



## Legislation Details (With Text)

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**Title:** Substitute resolution authorizing the Commissioner of Public Works to issue a Request for Proposals for the provision of pay-by-phone services to parking meter customers and enter into a contract with the winning vendor.

**Sponsors:** THE CHAIR

**Indexes:** PARKING METERS

**Attachments:**

| Date      | Ver. | Action By              | Action                   | Result | Tally |
|-----------|------|------------------------|--------------------------|--------|-------|
| 9/4/2013  | 0    | COMMON COUNCIL         | ASSIGNED TO              |        |       |
| 9/6/2013  | 1    | PUBLIC WORKS COMMITTEE | HEARING NOTICES SENT     |        |       |
| 9/11/2013 | 2    | PUBLIC WORKS COMMITTEE | RECOMMENDED FOR ADOPTION |        |       |
| 9/11/2013 | 1    | PUBLIC WORKS COMMITTEE | RECOMMENDED FOR ADOPTION | Pass   | 3:1   |
| 9/11/2013 | 1    | PUBLIC WORKS COMMITTEE | RECONSIDERED             | Pass   | 4:0   |
| 9/11/2013 | 1    | PUBLIC WORKS COMMITTEE | SUBSTITUTED              | Pass   | 4:0   |
| 9/11/2013 | 2    | CITY CLERK             | DRAFT SUBMITTED          |        |       |
| 9/24/2013 | 2    | COMMON COUNCIL         | ADOPTED                  | Pass   | 15:0  |
| 9/27/2013 | 2    | MAYOR                  | SIGNED                   |        |       |

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SUBSTITUTE 1

### THE CHAIR

Substitute resolution authorizing the Commissioner of Public Works to issue a Request for Proposals for the provision of pay-by-phone services to parking meter customers and enter into a contract with the winning vendor.

This resolution authorizes the Commissioner of Public Works to issue a Request for Proposals for the provision of pay-by-phone services to parking meter customers. The resolution also authorizes the Commissioner of Public Works to enter into a contract with the winning vendor for the provision of pay-by-phone services to parking meter customers.

Whereas, In recent years, technology has progressed to allow the utilization of pay-by-phone smartphone applications (apps) to enable parkers to pay for time at parking meters; and

Whereas, Allowing payment for parking at parking meters through cell phones, including smartphone apps provides the added convenience to parkers of not having to walk to a Luke multi-space meter or a single-space meter to make payments; and

Whereas, In addition to providing an additional convenience to parkers, implementing a pay-by-phone service may also benefit the Department of Public Works' parking operation by enhancing the department's real-time parking meter usage data, allowing DPW-Parking to make more informed decisions on setting meter rates and adding efficiencies to parking enforcement; and

Whereas, The Department of Public Works has determined that pay-by-phone services can be provided at no cost to the City, with the only costs associated with the service borne by the parker in the form of a convenience fee that is charged to the parker's credit card; and

Whereas, The Department of Public Works estimates that the cost of these convenience fees may range from \$0.25 to \$0.50 per transaction; and

Whereas, The City will not receive revenue from these convenience fees; and

Whereas, Upon approval of this resolution by the Common Council, DPW- Parking will issue a Request for Proposals (RFP) to vendors able to provide the pay-by-phone services required by the Department of Public Works; and

Whereas, The RFP will serve as a competitive process to determine the best vendor to enter into a contract with; and

Whereas, The Department of Public Works' evaluation of the responses to the RFP will include the following criteria:

1. Cost to the public in the form of convenience fees.
2. The overall ease of use of the pay-by-phone provider including smartphone apps for payment.
3. The vendor's experience in working with large municipalities.
4. The vendor's software and its ability to provide real-time analytics.

; now, therefore, be it

Resolved, By the Common Council of the City of Milwaukee, that the Commissioner of Public Works is authorized to issue a Request for Proposals for the provision of pay-by-phone services to parking meter customers; and, be it

Further Resolved, That the Commissioner of Public Works is further authorized to enter into a contract with the winning vendor for the provision of pay-by-phone services to parking meter customers.

DPW-Parking  
LRB147965-3  
Jim Carroll  
September 5, 2013