



City of Hallandale Beach City Commission Agenda Cover Memo

Meeting Date:		File No.:	Item Type:		1 st Reading	2 nd Reading
8/20/2024		25-220	<input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance <input type="checkbox"/> Other	Ordinance Reading	N/A	N/A
				Public Hearing	<input type="checkbox"/>	<input type="checkbox"/>
				Advertising Required	<input type="checkbox"/>	<input type="checkbox"/>
				Quasi-Judicial:	<input type="checkbox"/>	<input type="checkbox"/>
Fiscal Impact (\$):		Account Balance (\$):		Funding Source:	Project Number:	
N/A		\$77,101.28		001-4951 -534010	N/A	
Contract/P.O. Required		RFP/RFQ/Bid Number:		Sponsor Name:	Department:	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	RFP # FY 2024-2025-13 PARKING MOBILE PAYMENT		Chief Michel Michel	Police Department	
Strategic Plan Focus Areas:						
<input checked="" type="checkbox"/> Fiscal Stability		<input type="checkbox"/> Resident Services	<input type="checkbox"/> Public Safety	<input type="checkbox"/> Infrastructure & Mobility	<input type="checkbox"/> Economic Development & Affordable Housing	
Implementation Timeline:						
Estimated Start Date: 10/1/2025				Estimated End Date: 9/30/2030		

SHORT TITLE:

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF HALLANDALE BEACH, FLORIDA, AWARDED RFP # FY 2024-2025-13 PARKING MOBILE PAYMENT SERVICES; AND PROVIDING FOR AN EFFECTIVE DATE.

STAFF SUMMARY:

Summary:

Staff recommends City Commission approval to award RFP # FY 2024-2025-13 – Parking Mobile Payment Services to PayByPhone US, Inc. and ParkMobile, LLC, and authorization for the City Manager to negotiate and execute agreements with both vendors consistent with the terms outlined in the RFP and resolving all variances as listed in Exhibit 5, on behalf of the City.

Should negotiations fail, staff further recommend authorizing the City Manager to negotiate with the next best-qualified firm that is in the best interest of the City.

Background:

PayByPhone has maintained a well-established relationship with the City of Hallandale Beach since August 2018, providing mobile payment services to residents, permit holders, the business community, and visitors. In FY 2024, the PayByPhone platform processed a monthly average of 367 monthly parking permits and 409 hourly transactions for City residents. In FY 2025, those figures increased to 396 permits and 448 hourly transactions, reflecting consistent growth in resident engagement.

In August 2024, ParkMobile was introduced as an additional mobile payment option, serving non-resident users.

Both PayByPhone and ParkMobile have accepted the role of Merchant of Record (MOR), thereby relieving the City of the financial burden associated with credit card processing fees. As MORs, all providers, including the newly introduced Pay-by-Text option, absorb these fees and pass them on to the end user. This structure has led to a projected annual reduction in operating expenses of approximately \$84,821.

Service delivery from these vendors has historically been facilitated through cooperative agreements:

PayByPhone: Operating via a piggy-back agreement with the Miami Parking Authority since August 2018.

ParkMobile: Added via a COOP Agreement with Region XIV Education Service Center beginning August 2024.

The Pay-by-Text service is being introduced as a third, convenient payment method, enabling motorists to pay for parking without downloading a mobile app enhancing accessibility, particularly for non-resident users or short-term visitors.

The issuance of an RFP and subsequent award of contracts enables the City to formalize its own terms and conditions, pricing structures, and payment flexibility, ensuring that parking services meet the specific needs of all user groups within the City of Hallandale Beach.

Current Situation:

The City issued a Request for Proposals (RFP) for mobile app-based parking payment services, divided into three service categories:

Resident / Permit Services:

To provide a mobile payment application that accepts payments for hourly and monthly parking. The selected vendor must also facilitate discounted rates for Hallandale Beach residents and designated permit holders.

Non-Resident Services:

To provide a mobile application to accept payments for hourly parking by non-residents of Hallandale Beach.

Pay-by-Text Services:

To provide a text-to-pay solution for non-residents to pay for hourly parking.

RFP Timeline

Release Date of RFP – March 5, 2025:

The release notice for the RFP was sent to over eight hundred (800) vendors including vendors from the City's Vendor list and pertinent vendors that have a City Business Tax License to operate in the City.

The RFP was also advertised on:

- Hallandale Beach Chamber of Commerce website,
- City's website,
- DEMANDSTAR.com,
- Miami Minority Business Development Agency Business Center,
- U.S. Small Business Administration,
- Broward County Community Relations and Outreach Section Office of Economic and Small Business Development.

In Person Non-Mandatory Pre-Proposal Conference – March 17, 2025:

One (1) firm attended the Pre-proposal Conference in person.

Last Day for Questions for this project – March 24, 2025, by 11:00 AM

Responses Due – April 14, 2025, by 11:00 AM

Evaluation Committee – May 15, 2025:

The Evaluation Committee, appointed by the City Manager, was composed of the following individuals:

- Harvey Figueroa, Parking Enforcement Manager
- Charles Casimir, Asst. Director of Public Works/ Operations
- Jocelyn Brown, Environmental Compliance and Asset Manager
- Raul Rivera, Police Captain (not present at Evaluation Committee Meeting)
- John Faul, Police Sergeant (not present at Evaluation Committee Meeting)

SERVICE CATEGORIES 1. RESIDENT / PERMIT SERVICES		
Firm	Rank	Evaluation Points
ParkMobile, LLC	1	269.0
PayByPhone Technologies Inc	2	265.0
Mobile Smart City Corp	3	223.0
IPS Group, Inc	4	214.0
Arcadis U.S., Inc (HotSpot Parking)	5	200.0

SERVICE CATEGORIES 2. NON-RESIDENT SERVICES		
Firm	Rank	Evaluation Points
ParkMobile, LLC	1	269.0
PayByPhone Technologies Inc	2	265.0
Mobile Smart City Corp	3	223.0
IPS Group, Inc	4	214.0
Arcadis U.S., Inc (HotSpot Parking)	5	200.0

SERVICE CATEGORIES 3. PAY-BY-TEXT		
Firm	Rank	Evaluation Points
ParkMobile, LLC	1	259.0
PayByPhone Technologies Inc	2	238.0
Mobile Smart City Corp	3	223.0
IPS Group, Inc	4	214.0

Staff recommend awarding the contracts to the highest-ranked firms as follows:

Service Category #1 – Resident / Permit Services: PayByPhone

Service Category #2 – Non-Resident Services: ParkMobile and PayByPhone

Service Category #3 – Pay-by-Text Option: ParkMobile

Service Category #1 – Resident / Permit Services

Staff recommend awarding Service Category #1 exclusively to PayByPhone, which has maintained a long-standing and effective relationship with the City and its residents since August 2018. PayByPhone has consistently delivered reliable mobile parking payment services and currently manages the processing of monthly parking permits and hourly transactions for resident users.

While ParkMobile submitted a competitive proposal, it ranked just four points ahead of PayByPhone in the evaluation. Despite the narrow scoring difference, a change in provider would place a significant and unnecessary operational burden on city staff. Transitioning to a new platform would require onboarding and support resources that are currently unnecessary, potentially necessitating additional personnel. This added demand is estimated to cost the City approximately \$20,000 over a 4-month period in additional labor expenses.

Maintaining PayByPhone as the sole provider for resident/permit services ensures continuity for residents and permit holders, no interruption in service during the transition

period, an avoidance of delays in processing monthly permit applications and hourly discount approvals and reduced customer service inquiries and confusion related to learning a new or unfamiliar system.

Service Category #2 – Non-Resident Services

Staff recommend a shared award to both PayByPhone and ParkMobile, each of which currently serves non-resident users. PayByPhone has provided these services since August 2018 and ParkMobile since August 2024. Both platforms are familiar to the City's visitors and business community, enabling a smooth transition to the new contracts without disruption to the user experience.

Service Category #3 – Pay-by-Text Services

Staff recommend awarding this category to ParkMobile offering added convenience to users who prefer not to download a mobile app.

Awarding the contracts as recommended are projected to generate an estimated annual savings of \$84,821, totaling approximately \$424,106 over the initial five-year contract period.

Why Action is Necessary:

Pursuant to Chapter 23, Section 23-4, Competitive Bidding Required, all purchases of and contracts for equipment, supplies and contractual services, when the estimated cost shall exceed \$50,000.00 shall be based on competitive bids. Furthermore, pursuant to Chapter 23, Section 23-6, Award of Contract, the City Manager shall have the authority to recommend to the City Commission award of contracts.

Cost Benefit:

Based on historical trends and empirical data, the City of Hallandale Beach incurred an average of \$81,693 in parking-related credit card processing fees during FY 2023 and FY 2024. For FY 2025, the City is currently on pace to incur approximately \$84,821 in such fees.

By transferring Merchant of Record (MOR) responsibilities to the selected mobile payment providers, PayByPhone and ParkMobile, the city will no longer be responsible for covering these fees. Instead, the credit card processing fees will be absorbed by the vendors and passed along to the end users at the time of payment.

This transition is expected to result in cost savings of approximately \$424,106 over the initial 5-year contract term, with the potential for additional savings if the agreement is extended for an additional 5-year term.

Gross revenue collected is listed below for reference:

		PAYBYPHONE	PARKMOBILE
FY 22	\$	784,776	
FY 23	\$	934,816	
FY 24	\$	1,028,859	\$ 5,152
FY 25 (8 months)	\$	637,463	\$ 133,874
FY 25 annualized	\$	956,195	\$ 200,811

PROPOSED ACTION:

City Commission consider the attached resolution.

ATTACHMENT(S):

- Exhibit 1 - Resolution
- Exhibit 2 - RFP # FY 2024-2025-13 Parking Mobile Payment Services
- Exhibit 3 - Award Information Memorandum 2024-2025-13
- Exhibit 4 - PayByPhone US, Inc RFP Response
- Exhibit 5 - Variances from ParkMobile, LLC.

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