

ORDINANCE/RESOLUTION REQUEST

Please email requests to Jason Gallardo, Department of Transportation and Infrastructure
at pw.ordinance@denvergov.org by **12:00pm NOON on Monday**. Contact Jason with questions.

Date of Request: **October 21, 2020**

Please mark one: ☐ Bill Request or ☒ Resolution Request

1. Type of Request:

- ☒ Contract ☐ Intergovernmental Agreement (IGA) ☐ Rezoning/Text Amendment
☐ Dedication/Vacation ☐ Appropriation/Supplemental ☐ DRMC Change
☐ Other:

2. Title: (Start with *approves*, *amends*, *dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

Approves a professional services technology Contract (No. 202055581) with PAYBYPHONE TECHNOLOGIES, INC. for an on-street parking mobile pay application. (PAYBYPHONE TECHNOLOGIES, INC., 403 1168 HAMILTON ST VANCOUVER, British Columbia, V6B 2S2 CANADA)

3. Requesting Agency: DOTI MOP TOP Transport Operations

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Alyssa Alt	Name: Jason Gallardo
Email: Alyssa.Alt@denvergov.org	Email: jason.gallardo@denvergov.org

5. General description or background of proposed request. Attach executive summary if more space needed: The PaybyPhone mobile pay application allows customers to pay for parking with a mobile application or with their phone and will be implemented in all paid parking areas throughout the City. The application allows for people to pay for parking without touching any infrastructure and extends the life of the current on-street meter technology. The scope of this project includes the ability for City customers to purchase and monitor their on-street parking through a Mobile Application; integrated enforcement capability; integration with existing City software systems and Third-Party systems (ie. Conduent); a marketing and education program to ensure adoption of the Mobile Payment program; revenue reconciliation and reporting; a training program for City staff; and support for both the City parking customer and City Staff.

6. City Attorney assigned to this request (if applicable): Steve Hahn

7. City Council District: Citywide

8. ****For all contracts, fill out and submit accompanying Key Contract Terms worksheet****

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: RR20 1199

Date Entered: _____

Revised 03/02/18

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property): Professional Services (Technology)

Vendor/Contractor Name: PAYBYPHONE TECHNOLOGIES, INC.

Contract control number: DOTI-202055581

Location: Citywide

Is this a new contract? ☒ Yes ☐ No **Is this an Amendment?** ☐ Yes ☒ No **If yes, how many?**

Contract Term/Duration (for amended contracts, include existing term dates and amended dates): November 1, 2020 – October 31, 2023

Contract Amount (indicate existing amount, amended amount and new contract total): \$1,000,000.00

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
\$1,000,000.00		\$1,000,000.00

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
11/1/2020 – 10/31/2023		11/1/2020 – 10/31/2023

Scope of work: See attached Executive Summary on following page.

Was this contractor selected by competitive process? Yes, by General Services **If not, why not?**

Has this contractor provided these services to the City before? ☐ Yes ☒ No

Source of funds: General Funds

ELEVATE DENVER BOND: ☐

Is this contract subject to: ☐ W/MBE ☐ DBE ☐ SBE ☐ XO101 ☐ ACDBE ☒ N/A

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): N/A

Who are the subcontractors to this contract? N/A

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: RR20 1199

Date Entered: _____

Revised 03/02/18

Executive Summary

DOTI Curbside & Parking manages on-street curbside and parking resources for the City & County of Denver, including the paid parking meter system. The current paid parking system includes approximately 6,200 single space IPS meters, with approximately 30% coin use and 70% credit card use (credit card use has gone up to approximately 85% during the pandemic in 2020). Currently, there is no option to pay with your mobile device for on-street parking within Denver. Public facing DOTI-managed off street parking lots and the Justice Center Garage have utilized mobile pay (vendor, Parkmobile) for several years.

In 2019, DOTI engaged in a Request For Qualification (RFQ) process to learn more about the potential paid parking (meter) technology providers. Following the RFQ process, DOTI intended to issue a Request For Proposal (RFP) to vendors who qualified through the RFQ process. The RFP also included a mobile payment option, allowing people to pay for parking with their smartphone. In the spring of 2020, it was decided to not issue the Paid Parking RFP due to the decrease in parking revenue and budgetary implications due to COVID-19.

In the spring of 2020, DOTI decided to move forward to procure an on-street mobile pay application vendor outside the Paid Parking (meter) RFP process. This contract and final vendor selection (Pay by Phone Technologies, Inc.) is the outcome of the mobile pay RFP process. The intention is to have mobile pay available at all current paid parking metered areas by the end of 2020/start of 2021. After the initial installation in current paid parking areas, DOTI will consider areas to pilot asset-light (very few or no physical meters on-street) paid parking areas as the public becomes more comfortable using their phones to pay for parking services.

This contract allows DOTI to be innovative at the curbside with paid parking options, utilize our current IPS meter system more efficiently and provide additional flexibility for our customers paying to park. Drivers can pay for their parking using a smartphone app (available on Apple iOS, Android, Windows Mobile, and Blackberry), telephone call, interactive voice response (IVR), or PayByPhone's mobile website. For the website option, drivers can park and pay quickly without registering for an account. PayByPhone doesn't require pre-registration to park and they also operate a "guest account" service for parkers. There is also 24x7x365 customer support for parking customers to mitigate any issues with the service.

PayByPhone notifies the driver via an SMS alert that their parking session is about to expire. It allows for the extension of time from the mobile device, provided the additional time purchased does not exceed the maximum time allowed for that specific parking space. Benefits to be realized through the introduction of On-Street Mobile Parking Payment applications include:

- Improved on-street parking experience by increasing flexibility, reliability and convenience.
- New revenue streams such as tiered pricing and payment structures, with an opportunity to introduce business programs and reward programs. (This is an option, but not included in the initial rollout)
- Reduced operational costs through reduction in cash collections, reduced and streamlined enforcement and technology integration.
- Better management of the City Parking Program from insights gained through the collection of data and identification of trends from the use of Mobile Parking Payment applications.
- Increased brand image and improved citizen goodwill by adopting and offering cutting- edge technology within the City.
- Increase citizen health safety and support Public Health initiatives by providing contactless payment methods.

To be completed by Mayor's Legislative Team: