CITY OF COLUMBIA

AGENDA MEMORANDUM

MEETING DATE:	**December 16, 2014**
DEPARTMENT:	**Purchasing**
FROM:	***Sandra Wright, Purchasing Agent***
SUBJECT:	**Parking Pay By Phone Services**
FINANCIAL IMPACT:	**Parking Administration- Professional Services** **5313101-636600**
ORIGINAL BUDGET:	**0**
CLEAN WATER 2020?:	**No**

Four (4) proposals were received in response to the solicitation released for the Parking Pay By Phone Services (RFP0004-14-15) as requested by Parking Services.

I respectfully request City Council's approval for this service to be awarded to Passport Parking, Inc. The convenience fee that will be charged to patrons is $0.20 per transaction. This fee will be for starting a transaction (there are no additional fees for extending an active parking session). This is a term contract ending on June 30, 2019 with an option to extend for two (2) additional two- year periods. Thank you for your consideration and approval of this request.

Passport Parking, Inc.
1300 South Mint Street, Suite 200
Charlotte, NC 28203

ATTACHMENTS:

- Professional Services Contract RFP0004-14-15 (DOC)
- Proposed Scope of Work & Project Approach (PDF)
- Fee Proposal (PDF)

STATE OF SOUTH CAROLINA)
) CONTRACT FOR PROFESSIONAL SERVICES
COUNTY OF RICHLAND)

THIS AGREEMENT entered into this _____ day of _____, 2014 between The City of Columbia (hereinafter called the "City"), its successors and assigns, and Passport Parking, Inc. (hereinafter called the "Contractor").

W I T N E S S E T H:

WHEREAS, the City desires to retain the services of the Contractor.

NOW, THEREFORE, the parties hereto do mutually agree as follows:

1. CONTRACT FOR SERVICES
The City hereby engages the Contractor and the Contractor hereby agrees to perform the services hereafter set forth.

2. SCOPE OF SERVICES AND TIME OF PERFORMANCE
The Contractor shall in a satisfactory and proper manner as determined by the City perform tasks necessary to complete the projects as outlined in Appendix A, attached hereto. The Contractor has specialized knowledge to complete the projects without any training from the City and shall perform the tasks in the order and in the manner that he or she determines is most effective and efficient without any City control over the details of Contractor's performance.

3. METHOD OF PAYMENT
No payments will be made to the Contractor. A convenience fee will be charged to the partons (see attached fee proposal).

4. FINDINGS CONFIDENTIAL
All of the reports, information, data, records or documents of any kind, prepared or assembled by the Contractor under this Contract are confidential and the Contractor agrees that they shall not be made available to any individual or organization without the prior written approval of the City.

5. ACCESS TO RECORDS
The Contractor shall make available for examination all of its records with respect to all matters covered by this contract and shall maintain such records for a period not less than three (3) years after receipt of final payment under this Contract.

6. COPYRIGHT
No reports or other documents produced in whole or in part under this Contract shall be the subject of an application for copyright by or on behalf of the Contractor.

7. AMENDMENTS
The parties may amend this Agreement at any time provided that such amendments are executed in writing, signed by a duly authorized representative of both parties, and approved, where applicable, by the City's governing body.

The City may, in its discretion, amend this Agreement to conform with federal, state, or local governmental guidelines, policies and available funding amounts, or for other reasons. If such amendments result in a change in the funding, the scope of services, or schedule of, the activities to be undertaken as part of the Agreement, such modifications will be incorporated only by written amendment signed by both parties.

8. ASSIGNABILITY/SUBCONTRACTING

DRAFT

The Contractor shall not assign or subcontract any interest in this Agreement and shall not transfer any interest in the same without the prior written consent of the City. The Contractor shall be as fully responsible to the City for the acts and omission of its sub-contractors, as it is for the acts and omissions of persons directly employed by the Contractor.

The Contractor shall furnish and cause each of its sub-contractors to furnish all information and reports required hereunder.

9. INDEPENDENT CONTRACTOR

Nothing contained in this agreement is intended to, or shall be construed in any manner, as creating or establishing the relationship of employer/employee between the parties. The Contractor shall at all times remain an independent contractor with respect to the services to be performed under this agreement. The City shall be exempt from payment of all unemployment compensation, FICA, retirement, life and/or medical insurance and workers' compensation insurance.

10. TERMINATION OF CONTRACT FOR CAUSE

If, through any cause, the Contractor shall fail to fulfill in a timely and proper manner these obligations under this Contract, or if the Contractor shall violate any of the covenants, agreements, or stipulations of this Contract, the City shall thereupon have the right to terminate this Contract by giving written notice to the Contractor of such termination and specifying the effective date thereof, at least five (5) days before the effective date of such termination. In such event, all finished or unfinished documents, data studies, surveys and reports prepared under this Contract shall become the property of the City.

Notwithstanding the above, the Contractor shall not be relieved of liability to the City for damages sustained by the City by virtue of any breach of the Contract by the Contractor and the City may withhold any payments to the Contractor until such time as the exact amount of damages due to the City from the Contractor is determined.

11. TERMINATION FOR CONVENIENCE OF THE CITY

The City may terminate this Contract at any time by giving written notice to the Contractor of such termination and specifying the effective date thereof, at least seven (7) days before the effective date of such termination. In that event, all finished or unfinished documents and other material as described in Paragraph 5 above shall, at the option of the City, become its property.

12. INTEREST OF CONTRACTOR

The Contractor covenants that he presently has no interest and shall not acquire any interest, direct or indirect, which would conflict in any manner or degree with the performance of services required to be performed under this Contract or which is adverse to the interests of the City of Columbia. The Contractor further covenants that in the performance of this Contract no person having such interest shall be employed.

The Contractor is expected to make her services available to other entities but agrees to refrain from representing other entities in matters where the position of the City conflicts with that of the other entity. The City may at its discretion, waive this provision. The Contractor has provided a list of all of its clients with whom there may be potential conflicts with the City. This list shall be supplemented throughout the duration of this contract.

13. EQUAL EMPLOYMENT OPPORTUNITY

In carrying out the program, the Contractor shall not discriminate against any employee or applicant for employment because of race, color, religion, sex, or national origin. The Contractor shall take affirmative action to ensure equal employment opportunites for all applicants, without regard to their race, creed, color, religion, ancestry, sex, sexual orientation, national origin, disability or other handicap, age, marital status, or status with regard to public assistance. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship. The Contractor shall post in conspicuous places, available to employees and applicants

DRAFT

for employment, notices to be provided by the government setting forth the provisions of this nondiscrimination clause. The Contractor shall state that it will receive consideration for employment without regard to race, color, creed, religion, ancestry, sex, sexual orientation, national origin, disability or other handicap, age, marital status, or status with regard to public assistance. The Contractor will incorporate requirements in all subcontracts for program work.

14. SEVERABILITY

If any provision of this Agreement is held invalid, the remainder of this Agreement shall not be affected thereby if such remainder would then continue to conform to the terms and requirements of Applicable law.

15. COMPLIANCE WITH LOCAL LAWS

The Contractor shall comply with all applicable laws, ordinances, and codes of the state and local government in performing the work provided under this Contract.

16. PERSONNEL

All of the services required hereunder shall be performed by the Contractor and all personnel engaged in the work will be fully qualified and shall be authorized or permitted under state and local law to perform the services identified in Appendix A, Scope of Services.

The Contractor represents that he/she has, or will secure at his/her own expense, all personnel required in performing the services under the Contract.

IN WITNESS WHEREOF, the City and the Contractor have entered into this Agreement as of the date first above written.

WITNESSES AS TO CITY:

_____

_____

CITY OF COLUMBIA

BY: _____

TITLE: City Manager

WITNESSES AS TO CONTRACTOR:

_____

_____

CONTRACTOR

BY: _____

TITLE: _____

DRAFT

APPENDIX A, SCOPE OF SERVICES

The City of Columbia wishes to engage in a Professional Services Contract with Passport Parking, Inc to provide services to the Parking Services Division ("Division"), located at 820 Washington Street, Columbia, SC 29201, beginning January 1, 2015 and ending on June 30, 2019. The scope of services to be provided by the Contractor includes:

1. Additional terms: Option to extend for two (2) additional two year terms.
2. See attached Project Approach, Scope of Work, and Fee Proposal

DRAFT

Provide a proposed scope of work to include approach and methodology needed to accomplish the project, including, at a minimum, those responsibilities listed in the Section IV above. Clearly state any assumptions made in preparing the scope of work.

SECTION A: INTRODUCTION

For information on Passport's approach to the City's two-phase implementation plan, please see Section D: Project Understanding & Approach.

SECTION B: SPECIFICATIONS

- **A single call or action, a customer can pay for a specific period of parking time**

B-1: Registration

With Passport's parking pay-by-phone service, parkers can quickly and easily register and pay for a specific period of parking time via the PassportParking app, the Passport mobile web application (m.ppprk.com), or a single phone call via a local 803 phone number.

It is important to us that users have the ability to register quickly on-site, as most adopters of the system do so on-street, rather than in advance. Parking customers only need a mobile phone with an active cellular connection or an active Internet connection and a valid credit/debit card to pay for parking. Not only that, but with Passport's progressive profiling, customers are only asked for this information when the system requires it, making registration much simpler than other services that require all information to create a profile prior to paying for parking.

Native Applications for iOS & Android

Mobile Web Application

Same features as the app accessible from any device with an internet connection

Making Passport's registration process even more streamlined, customers can make it easy and opt to log in with Facebook. With just two clicks, users can create their account using only their publicly available profile on Facebook. Facebook login does not give Passport access to any other information or let Passport post to your Facebook.

Facebook Login for First-time User

- **Payments accepted through multiple options, including web, text, IVR, application and/or NFC-enabled (or similar technology)**

B-2: Payment Options

Parking customers are able to register and pay for parking using several methods for mobile parking payment. Users will enter a Zone number, which defines the metered area's rates and restrictions that are specific to the City; zones also ensure that funds are being routed appropriately.

Pay-by-App/Pay-by-Web Flowchart

Pay-by-Voice Flowchart

Pay-by-Text Flowchart

Time to get the stopwatch!

The very best way for you to understand the customer experience as a first–time and ongoing user of the mobile payment solution would be to try out the system yourself. Passport has the only system in the market by which you are able to register as a first-time user and park for the first time in less than two minutes. This has resulted in substantially higher utilization rates and fewer "hang-ups" than other systems in the market.

First, you'll need to get Passport:

Download the PassportParking app for iOS or Android

or

Go to m.ppprk.com on any web browser

Now it's time to pay for parking:

For first time users, you'll be asked to enter a credit card number to pay for parking. When asked, **simply enter 4111-1111-1111-1111 for the card number along with any ZIP code and a future expiration date.** Zone 100 is Passport's test zone, so it is not tied to an active merchant account and cannot actually charge a card.

That's it! You've successfully paid for parking.

Sample Push Notification

- **Customer option to be informed at a predetermined time period of the expiration of their paid parking session**

B-3: Reminder Notifications

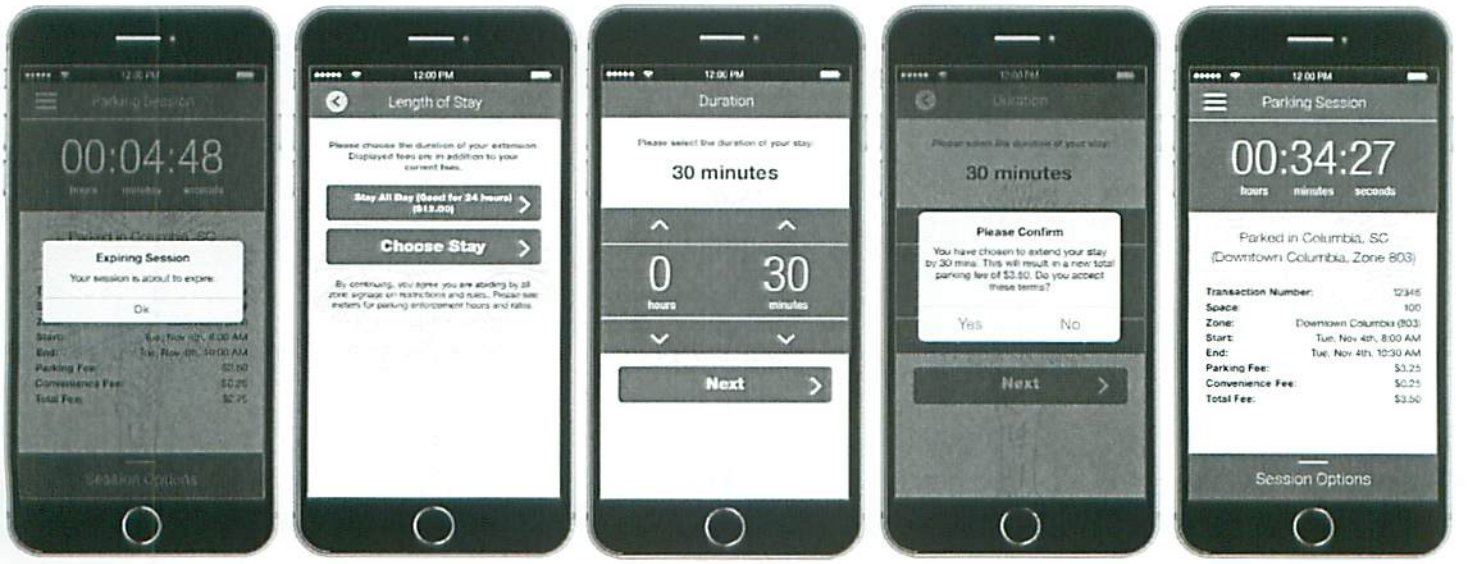
Parking customers may elect to receive parking notifications via text message or push notifications (Note: Push notifications are unique to iOS). Parking customers will be alerted at time period set by the City prior to the expiration of a parking session via text message, email, or push notification to the customer's cell phone and/or email address, as well as a final text message, email or push notification stating that the parking session has concluded and detailing the total cost for the session.

- **Allows purchase of additional time not past the maximum time allowed for that specific blockface**

B-4: Extend Parking

With Passport, a parker can ***extend a parking session in less than 30 seconds.*** Parking customers can easily extend parking sessions via app, mobile web application, phone call, or text during an active parking session. Parking customers will have the ability to extend as many times as they please, but only until the maximum time as defined by the City. The City has the option to restrict customers from re-parking and paying via cell phone for a configurable period after parking expires. In our system, we call this "Re-Park Lockout Time" and this can be set to City parameters.

Extend Parking Process



- **Does not allow purchase when desired time includes restricted parking periods on that blockface (e.g., morning and afternoon commute peak period parking restrictions or during City holidays).**

B-5: Rate Programming

Passport's Operations Management (OpsMan) portal allows the City to manage any and all types of parking rates, event rates, restrictions and temporary overrides. Our rate engine is a core advantage to Passport - *we can handle any and all rate structures*. OpsMan is available 24 hours a day, 7 days a week by visiting https://ppprk.com/apps/opsman/ from any device with an internet connection. Passport has built & maintains a world-class rate engine thanks to the work of co-founder Charlie Youakim and his 15 years of parking technology expertise.

Time Warp Rate Tester
Using Passport's time warp rate tester, the City can test and sign-off on all rate structures prior to implementing the change into the system.

Time Warp Rate Tester

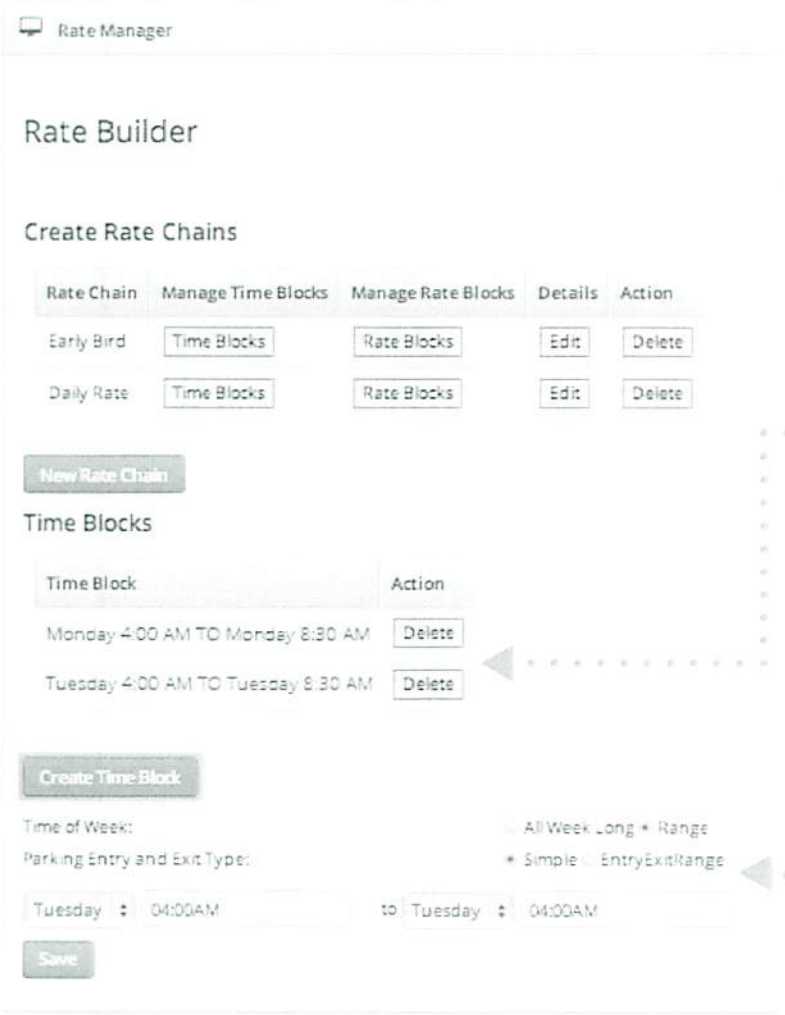
Time Restrictions
All of the City's time restrictions and limitations can be controlled using Passport's rate manager utility. Parkers can easily extend via phone call, text or app during an active parking session. Users will have the ability to extend as many times as they please but only until the maximum time as defined by the City.

The City could also restrict customers from 're-parking' and paying via cell phone for a configurable period even after parking expires. In our system, we call this "Re-park Lockout Time" and this can be set to City parameters. Passport would initially set the system up to match the City's rate schedule. All future changes could be completed by either the City or Passport.

Limit the maximum allowable time for each individual space

Disallow purchase during restricted parking periods

Limit grace period between each mobile parking session (Re-park Lockout Time)



Rates and Limits:

Day of Week

Using Passport's rate manager utility specific day of the week restrictions can be implemented.

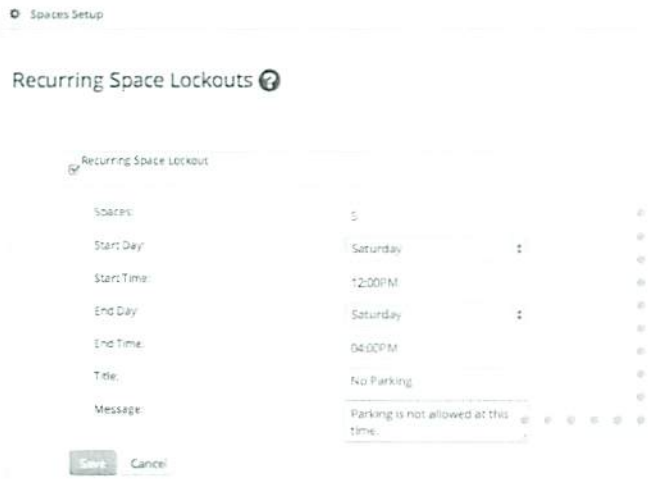
Rates and Limits:

Time of Day (Split Rates)

Using Passport's rate manager utility specific time of day restrictions can be implemented.

Rates & Restrictions by Metered Space

Using Passport's rate manager utility specific metered space restrictions can be implemented.



Rate Change for Event Parking

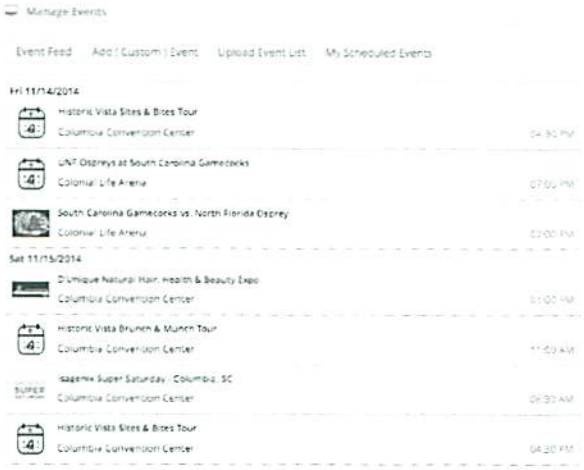
Passport's system allows the City to create and manage rates that override established parking fees. The City can implement event rates for defined zones/areas with varying rate structures.

The example at right shows a Gamecocks game being scheduled.

Schedule Calendar of Events

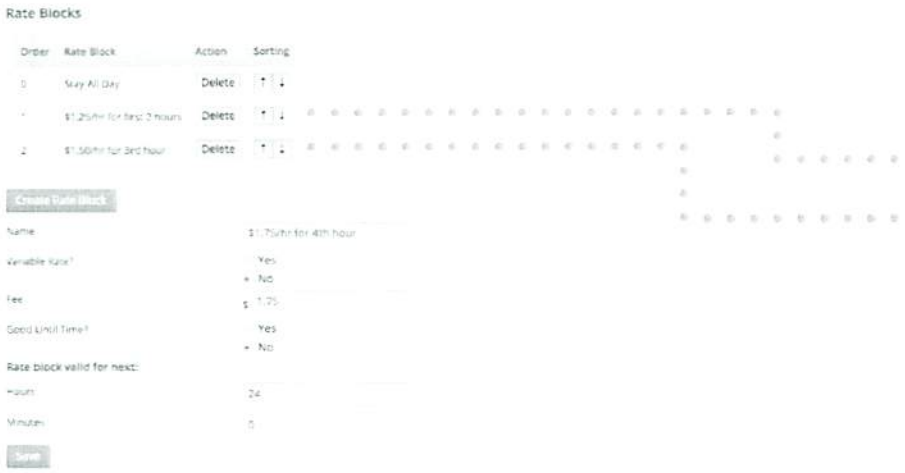
Passport automatically pulls events that are scheduled at venues defined in the system. All venues within a two mile radius of the parking location will be available for selection. In the example at right, local upcoming events in Columbia are automatically displayed. Once clicked, the user will be able to add the event.

The City can also upload a list of events that need to be managed into the system which will automatically be set in the system.



Progressive Rate Programming

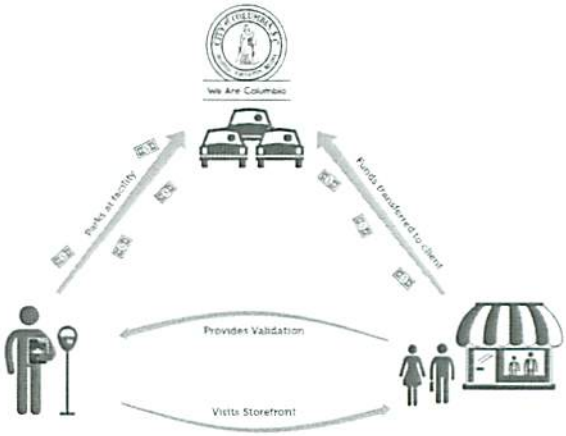
Passport can handle any parking rate structure including progressive rate programming. In the example below, we highlight an example of programming the first 2 hours at $1/hour, 3rd hour at $1.25, 4th hour at $1.50 and the 5th hour at $1.75 and how this is represented in the application to the user.



- **Allows purchase of additional time not past the maximum time allowed for that specific blockface**

B-6: Paperless Validations

Passport's system enables local Columbia merchants the ability to offer discounts and parking subsidies to customers for visiting their business – increasing occupancy and turnover of motorists and utilization of the mobile solution. Validation allows local merchants to:



- Discount parking fees and run promotions
- Access to real-time reporting of validation activity
- Integrate validation into their Facebook page

Ask for discounts!

Customers can easily find participating merchants with our Facebook integration. After initiating a parking session, parking customers can view a list of local merchants that offer discounts for visiting their storefront.

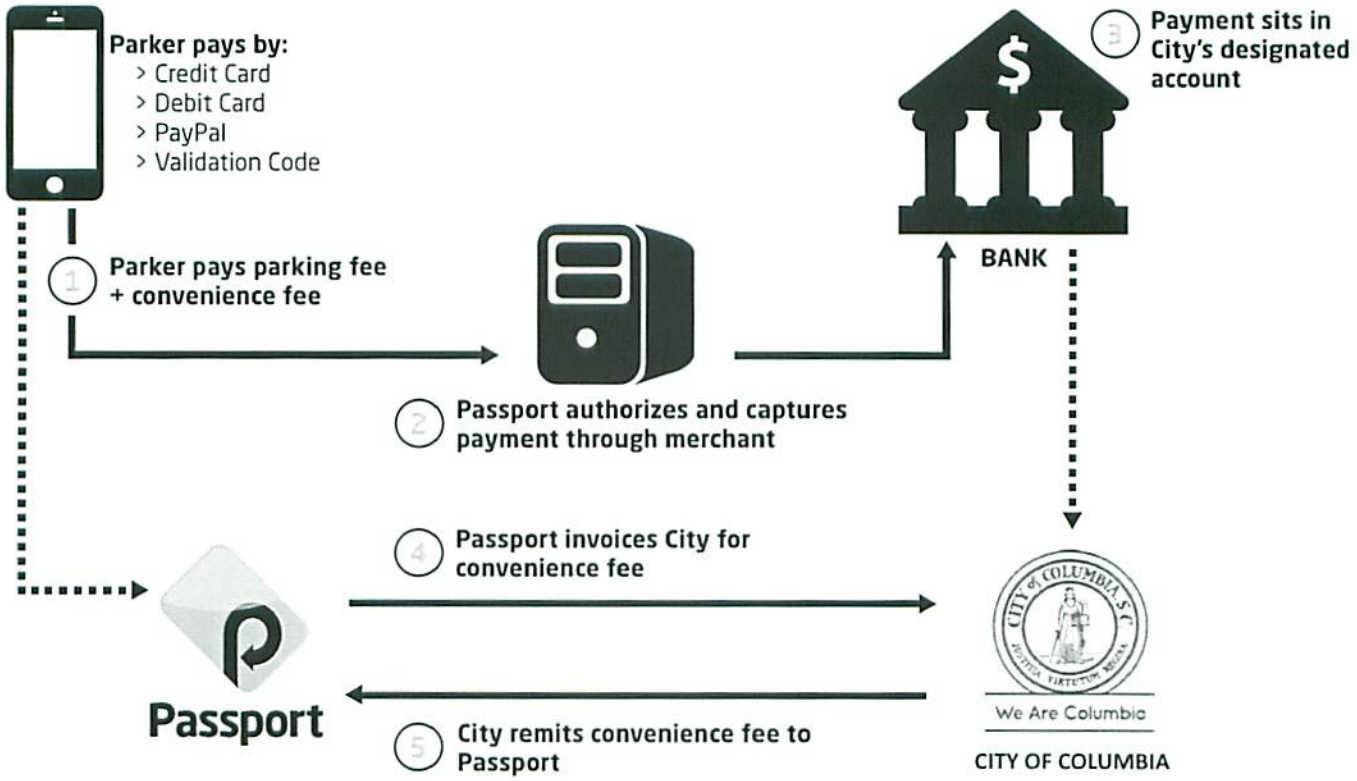
- **Provide a mechanism for the City to receive payments directly to its credit card clearinghouses with the Contractor providing monthly invoices for their customer convenience fee.**

B-7: Merchant Processing

All mobile payment transactions are captured and batched for processing at a defined time each day. Specifically, we authorize payment when a user initiates a parking session. During the duration of the session, the user may incur additional parking fees for an extension of time or have a decrease in parking fees through the use of a merchant validation code. We then capture the final payment amount after the parking session is complete. The City will receive parking revenue at the end of each day, which will deposit directly into the designated account.

PASSPORT MERCHANT CHARGE PROCESS

(City of Columbia Holds the Funds)



- **Provide a mechanism for variable rates based upon zones and time of day as well as the capability to provide dynamic pricing seasonally or during pre-planned events.**

Please see F. Proposed Scope of Work, Subsection B-5 for detailed information on Passport's robust rate programming capabilities.

- **Have the capability of integrating with industry standard enforcement tools.**

B-9: Enforcement & 3rd-Party Integration

All of Passport's software and hardware architecture is open, enabling seamless integrations with other products and services. Passport has integrated with many enforcement devices and platforms with our enforcement Application Programming Interface (API), which has not only allowed us to integrate with industry leaders on the enforcement side of the business, but allows us to remain flexible in future integrations to meet the changing needs of the City. Our integrated partners include:

Real-time Enforcement

The City enforcement officers can experience Passport through two different user interfaces: citation devices or Passport's enforcement monitoring web application Park Monitor, which can be accessed from any Internet- enabled device. With Park Monitor, the officer has the option to view customers in a few ways: by individual license plate, parking zone, space, expiring cars by zone and paid cars by zone. The citation device connects to Passport's servers, then returns information needed by the officer.

Easily Monitor your spaces using Passport's Park Monitor

View each space's current status and time remaining. The drop down menu at the top lets you easily switch between zones.

Easily filter between active, inactive, and expiring spaces

Park Monitor's responsive search saves time by filtering results as you type

Colors allow you to quickly tell each space's status, indicating active and expiring spaces.

Monitor both space-based and license plate-based parking sessions started at the multi-space meter or our mobile payment service.

- **Have the capability of integrating, in real time, to provide transaction information to the City's cloud-based T2 enforcement system which can then be sent from the City network to a handheld enforcement device in the field.**

B-10: Integration with T2 Enforcement

Passport publishes, maintains and supports a free web services API for integration with third parties selected by and limited to the City of Columbia's authorized vendors for equipment or services. The API allows for communication between the existing devices and integration into operational procedures.

Specific to the setup in Columbia, Passport has active integrations with T2 Systems enforcement software, including the City of Champaign, IL and Winston-Salem State University in Winston-Salem, NC.

- **The Contractor will provide the following types of registration options: live body phone call during paid parking hours (8 am – 6 pm EST, Monday through Saturday), smart phone application, and mobile and desktop web. The Contractor shall describe the customer registration process including whether preregistering over the internet or other method is required for first time users.**

Please see F. Proposed Scope of Work, Subsection B-1 for detailed information on Passport's easy-to-use registration process.

- **The Contractor will provide the following payment options for registered customers: IVR, SMS, smart phone application, and mobile web. The Contractor is encouraged to provide payment options in NFC-enabled, and other innovative payment formats.**

Please see F. Proposed Scope of Work, Subsection B-2 for detailed information on Passport's payment methods.

- **Customer support provided 24/7 is preferred.**

B- 13: Parking Customer Support

Parking customers will receive customer service and channel feedback through Passport's Help Desk 24 hours a day, 7 days a week. Our call center has native support for English, Spanish, and Chinese speakers. Parking customers can reach Passport's Help Desk by dialing (704) 837-8066.

B- 13: Passport Client Support

Passport will provide remote and on-site support (the amount of on-site support will need to be discussed in detail) for the term of the contract. The training will be both on-site (to be discussed in detail) as well as remote support for the term of the contract.

In the event of technical support questions that need to be addressed, the City of Columbia will be assigned a dedicated Passport Client Support representative. Additionally, live administrative support 24 hours a day, 7 days a week for operations, reporting, and reconciliation assistance to the City will be provided. Passport will also provide on-going training to the City. The training will be both on-site (to be discussed in detail) as well as remote support for the term of the contract.

1. Email: support@passportparking.com
   Include the nature of the issue and any background that would be helpful in resolving the identified item.

2. Phone: Immediately call 704-837-8066 ext. 2 for Support
   If no immediate answer, please leave a voicemail. A support representative will call back within 5 minutes.

3. If an email response or phone call does not occur within under 5 minutes call any of the secondary support numbers which go directly to support engineers:
   a.) 704-837-8066 ext. 100
   b.) 704-837-8066 ext. 103

- **The Contractor shall charge customers a convenience fee to recoup sign/graphic decals production and installation, enforcement integration, ongoing program, and other costs. The fee must be clearly communicated at registration and at time of transaction. The Contractor contract with the City will set the terms for any changes to the convenience fee. The Contractor shall integrate with the City's credit card clearinghouse. Transaction payments, including convenience fee, will be sent directly to the City's clearinghouse. The Contractor shall bill the City monthly and shall be paid by the City within 30 days of receipt of an invoice.**

B- 14: Convenience Fee

The only fee parking customers will pay is the convenience fee for starting a parking transaction *(there are no additional fees for extending an active parking session)*. This fee is disclosed when choosing the length of time the customer would like to park, at the parking session confirmation screen, and in the active session screen.

Passport also recommends clear communication of the convenience fee in marketing and promotional activities. As an example, at right is ParkChicago's, a Private Label Mobile Pay service from Passport, website with up front communication regarding its convenience fee. Please see Section G: Fee Proposal for convenience fee pricing details.

- **The Contractor shall establish a system that is capable of recognizing different rates, hours of operation, and maximum time limits for every paid parking block face based on day of week, time of day, and by neighborhood and sub-areas within neighborhoods. The system should not allow parking transactions on paid parking holidays nor during peak period parking restrictions (e.g., no parking allowed between 3 pm and 7 pm).**

Please see F. Proposed Scope of Work, Subsection B-5 for detailed information on Passport's robust rate programming capabilities.

- **The Contractor shall have a system that can make changes to parking rates, hours of operation and maximum time limits within five (5) business days of City notification. The City intends this program for strictly making payments at available (unoccupied) parking spaces within paid parking areas following all the posted sign regulations. The intent is for people to be able to up front specify the amount of time to purchase. There is no requirement to allow the customer to request a refund for paid time unused. This program is not intended to be used as an online reservation system of specific spaces, although the City is interested in Contractor capabilities for event parking.**

The City is able to make changes to parking rates instantly through Passport's OpsMan console, which is available 24 hours a day, 7 days a week. Please see F. Proposed Scope of Work, Subsection B-5 for detailed information on Passport's robust rate programming capabilities.

- **The Contractor shall provide real-time electronic enforcement integration so that Parking Enforcement is able to easily ascertain if a vehicle that is not displaying a receipt has paid via the phone option.**

Please see F. Proposed Scope of Work, Subsections B-9 and B-10 for detailed information on Passport's enforcement integration and web-based monitoring portal.

- **The Contractor shall provide the City with designs for all informational materials including public right-of-way signs, pay station decals, and all marketing activities and collateral materials (posters, brochures, web page, etc.) for review and final approval.**

B- 18: Signage

Passport will provide the City of Columbia with and install promotional materials necessary to efficiently and effectively communicate the new mobile pay service to residents and visitors, including:

- *Meter decals*

City of Lincoln, NE
Single Head Meter Side Decal

City of Lincoln, NE
Double Head Meter Side Decal

- *On-street aluminum signage*

City of Las Vegas, NV

City of Louisville, KY

Saint Cloud State University

- **The Contractor shall be responsible for developing and providing to the City an implementation schedule within 15 days of contract award. The implementation plan shall include a description of the two phases: pilot program and the roll out system to the public. Additionally, the plan shall include a detailed schedule for the sign and pay station markings installation for city-wide deployment along with all other tasks necessary for implementation.**

Please see Section D: Project Understanding & Approach for implementation information. Passport and its strategic partners will be responsible for installation of all pay-by-phone related signs, decals, and other information in the public right-of-way.

- **The Contractor shall provide in their response a marketing plan for the purpose of educating about system use and promoting this payment option.**

B-20: Marketing

Passport will partner with the City's internal marketing team to determine a System Promotion Plan. From our experience in implementing Parking Pay-By-Cell Phone services in municipalities all across North America, we believe a marketing rollout strategy should incorporate the following:

Promotional Materials

Passport will provide the City of Columbia with promotional materials necessary to efficiently and effectively communicate the new mobile pay service to residents and visitors, including:

- Print Content: Handouts; wallet cards; meter and on-street signage; and other collateral will inform parkers how to easily register and pay with the new system, as well as key benefits of the service such as reminders and the ability to extend parking sessions remotely without having to return to the meter.

Sample Custom Marketing Materials

Sample Custom Pay Station Decal

Sample Custom Handout

OUTSIDE

INSIDE

Sample Private Label Coasters

- Digital Content: Online content and design resources for the City's website, including detailed information on how to register and use the service, sample signage, and frequently ask questions.

Public Relations

- Media Tour: During the pre-launch process, representatives of both the City and Passport would visit the State, the Columbia Star, WIS, and other print and broadcast media to provide informal media briefings. The briefings would be informal discussions designed to generate relationships between you and reporters and editors who will be covering parking and the mobile pay service in the future. These briefings also tend to generate positive results for a long time after the initial coverage is completed.
- Launch Press Event: On the go-live date, representatives of both the City and Passport would hold a launch press conference and informal mixer. This event would include traditional media, such as reporters and editors, as well as alternative media, including influential local bloggers. The purpose of this event would be twofold: generate press for the mobile pay service launch as well as strengthen relationships with local media.
- Follow-up Press Releases: We would distribute press releases announcing specific milestones (such as utilization targets) to promote ongoing conversation about the mobile pay service.
- Columbia Business Community: We would reach out to the Columbia business community to generate support for the launch. By making parking easier and more worry-free for shoppers, tourists, and other visitors to Columbia businesses, the mobile-pay service will provide significant benefits to these businesses. In addition to generating coverage in business press, we can meet individually with influential business leaders and arrange speaking opportunities before the Greater Columbia Chamber of Commerce and other city business groups. Passport can also provide local businesses with promotional material, such as wallet cards and coasters, to further promote the service and drive higher utilization rates.

Marketing Activities

- Street Teams: Passport recommends the use of street teams during launch. The purpose of these teams will be twofold:
    1. Place mobile pay service decals on parking meters and pay stations
    2. Introduce parking customers to the new mobile pay service. Street teams will wear branded gear to identify them and provide customers with promotion material explaining how to sign up and use the new system as well as the system's benefits.
- Social Media: We will utilize social media throughout the rollout process to ensure word of the new service spreads both organically and quickly. Passport would create posts that can be utilized by the City of Columbia's social media accounts ahead of launch to inform parking customers of the new service. To generate additional buzz during launch, the City can offer validation codes for discounted parking for those social media users who help spread the word of the new service, such as sharing a link on Facebook or using a service-specific hashtag.
- Broadcast/Print Advertising: TV, radio, and print ads will be especially helpful in building awareness of the new mobile pay system through their ability to reach a wide range of customers. In addition to organic coverage in broadcast and print media through PR strategies, Passport can also provide the City with support for additional paid advertising. This includes providing the City with concepts (scripts and storyboards) as well as media planning/buying.

- **The Contractor shall be responsible for managing accounts, transactions, and customer service issues related to Pay-By-Cell Phone payment process. The Contractor shall provide an easy to use customer account management website where the customer can track usage, time, date, and other account information. The Contractor shall provide the customer support services to include the notification process, ability to provide speedy and accurate resolutions, policies for addressing complaints, and ticket resolution. Customers shall not be subject to spam or other emails unless authorized by the City and as accepted by the customer. No data can be used, sourced or solicited by/from the Contractor for any reason unless with the City's authorization. At contract termination, any customer data shall be deleted and/or returned to the City so that it cannot be sold or used after the contract expires.**

B-21: User Account Management

We provide the user with the ability to manage all the details of their account from within the app or mobile web application. This includes:

- Parking multiple sessions simultaneously
- View session details, email receipts, and download transaction Excel reports
- Extend parking remotely
- Discount their parking session (with Merchant Validation)
- Geo-locate parking locations and details
- Enable/ disable alerts and messages
- Update payment card details or add a PayPal account
- Manage pre-funded parking wallet account
- Manage email/SMS/push notifications

Additionally, users can also receive support from with both the app and mobile web applications, including:

- Fix parking session details (i.e. user entered incorrect zone or space number)
- View frequently asked questions
- Send bug reports
- Call an attendant
- Read Passport Mobile Pay's Terms & Conditions and Privacy Policy

Customers will never receive spam or other emails unless authorized by the City of Columbia. **No data will be sold or used.** At contract termination, any customer data shall be deleted.

My Parking History

Through secure online access, users may access and save PDF versions of monthly parking histories and associated parking & convenience fees. Recent parking transactions are also immediately available within the PassportParking app itself in a menu item called "My Parking History". There are no subscription fees for these features. History can not only be found in the various systems, but individual receipts may be emailed with one-click and inadvertent tickets can be disputed via the mobile application transaction history.

- **The Contractor shall integrate the Pay-By-Cell Phone transaction data into the City's Digital Luke II pay stations Contractor's transaction account system..**

B-22: Pay Station Integration

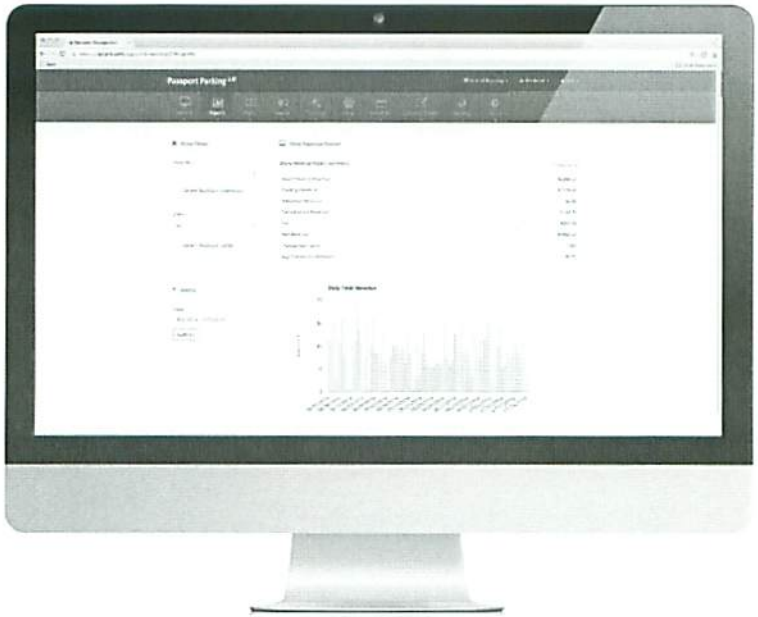
Specific to the setup in Columbia, Passport has a strong partnership with Digital Payment Technologies.

Passport currently has active integrations with Digital Payment Technologies Luke & Luke II pay stations, including the City of Louisville, KY and the University of Louisville; Pompano Beach, FL; and Southern Valet, a private parking operator in Columbia and Greenville, SC.

- **The Contractor shall provide secure administrative password access to the back office system to authorized City personnel for financial accountability, reporting, ad hoc querying, revenue reconciliation, and summons adjudication. Accessed data should not include customer's personal payment information (i.e., full credit card number). The Contractor should provide in detail the billing process**

B-23: Enterprise-Level Back Office Management

At the center of Passport's mobile payment service is the Operations Management (OpsMan) Console, which provides the City of Columbia with complete control and detailed analytics of their mobile payments. Real-time monitoring provides a clear picture of parking payments to the City, improves operational efficiency, and reduces maintenance costs, such as vandalism, theft, and decreased maintenance.



Key Differentiators of Passport's Back Office System (OpsMan)

1. *Easy to use* - Intuitive design from a parkers perspective. Pay for parking the first time in less than 2 minutes and extend a parking session in less than 30 seconds.
2. *Extremely Flexible* - Feature rich product with the ability to white label with custom features or use the base system and be up and running in minutes.
3. *Enterprise Level* - Back end reporting and logging of changes/inquiries in configurations of the system, permissions and role level control (give administrator users only the reports or functions they need access to).
4. *Scalable & Reliable* - Running on the same infrastructure as Netflix, Facebook, Twitter. Automated backups and point in time recovery.

- **The Contractor shall supply reports for account sign up and use, customer service issues, revenue and any additional reports necessary to properly evaluate program progress. The Contractor shall describe reporting options in their response.**

B-24: Detailed Reporting

It is our mission to provide tools for our clients to gain operational efficiencies through clarity and transparency into all parking transactions.

With our real time reporting the City can see the number of transactions processed, total parking revenue, customer purses reloaded, and new customer account totals instantly, as our cloud-based tools is accessible at all times. Our reporting tool allows the City to drill down into specific customer transactions and even heat maps of mobile utilization or slice reports at 50,000 feet to view zone roll-up data. Reports can be accessed and recalled at any time and do not need to be "saved." All historical data will be accessible at any time.

Currently, Passport provides 25+ reports, including:

Report	Notes
Transaction Report	Provides detail of every transaction
Daily Total Revenue	Provides summary of transaction count and revenue by day
Summary by Zone	Report shows summary data by reporting zones, allowing the City to see information by pre-defined geographic areas
Validation Transactions	Details validation occurrences by local merchants
Zone Cash (Wallet) Report	Provides summary of wallet system deposits, transactions and withdrawals
Merchant Report	Provides transactions based upon the date and time of merchant processing capture
Customer Report	Shows activity for a particular Pay-By-Cell Phone parking customer
Utilization by Space	Shows most utilized spaces
User Report	Report summarize new and unique user activity of the Pay-By-Cell Phone parking solution

Ad-Hoc Reporting

City feedback is our priority and we strive to create reports that are beneficial to the City. If the City requires a report not in our system, we will work with the City to meet the required specifications. Passport is committed to providing its clients with substantial flexibility into how it views and reports on the data collected through the mobile payment system. Operations Management is purely intended to be an analytics platform by which to analyze real data and apply findings to make operational decisions.

Through the Operations Management Console and the associated reporting platforms, the City will have the ability to create as many zones or subzones as required to allow for targeted metadata collection or advertising within the applications. The City will have the ability to report on how many of its users are frequent and repeat users or first-time parking customers. Analyzing registration area codes might better allow the City to provide promotional services or discounts to tourists using the service in the community.

Clear delineations will be made throughout the entire reporting platform on zones and subzones such that usage statistics such as utilization or turnover can be calculated and distinguished among various areas. This data can, in turn, be used to manage rates in the area or make adjustments to enforcement routes or hours of operation.

Report Formats & Ranges

All reports are in real-time and can be accessed from any device with a web browser. The City can easily export transaction reports to Microsoft Excel and Adobe PDF for additional analysis and internal reporting requirements. All reporting and transactional data are stored for an indefinite time range. Passport's reporting tools allow the City to drill down reports to a specified date range. Additionally, the City can review transactions down to the specific minute.

- **The Contractor shall provide on-site or web-based training and manuals for the authorized City personnel to navigate and utilize the back office system.**

B-25: Training

We will provide at least 2 weeks of post-implementation support after the go-live date, per request in the statement of work. Initial training for all City employees and subcontractors (collectively "PEOs") will be executed with careful consideration to individual attention provided to each member. Training is targeted to different levels of users, including but not limited to: City parking managers, administrators, and general staff. We will typically host training sessions with no more than 15-20 PEOs at once. This has allowed us to answer individual questions in a comfortable environment; moreover, it allows each member to get a hands-on approach to the enforcement process. We can accomplish the same "feel" in two ways – but look to the City for additional suggestions that would allow for product demonstration with minimal impact to individual scheduling:

1. *Waves* – Our enforcement training sessions last no longer than 30 minutes. We can host multiple training sessions on the same topic to reach each member of the broader group
2. *Train the Trainers* – Passport can host a more in-depth training session for a group of PEOs that will be provided training materials and FAQs in order to properly train the remainder of the group

Remote support will be provided for the term of the contract. All members of the enforcement and management/administration teams will be provided access to short training videos and documentation on each respective process. We will provide a self-service web-based portal with knowledge base.

- **The Contractor will be capable of launching the Pay-By-Cell Phone services within 120 days of the award of contract.**

Passport will be capable of launching the Pay-By-Cell Phone services within 120 days of the award of the contract. Please see Section D: Project Understanding & Approach for information on Passport's implementation that has been refined over the course of over 50 municipal client rollouts through the United States and Canada.

SECTION C: MANDATORY TECHNICAL REQUIREMENTS

The following is the mandatory technical requirement that the Contractor must meet. The Contractor must clearly show that the service meets this mandatory technical requirement, or the proposal will be rejected as non-responsive.

- **The Contractor's Pay-By-Cell Phone payment service system shall be PCI-DSS ("Payment Card Industry Data Security Standard") certified. Proposers shall submit PCI-DSS Level 1 compliance certificate with their proposal.**

- **The Vendor shall provide to the City an attestation by an objective third party, stating that the application has been tested for common security vulnerabilities as articulated by the "OWASP Top-10". These include SQL injection, cross-site scripting, cross-site request forgery, and others. See www.owasp.org for details. This testing must be performed at the expense of the vendor and by an objective third party. The attestation may be simply an executive summary of the technical report, stating that the application has been tested against the aforementioned standard, and found to be free of security defect.**

C-1: PCI-DSS Service Level 1 Certified

Passport maintains a full PCI-DSS Service Level 1 certification through A-lign Security and Compliance Services This certification is maintained through quarterly audits by A-lign, certified as an independent third-party Qualified Security Assessor (QSA) recognized by the PCI Security Standards Council. Passport has also successfully completed an SSAE-16 internal controls audit over both the Passport-branded and Private Label Mobile Pay Services. Please see APPENDIX IV for Passport's most recent PCI-DSS certification documents.

C-2: Independent Audit by PriceWaterhouseCoopers

Above and beyond all PCI Data Security Standards, Passport has PriceWaterhouseCoopers conduct external hacking and penetration testing as an extra measure of compliance. This included vulnerability identification and an attempt to exploit any possible vulnerability including, but not limited to, the OWASP Top-10 and privacy compliance.

C-3: Visa & MasterCard Certified Service Provider

Passport is listed as a certified service provider on both the Visa Global Registry of Service Providers and MasterCard Compliant Service Provider lists. These certifications demonstrate Passport is compliant with the rules and industry security standards set by Visa and MasterCard.

VISA Global Registry of Service Providers

Home Learn More Search Service Providers

Search for specific service providers using a variety of filters. Simply use the select boxes below to narrow your search. You can search by Company Name, Validation Type, Location Country and State, Region of Operation, Services, Assessor or Validation date range.

REGISTRY LAST UPDATE: OCTOBER 16, 2014

SEARCH CRITERIA Sort Results Company

COMPANY	SERVICE PROVIDER TYPE	VALIDATION TYPE	SERVICES	EXPAND ALL COLLAPSE ALL	VALID THROUGH DATE	ASSESSOR	REGION OF OPERATION
Passport Parking LLC NC, U.S.A.	AGENT	PCI DSS	PCI DSS Services		Sep 30, 2015	A-lign Security and Compliance Services	U.S., CAN

Passport's listing on www.visa.com/splisting/

SECTION D: VALUE-ADDED SERVICES

The following is not required by the City's Request for Proposals, however Passport would like to include additional information on features and services not referenced in this proposal.

Mobile Ticketing for Transit

As use of mobile technology continues to rise, more consumers are turning to organizations that offer mobile-enabled services. Mobile Ticketing allows transit operators to offer their riders the option to purchase and display tickets from their mobile phones. Mobile tickets include animated QR codes that can be either visually inspected or scanned by mobile device, deterring duplication and fraud. This innovative technology can be replicated across any means of transit, including buses, trains, or ferries. Mobile Ticketing presents transit operators with an extraordinary opportunity to offer an innovative new service that consumers want while simultaneously increasing sales and reducing costs.

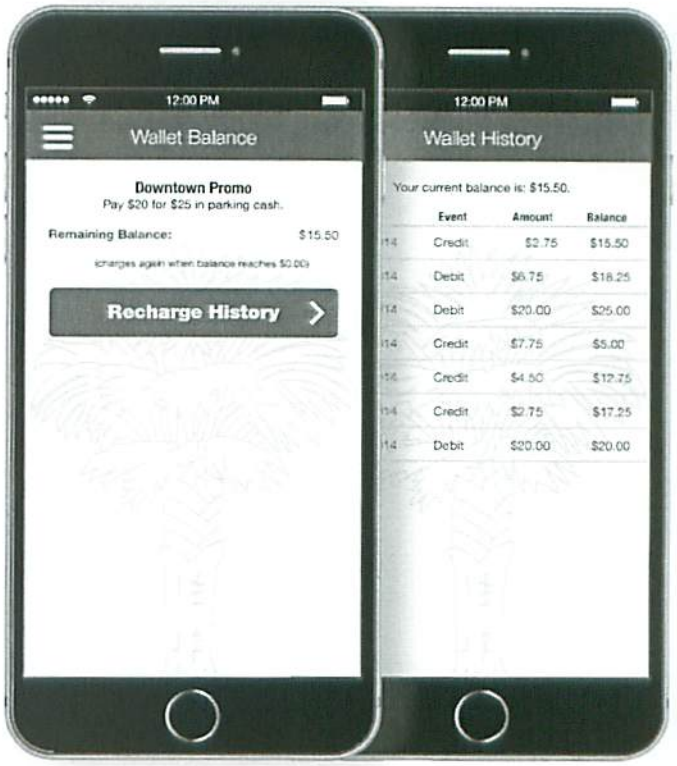
CatchTheCOMET Mobile Ticket

In August 2014, Passport launched the first mobile bus payment system in the Southeast with Columbia, SC's Central Midlands Transit and their CatchTheCOMET mobile payment application utilizing a visual inspection process.

With a ParkColumbia Private Label, Passport can build integration that would allow users to purchase COMET passes from a ParkColumbia parking payments app. The increased convenience of an all-city app will boost your pay-by-phone service's utilization.

The Only Closed-Loop Prepaid Wallet

Passport's Prepaid Wallet provides your parking customers the ability to add and store prepaid funds in their account. When they pay using the Prepaid Wallet, the transaction is simply deducted from their pre-funded account rather than being charged to a credit or debit card. This provides for a method of payment that lowers costs, offers more control, and increases customer loyalty over typical card-present situations.



Immediately Lower Your Costs

Passport's Prepaid Wallet significantly reduces costs through lower merchant processing fees. By only charging the parking customer's credit card when loading a balance, rather than with each individual transaction, card processing fees are spread out over a larger number of transactions.

Let's do the math!

A parking customer parks 10 times and pays $1.00 for parking each time. Let's use typical card not present processing fees at 3% + $0.30.

	Option 1: Credit Card	Option 2: Closed-Loop Wallet
Number of Charges	10	1
Merchant Processing Fees	($1.00 x 0.03) + $0.30 = $0.33	($10.00 x 0.03) + $0.30 = $0.60
Total Transaction Fees	$3.30	$0.60

$3.30 - $0.60 = $2.70
$2.70 ÷ 10 = **$0.27**

With our Closed-Loop Wallet, that's a savings of **$0.27 per transaction!**

Keep Your Cash With You

A key differentiator of Passport's Prepaid Wallet system is that **these merchant processing savings go to you.** Not Passport. When a customer parks, the money goes straight to your account. No waiting for funds or calculating receivable days. This stands in stark contrast to other mobile payment wallets that operate on open-loop systems, where software providers or escrow companies are the ones holding the funds.

Digital Permits

Passport has built a custom electronic permit system for Oak Park, IL, just outside of Chicago. In this proven system, residents and visitors to the community have the ability to request access to park in a given parking zone. On the same trusted and scalable back end as our mobile payment system, parking customers will have the opportunity to register a license plate and park after having met the initial approval criteria for the area. The Oak Park Police Department has the ability to track, view and support the parking zones while monitoring the municipal streets.

In a similar fashion to Oak Park, Passport can provide a private label digital permitting system in order to satisfy the City requirements.

MARCH/APRIL 2014

OP/FYI

A NEWSLETTER FROM THE VILLAGE OF OAK PARK

VOLUME 26 • ISSUE 3

New overnight parking pass program begins

Oak Parkers now can request up to 10 temporary, overnight on-street parking passes per month – three are free and the other seven $7 each. In addition to significantly increasing the number of passes, users can request free passes and pay for additional passes online. To use the system the first time, go to **www.oak-park.us/onlineservices**, click on Overnight Parking Pass and create an account. You will need a credit card, telephone number and the vehicle's license plate number. One account can manage multiple license plate numbers. Then enter the block and street where the vehicle will be parked. The system will keep track of the number of times per month that vehicle is parked. The first three are free, and then your credit card will be billed $7 for each additional pass you request that month – up to the maximum seven. Parking enforcement officers will be able to check which vehicles have passes via a smartphone. The new service was developed by PassportParking, an industry leader in integrated cloud-based parking solutions that offer user-friendly cashless payment options. PassportParking also developed the Village's mobile payment parking system. The live overnight parking pass request telephone system will continue to issue passes, but only the free ones. The additional passes can only be purchased online or in person during normal business hours at Village Hall, 123 Madison St. For information on parking in Oak Park, visit **www.oak-park.us/parking**.

The City does not want to burden citizens and visitors to Columbia with a high convenience fee. Therefore the convenience fee charged by the Contractor will not include any amount provided to the City.

The Contractor shall submit its proposed convenience fee. The City will not select this service on a low bid basis although the convenience fee will be one of the factors considered in selecting a Contractor. The City reserves the right to negotiate final fees and scope of services with the selected Contractor. The Contractor shall indicate any additional work that it believes is needed and the cost of such work. The Contractor shall specify whether the convenience fee shall include the cost of credit card transactions.

OPTION 1: PASSPORT MOBILE PAY

Passport would like to offer the following pricing for our Pay-By-Cell Phone service:

Passport Mobile Pay	
Convenience Fee	$0.20 per transaction
Convenience Fee (with University of South Carolina*)	$0.18 per transaction
Extending Parking	No Transaction Fees
Ops Management	~~$85/user/month~~ ***Waived***
Custom Sticker	***Free***
Replacement Stickers	• $5.00/each for orders larger than 250 • $10.00/each for orders between 100 and 250 • $15.00/each for orders less than 100
Replacement Signage	$35.00/each
Setup	Included in Convenience Fee
Training	Included in Convenience Fee
Travel, Lodging, and Meals	Reimbursed Expenses

*If the University of South Carolina signs up to use Passport on its paid parking, the convenience fee for the City of Columbia would drop from $0.20 per transaction to $0.18 per transaction.

OPTION 2: PRIVATE LABEL MOBILE PAY

If the City of Columbia is interested in a Private Label Mobile Pay option, there would also be a monthly maintenance expense to be negotiated based on the complexity of the customization options.

Columbia Private Label Mobile Pay	
Monthly Subscription Fee	$2,000 per month ***(First 3 months waived)***
Private Label Setup Fee	~~$50,000~~ ***Waived***
Replacement Stickers	*(Same as Passport Mobile Pay)*
Replacement Signage	
Setup	
Training	
Travel, Lodging, and Meals	

Private Label pricing includes initial setup fee includes the following services:

- Columbia-branded mobile payment application
  - Private label iOS App
  - Private label Android App
  - Private label web-based application
  - Custom voice system (IVR) to fit the City's flow and wording
  - 3 design choices for the app and web-based application
- Focus groups to test custom Columbia components (in IVR and apps)
- Custom wording and language support specific to the City
- Branded marketing materials
  - Completely collaborative sticker and signage design process
  - Mobile payment landing page
  - Fliers and marketing brochures for use in conjunction with launch

Revenue Sharing

With Passport Mobile Pay or Private Label Mobile Pay, the City has the opportunity to share revenue from the pay-by-cell service by passing along a convenience fee to the parker higher than per transaction fee listed above.

For example, if the City charges a convenience fee of $0.35 per transaction, the City of Columbia would receive $0.15.