



Legislation Text

File #: ID#20-7826, Version: 1

SUBJECT/RECOMMENDATION:

Approve a purchase order to Parkmobile of Atlanta, Ga, for reimbursement of transaction fees for mobile parking in an amount not to exceed \$221,060 from July 9, 2020 through January 31, 2023, pursuant to Clearwater Code of Ordinances Section 2.564 (1)(d), other Governmental Contracts, and authorize the appropriate officials to execute same. (consent)

SUMMARY:

May 7, 2015, City Council approved a Parking Service Agreement for pay-by-cell technology between the City of Clearwater and Parkmobile. That contract is due to expire July 8, 2020 and the Parking System recommends a piggyback off of the Miami Beach Contract in the form of a rider agreement with modifications to continue with the terms of the City of Clearwater Parking System's initial contract, due to expire July 8, 2020.

For use of the mobile parking service, an end user fee of \$0.35 per transaction is charged to the end user. Parkmobile accepts traditional credit card payments (Visa, MasterCard, Discover and AMEX) from customers (End User) and all transaction revenue is paid to the Parking Division, including the transaction fee which the City reimburses to Parkmobile.

During the period of August 2015 thru April 2020, the City of Clearwater Parking Division recorded 540,080 total transactions made thru Parkmobile App. Usage has increased over the contract period and is expected to continue to rise.

Estimated transaction numbers are based on actual 2019 data for the initial period plus an estimated 20% annual increase for the following years. The initial period of the ridership agreement is for seven months, July 9, 2020 thru January 31, 2021. The estimated transaction fees per period are calculated as follows:

Year 1 (7 months) - 130,000 transactions @ \$.35 each = \$45,500

Year 2 - 228,000 transactions @ \$.35 each = \$79,800

Year 3 - 273,600 transactions @ \$.35 each = \$95,760

TOTAL 3-year reimbursements to Parkmobile = \$221,060

APPROPRIATION CODE AND AMOUNT:

0435-01333-530300-545-000-0000 \$221,060

Funds are available in 0435-01333-530300, Parking System Contractual Services in the amount of \$45,500 in Fiscal Year 2020 and will be budgeted at the indicated amount per year in Fiscal Year 2021 through Fiscal Year 2023 for total funding in the amount of \$221,060