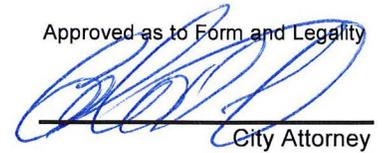


FILED
OFFICE OF THE CITY CLERK
OAKLAND

OAKLAND CITY COUNCIL

Approved as to Form and Legality



City Attorney

2015 AUG 2 PM 3:45

RESOLUTION No. 86119 C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR TO (1) AWARD A PROFESSIONAL SERVICES AGREEMENT TO PARKMOBILE USA, INC. ("PARKMOBILE") IN AN AMOUNT NOT TO EXCEED SEVEN HUNDRED FIFTY THOUSAND DOLLARS (\$750,000) FOR THREE (3) YEARS (\$250,000 PER YEAR) WITH TWO (2) ONE-YEAR RENEWAL OPTIONS, TO PROVIDE PAY-BY-MOBILE PHONE SERVICES TO MOTORISTS FOR PARKING AT PARKING METERED SPACES IN THE CITY; AND (2) AUTHORIZING COLLECTION AND APPROPRIATION OF TRANSACTION FEES CHARGED TO THE MOTORISTS IN ADDITION TO THE MOTORIST'S PARKING METER FEE IN AN ANNUAL AMOUNT NOT TO EXCEED TWO HUNDRED FIFTY THOUSAND DOLLARS (\$250,000) FOR REIMBURSEMENT TO PARKMOBILE UNDER AN AGREED UPON PROFESSIONAL SERVICES AGREEMENT.

WHEREAS, on July 5, 2011, the City Council approved resolution number 83463, C.M.S and authorized a Contract between the City of Oakland and Parkmobile to provide a Pay-by- Phone pilot program, allowing motorists to use their cell phones (and other wireless devices with phone functions) to pay for their on-street parking meters; and

WHEREAS, since July 2011, Parkmobile has provided convenience to Oakland motorists and have enabled them to use their mobile phones by simply downloading an application on their mobile smart phones to pre-register; and

WHEREAS, it has allowed motorists to access the mobile app or by calling a toll free number to pay or extend time for a parking meter; and

WHEREAS, in accordance with Oakland Municipal Code, Section 2.04.051, Competitive Process and Qualification-Based Awards for Professional Services, and the City's purchasing policies and procedures, staff initiated a formal Request for Proposals (RFP) to ensure continued fair and equitable contracting of this program; and

WHEREAS, on October 24, 2014, the Revenue Management Bureau (RMB) through collaboration with the Contract and Compliance Division initiated a formal Request for Proposal (RFP), soliciting proposals from qualified firms to provide comprehensive parking payment by mobile-phone option for the on-street parking meters located in the City of Oakland; and

WHEREAS, the RFP was advertised in the Oakland Tribune, San Francisco Chronicle, Parking Today Magazine, Parking International Institute, California Public Parking Association papers, their websites and as well as the City of Oakland's website, submission deadline was November 17, 2014; and

WHEREAS, a total of four (4) proposals were submitted to the City by the submission deadline and all four (4) proposals were reviewed by the Contract Compliance staff and were found to be qualified and meet the requirements outlined in the RFP and cover letter; and

WHEREAS, in order to select the best qualified firm to provide mobile parking meter payment for the City, the RMB conducted review and analysis of all four (4) proposals; and

WHEREAS, the initial phase of the evaluation consisted of reviewing the Response to the Request for Proposal by each potential proposer, and the second phase of the selection process consisted of an interview by a panel from Parking Meter Collection, Parking Enforcement, Parking Citation Assistance Center and RMB administration; and

WHEREAS, all four (4) proposers were interviewed and rated using the criteria defined in the RFP; and

WHEREAS, the interview was based on the following categories: relevant experience/qualification, technology/organization, system interface with Parking Collection's System and Ticket Writing Systems, customer service, reference check and pricing; and

WHEREAS, after reviewing the proposals, interviews, reference checks and pricing submitted by each proposer, Parkmobile was found to be the most qualified proposer and was selected to provide Pay-by-Mobile phone services for the City; and

WHEREAS, Parkmobile will provide the following services at no cost to the City: (i) all technical, operational, integration, implementation, and functional responsibility, (ii) a fully functional mobile payment phone system to accommodate both single-space and multi-space meters, (iii), responsibility for all expenses related to the implementation and installation of the system including but not limited to signage, decals, etc., along with training City staff, (iv) a toll free phone number and email service/Help Center is available 24 hours per day and seven days per week to provide assistance to mobile app users with registration via internet or phone and any other inquires about Parkmobile's application ; and

WHEREAS, Parkmobile is recovering its costs by charging the motorist a fixed transaction fee of \$0.30 cents for every transaction conducted at a parking meter, which is in addition to the \$2.00 per hour parking meter fee charged to the motorist for parking at a metered space; and

WHEREAS, Under the current agreement, all parking meter revenues generated through the Parkmobile's system including the \$0.30 cents transaction fees are deposited into the City's bank account on a daily basis, and this process will also continue under the new agreement; and

WHEREAS, Parking Meter revenues and the transaction fees collected by Parkmobile are dependent upon the number of mobile parking transactions; therefore, the transaction fees collected by Parkmobile can vary from year-to-year; and

WHEREAS, the revenues collected from parking meters through Parkmobile's system on behalf of the City and the total amount collected from Parkmobile transaction fees will be deposited into the designated City's bank account on a daily basis; and

WHEREAS, to maintain adherence to Generally Accepted Accounting Practices (GAAP), the agreement requires Parkmobile to remit all collected revenues, including Parkmobile's transaction fee, to the City and then invoice the City for reimbursement of the transaction fee; and

WHEREAS, funds collected for Parkmobile's transaction fee will be received as revenue in the General Purpose Fund, and appropriated to an offsetting expenditure account in an amount equal to the transaction fee received but not to exceed \$250,000 annually and remitted to Parkmobile; and

WHEREAS, the revenues collected will be deposited into the City's General Purpose Fund (1010), Treasury Organization (08721), Parking Meter Collection Account (45311) and Program No. (IP60); and

WHEREAS, upon receipt of invoice and supporting documentation to show the number of transactions, revenue collected from Parking meter and the transaction fees collected, the City will reimburse the transaction fees to Parkmobile in an amount not to exceed \$250,000 per year; and

WHEREAS, to ensure adherence with GAAP, staff is requesting to establish annual spending authority in an amount not to exceed \$250,000 in the City's General Purpose Fund (1010), Parking Meter Collection Organization (08931), Miscellaneous Contracts Account (54919.00000000.IP60); and

WHEREAS, the City Council finds that the services are professional, scientific or technical and awarding this agreement will not result in the loss of salary or employment by any person having permanent status in the competitive service; now, therefore, be it

RESOLVED: that the recitals set forth above are true and correct, and the City Council so finds and determines; and be it

FURTHER RESOLVED: that the City Administrator is hereby authorized to award a Professional Services Agreement to Parkmobile USA, Inc. "Parkmobile", in an amount not to exceed Seven Hundred Fifty Thousand Dollars (\$750,000) for three (3) years at \$250,000 per year with two (2) one-year options to renew to provide Pay-by-Mobile Phone services; and be it

FURTHER RESOLVED: that the City Council of the City of Oakland hereby authorizes collection and appropriation of transaction fees in an amount not to exceed Two Hundred Fifty Thousand Dollars (\$250,000) annually for the term of the agreement starting Fiscal Year 2016 and ending in Fiscal Year 2019, as required under the professional services agreement and equal to the transaction fee collected and remitted to the City on all mobile app transactions, which is imposed by Contractor and is in addition to the parking meter fee; and be it

FURTHER RESOLVED: that this Resolution shall take effect immediately upon its passage.

APR 19 2016

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

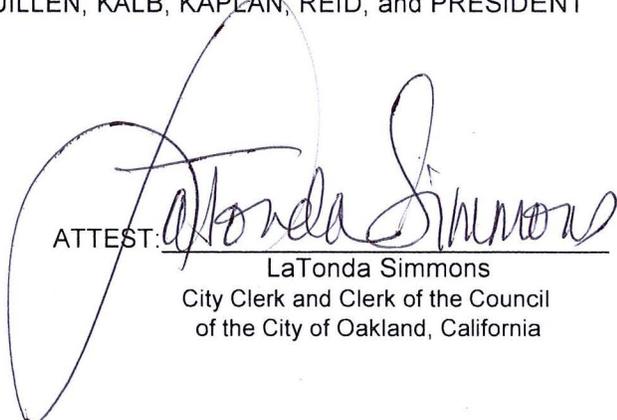
AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID, and PRESIDENT GIBSON McELHANEY - 8

NOES - 0

ABSENT - 0

ABSTENTION - 0

ATTEST:



LaTonda Simmons

City Clerk and Clerk of the Council
of the City of Oakland, California