MEMO

"...meeting community needs...enhancing quality of life."

TO: Municipal Services Committee

FROM: Paula Vandehey, Director of Public Works PAV

DATE: March 15, 2017

SUBJECT: **Award parking meter pay-by-phone services to Passport.**

In 2014 the City of Appleton hired Walker Parking Consultants to perform a Downtown Parking Study. The Final Report included recommendations for improvement in areas of technology, enforcement, demand management and planning. To date we have accomplished many of the recommendations including the following:

1. Reduced meter hours from 9:00 am – 9:00 pm to 9:00 am – 6:00 pm, Monday through Saturday, with Sundays remaining free.
2. Changed on-street meter limit from 2 hours to 12 hours and the rate from $0.75/hour to $0.20/hour for all on-street meters north of Washington Street.
3. Implemented new pay-on-exit parking system in the Green, Yellow and Red Parking ramps, including credit card and validation capabilities with new fee structure.
4. Implemented new ramp permit fee rates of $35/month in the Blue Ramp and $30/month in all other ramps.

The next recommendation on our list to implement is the parking meter pay-by-phone program. This parking option provides features such as paying for parking without using coins, extending parking for up to the time limit without going back to the meter, and providing a text message that the meter time is expiring.

The City solicited proposals from six different companies and received proposals from three of them (ParkMobile, Passport and Meter Feeder). Both ParkMobile and Passport scored very high with the review team. Because both companies are very capable of providing the services we requested the determining factors came down to the following:

- Passport is the provider that the cities of Green Bay, Fond Du Lac, Racine, Hudson and Wisconsin Dells currently use.
- Passport's reports appear to be more user friendly.
- Digital Wallet feature allows all merchant processing savings to be passed on to the City.
- Passport seems like a better fit for communities the size of Appleton.

Therefore, we recommend awarding the parking meter pay-by-phone services to Passport for a $2,500 initial set-up fee and merchant processing fees of 2.9% plus $0.30 per transaction.