



Office of the City Manager

CONSENT CALENDAR  
April 26, 2022

To: Honorable Mayor and Members of the City Council  
From: Dee Williams-Ridley, City Manager  
Submitted by: Liam Garland, Director, Department of Public Works  
Subject: Contract: ParkMobile, LLC for Mobile Parking Payment Services

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a three-year contract and any amendments with ParkMobile, LLC, to provide mobile parking payment at on-street meters and reservations at parking garages in an amount not to exceed \$300,000 for the period July 1, 2022 through June 30, 2025.

FISCAL IMPACTS OF RECOMMENDATION

Funding of \$300,000 is subject to appropriation in the FY 2023, FY 2024, and FY 2025 budgets from the Parking Meter Fund.

FY 2023 .....	\$100,000
FY 2024 .....	\$100,000
FY 2025 .....	\$100,000
Total .....	\$300,000

The three-year \$300,000 contract amount is an estimate, as exact compensation will depend upon the number of transactions made using the ParkMobile service.

CURRENT SITUATION AND ITS EFFECTS

The City of Berkeley currently allows parking users a contactless payment option at on-street meters and to reserve parking in advance at the Center Street Garage via the ParkMobile, LLC (ParkMobile) mobile parking payment service. The current contract with ParkMobile was authorized by Council on October 3, 2017<sup>1</sup> and the service launched in Berkeley in May 2018. Based on ParkMobile’s satisfactory services, the City extended the contract by two one-year letter extensions, and the contract is set to expire on June 30, 2022.

On December 8, 2021, the City released Request for Proposals (RFP) Specification No. 22-11478-C for a Mobile Parking Payment System at on-street parking meters and

<sup>1</sup> October 3, 2017 *City Council Agenda*: <https://bit.ly/3HIYk6W>

reservations at City parking garages. Four proposals were reviewed and assessed, and ParkMobile received the highest overall score based on ability to meet all the City's specifications and value for the service.

Providing mobile parking payment services is a Strategic Plan Priority Project, advancing our goals to:

- Provide state-of-the-art, well-maintained infrastructure, amenities, and facilities; and
- Be a customer-focused organization that provides excellent, timely, easily-accessible service and information to the community.

### BACKGROUND

In response to a 2014 Council referral, the City released an RFP for mobile parking payment services in 2016. ParkMobile, LLC received the highest overall score of three proposals based on staff training, customer service, and value for the service. The contract with ParkMobile was authorized by Council on October 3, 2017 and the service launched in Berkeley in May 2018.

ParkMobile offers a flexible and convenient option to pay for parking through a smartphone application (app), online via a website, or by telephone using a credit or debit card. Customers may initiate and extend parking sessions from their mobile devices, opt-in to receive alerts about their parking expiration time, and remotely add time to an existing parking session. Customers pay the posted hourly parking rate plus a \$0.35 convenience fee that covers ParkMobile's service costs.

### ENVIRONMENTAL SUSTAINABILITY & CLIMATE IMPACTS

Mobile parking payment services have no direct impact on environmental sustainability or climate impacts.

### RATIONALE FOR RECOMMENDATION

After careful consideration, City staff determined ParkMobile would continue to meet the City's full set of specifications for the mobile parking payment service, offering quality customer service and system maintenance services to the City. ParkMobile provides mobile parking payment services in Oakland, Walnut Creek, and Emeryville, and maintaining this service in Berkeley would continue to allow a familiar parking experience for East Bay drivers.

### ALTERNATIVE ACTIONS CONSIDERED

If Council chooses not to authorize this contract, the City's contract with ParkMobile would end on June 30, 2022 without replacement. The City would no longer be able to offer mobile parking payment services to parking customers at on-street parking meters or advance reservations at the Center Street Garage.

CONTACT PERSON

Farid Javandel, Deputy Director Public Works (510) 981-7061

Danette Perry, Parking Services Manager (510) 981-7057

Gordon Hansen, Senior Planner (510) 981-7064

Attachments:

1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: PARKMOBILE, LLC, FOR MOBILE PARKING PAYMENT SERVICES

WHEREAS, the City of Berkeley currently allows users to pay for on-street metered parking and reserve parking at the Center Street Garage in advance via the ParkMobile mobile parking payment service; and

WHEREAS, the ParkMobile service launched in 2018, and the City's contract with ParkMobile has been extended twice by letter extensions, with the contract set to expire June 30, 2022; and

WHEREAS, in December 2021, the City of Berkeley released a Request for Proposals (RFP) Specification No. 22-11478-C for Mobile Parking Payment services, received four proposals by the due date of January 25, 2022, and these were reviewed according to the RFP's scoring criteria; and

WHEREAS, ParkMobile received the highest overall score based on ability to meet all the City's specifications and value for the service.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract for an amount not to exceed \$300,000, and any amendments with Parkmobile, LLC for mobile parking payment services for the period from July 1, 2022 through June 30, 2025.