



# THE CITY OF KEY WEST

## Parking Division

1300 White Street, Key West, FL 33040

## EXECUTIVE SUMMARY

**To:** Greg Veliz, City Manager  
**From:** John Wilkins, Parking Director  
**Date:** October 22, 2020  
**RE:** Contract with Passport Labs, Inc.

**Action Statement:** Respectfully request the City of Key West City Commission approve a 3 year contract with an option to renew annually for an additional two (2) years if agreed to by the City of Key West and Passport, Inc. for a comprehensive parking software and service solution including; citation issuance application, citation management, online citation payment, issuance of delinquent letters, permit management and parking app purchases. The purchase will be made pursuant to City of Key West Code of Ordinances, Section 2-797(3), *Purchases and acquisitions under contracts of federal government, the state or its political subdivisions, and governmental purchasing cooperative programs*, specifically the National Cooperative Purchasing Alliance (NCPA) Contract #05-28.

**Background:** Over the past 10 years the Parking Division of the City of Key West has added additional services, purchase options, payment options, and expanded the back-office functions in order to provide a more robust parking program. The City has purchased services and products from various companies and multiple applications to support this growth of the Parking Division. Our current process is a conglomeration of these.

I am providing the following description to show the complexity of our operation as it exists today:

*A customer purchases parking time at a Cale/Flowbird parking paystation located mid-lot or mid-block in pay-to-park areas. They display their receipt on their dashboard. They may also choose to purchase time on a mobile application called "way to park" hosted by Cale/Flowbird at select locations.*

*Parking Enforcement Employees verify payment by checking the receipt or the "way to park" Mobile Enforcement Application.*

*For nonpayment or expired purchase, a parking citation is issued from a leased handheld ticket device and uploaded daily to Duncan Technologies. Overnight Duncan Technologies downloads a citation file to a stand-alone city computer that runs their proprietary software at the Parking Office in the former Public Works building on Palm Ave. Every weekday, this citation file is imported into a legacy software system named NavaLine hosted by Central Square on the City's main computer system. The Citations are then assigned fines and can be paid.*

*To pay a citation customer may call or mail their payment to City Hall where a finance clerk who enters their payment into the system. They may also pay online through an application hosted by the City's website called Click to Gov. After 10 days of non-payment, Central Square sends a file to the Florida Department of Safety and Motor Vehicles (FDSMV) to request the registered owner's information (ROI) – name and mailing address. Central Square must maintain on our behalf a memorandum of understanding (MOU) with FDSMV regarding the use of this information. The City of Key West is required to audit their security regarding this MOU. Once Central Square receives the ROI, it is mail merged with our delinquent letter template and the City prints and mails a notice to the Registered owner that a citation is unpaid. After 20 days of non-payment, a second letter is sent. After 30 days the file is transferred to Penn Credit for collection efforts that may include a registration hold with the FDSMV.*

*Residential Permits are sold by the Monroe County Tax Collector's Office and every weekday a .pdf file is uploaded into our computer system of each permit issued. This file is then run through an Optical Character Recognition (OCR) software to recognize the tag number and permit number for use in the City's Optiview for storage and indexing. This information is not available to Parking Enforcement Employees in the field. They must call the office for permit information.*

*Additionally, the Parking Division issues other parking permits available to County Residents and Employees who work in the historic commercial core. These records are kept manually in the office.*

This increased complexity is not unique to the City of Key West. The Parking industry has been transformed by the advent of solar powered paystations with wireless communication that allows for credit card payments, coupled with advanced web-based purchase and payment applications on smart phones. Industry business leaders have responded by offering business solutions to streamline and consolidate products and services. Passport Labs, Inc. has been a successful business for the past 10 years and is one of the largest parking products and services providers in the State of Florida.

Passport has proposed the following services and per transaction fees:

- **Passport Mobile Parking**                      **Convenience fee paid by Parker**                      **\$0.15**

This is Passport's mobile app to pay by phone for timed parking. Customer will locate parking area – Citywide - and pay to park with their mobile phone.

- **Opsman Mobile** **Fee per citation issued paid by City \$1.35**  
 Software used by enforcement staff to issue citations including permit information, previous citations issued, photographs, upload to cloud database maintained by Passport Labs, Inc.
  
- **Opsman** **Annual License Fee (Waived) \$42,000**  
 Back office support with reporting programs including route tracking, citation management reports, account creation, permits, purchase, payment, etc... reporting software
  
- **RMCPay** **Administrative fee per citation paid by offender \$5.00**  
 Payment portal for payment of citations in person, by mail, phone, or online. Passport offers a web-based appeals process whereby offender can dispute citation and upload photos for their defense. They would still have option after our review to formally contest it through Monroe County Traffic Court.
  
- **Delinquency Letters** **Cost is included in RMCPay administrative fee**  
 Passport will issue delinquency letters at 10- and 20-days delinquent per our ordinance. At 30 days delinquency they are sent to our Collection Agency. Currently our collection agency is Penn Credit. Passport will establish and maintain MOU with Florida department of highway safety and motor vehicle for registered owner information for the purpose of sending delinquency letters.
  
- **Digital Permitting** **Annual Permit Fee (Paid by Permit Holder) \$1.50**  
**Monthly Permit Fee (Paid by Permit Holder) \$0.95**  
**Short Term Permit Fee (Paid by Permit Holder) \$0.95**  
 Permits are sold and information is maintained in cloud database accessible to parking enforcement staff in the field. Permit information can include name, address, phone, expiration, valid locations, etc... In some cases, permit applications can be submitted online with documentation uploaded for review by staff.
  
- **Credit Card Fees** **Paid by City (Partially Recovered from Payer)**
- **Gateway Fee \$0.05 per transaction**
- **Merchant Service Fee 2.75 Percent + \$0.20**
  
- **Implementation and Training** **Included**
  
- **Mobile Devices and Mobile Printers provided by City budgeted by Parking Division from State of Florida Verizon Contract.**

**Financial Impact:** The Fiscal Year 2020-21 operating budget has an \$80,000 approved appropriation in the General Fund / Parking Department / Other Contractual Services account (001-1206-512.34) to cover fees the City will be responsible for once we transition to the Passport Labs, Inc. comprehensive parking software and service platform.

**Recommendation:**

Approve by Resolution from the City of Key West Commission, the contract between the City of Key West and Passport Inc. for a comprehensive parking software and service solution as pursuant to terms and conditions outlined in the agreement for three years with an option for two annual renewals.