts, it would allow the City to enforce employee parking and SacRT will save on the costs of purchasing hang tags, managing parking enforcement, and issuing citations. There is no system currently in place and not staffing available to efficiently patrol and enforce employee lots, with the consequence that staff time is being used to settle employee frustrations over potential non-employees parking in the employee lots. Managing employee parking permits through the Parkmobile system is necessary for City enforcement in the Pay Park and Ride lots, as part of the enforcement agreement with the City must be able to enforce by license plate number. The employee parking part of the agreement will allow one system to manage

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customer parking in Pay Park and Ride lots and employee parking, making SacRT more efficient by letting the employees and customers manage their own permits and plate numbers. If SacRT didn't pay for the employee accounts, it could affect the enforcement agreement with the City, which is based on license plate enforcement. Implementing this system will allow current staff to refocus their time on more productive projects and provide better service to their internal customers and the public. The SacRT employee lots are not currently included in the City contract for parking enforcement. Once agreement is reached with the City on adding these lots to the City contract, Staff will be bringing back an amendment to the Board to add the employee lots.

Staff is requesting that the Board delegate authority to the General Manager/CEO to enter in to a contract with Parkmobile for web sales of virtual parking permits.

RESOLUTION NO. 17-06-_____

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

June 12, 2017

APPROVING A SOLE SOURCE PROCUREMENT AND APPROVING THE ON DEMAND AND PERMIT SERVICES AGREEMENT WITH PARKMOBILE, LLC TO SELL SACRT PARKING PERMITS AND ISSUE EMPLOYEE PARKING PERMITS

BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, pursuant to Section 1.405.B.2 of the Procurement Ordinance, the Board has determined that it is in the best interest of SacRT to award a sole source contract to Parkmobile LLC to issue monthly and employee parking permits so that the City of Sacramento can efficiently enforce parking rules and regulations in SacRT's parking lots.

THAT, the On Demand and Permit Services Agreement by and between the Sacramento Regional Transit District (therein "Client") and Parkmobile, LLC (therein "Parkmobile") whereby Parkmobile agrees to provide web sales of virtual parking permits for SacRT parking and ride lots and issuance of employee permits (at no cost to the employee), as further set forth therein, is hereby approved.

THAT, the Chair and General Manager/CEO are hereby authorized and directed to execute the foregoing contract.

ANDREW J. MORIN, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Cindy Brooks, Assistant Secretary