



**CITY OF FORT LAUDERDALE**  
**City Commission Agenda Memo**  
**REGULAR MEETING**

**#25-0651**

**TO:** Honorable Mayor & Members of the  
Fort Lauderdale City Commission

**FROM:** Rickelle Williams, City Manager

**DATE:** October 7, 2025

**TITLE:** Motion Approving an Agreement for Request for Proposals No. 418-4,  
Mobile Parking Payment Service - PayByPhone US, Inc. – Estimated  
\$30,000,000 (Revenue) and \$7,200 (Cost/Subscription Fees) -  
(**Commission Districts 1, 2, 3 and 4**)

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**Recommendation**

Staff recommends the City Commission approve an agreement, in substantially the form attached, for mobile parking payment service from PayByPhone US, Inc. (PayByPhone) for an initial two (2)-year contract term during which there will be an estimated revenue collection of \$30,000,000 and a cost of \$7,200 for subscription fees; and authorize the City Manager to execute said agreement and approve three (3) additional one year renewal options at an estimated annual revenue amount of \$15,000,000 and cost of \$3,600 for subscription fees, for a potential total revenue amount of \$75,000,000 and total cost of \$18,000 for subscription fees.

**Background**

In 2005, the City of Fort Lauderdale's Parking Services Division introduced mobile parking payment services by selecting PayByPhone Technologies, Inc. The implemented mobile payment technology provides the user with an alternative to using cash or coins when paying for parking by either calling a phone number or via a smart phone application. Since then, the mobile payment option has grown to become the most popular method of payment and provides users with time expiration notifications and extension options.

Since 2005, the City has utilized PayByPhone for mobile payment services. Most recently, the City utilized the Miami Parking Authority agreement with PayByPhone via piggyback, however, staff determined it was in the best interest of the City to enter into a direct agreement with a mobile payment provider.

On February 19, 2025, the City, via the Procurement Services Division issued Request for Proposals (RFP) No. 418-4, for Mobile Parking Payment Service. On April 9, 2025, the RFP closed with a total of four (4) proposal submissions received from:

- Arcadis US, Inc.
- ParkMobile, LLC

- PayByPhone US, Inc.
- Honk Mobile, USA

In the RFP, Section 2.45, states that, “The Contractor shall provide a current SSAE 18, SOC 2, Type II report with their proposal. Failure to submit SSAE 18, SOC 2, Type II report at time of proposal deadline will result in your proposal being deemed non-responsive.” Arcadis US, Inc. and ParkMobile, LLC. were deemed non-responsive for failure to meet this requirement.

The remaining two (2) proposals submitted by HonkMobile, USA LTD and PayByPhone US, Inc. met SSAE 18, SOC 2, Type II and other solicitation requirements and were deemed responsive and responsible. Both proposals were forwarded to the Evaluation Committee (EC).

On May 27, 2025, a three (3) member EC comprised of City staff from the Transportation and Mobility Department convened to hear oral presentations and engaged in a question-and-answer session with HonkMobile, USA LTD and PayByPhone US, Inc. to score the proposals based on the following weighted criteria:

CRITERIA	PERCENTAGE
Approach to Scope of Work	50%
Experience and Qualifications	20%
Pricing	30%
<b>TOTAL</b>	<b>100%</b>

After thorough deliberation, the EC determined that PayByPhone US, Inc. is the highest ranked, responsive, and responsible firm.

City staff subsequently entered negotiations with PayByPhone US, Inc. and agreed to the terms outlined in Exhibit 4. The negotiations resulted in making PayByPhone US, Inc. the merchant of record on behalf of the City, which means they will be taking on the legal responsibility for processing and managing all credit card transactions, including all aspects of payment processing, billing, its portion of tax collection, and liability for financial transactions. The new contract results in approximately \$15,620 in potential cost savings to the City annually for a total of \$78,100 in savings for the five (5)-year period of the contract.

Staff recommends the City Commission award and approve an agreement for Mobile Parking Payment Service with PayByPhone US, Inc.

### **Resource Impact**

Revenue and fees related to this agreement are included in the FY 2026 operating budget in the accounts listed below.

<i>Funds available as of September 15, 2025</i>					
ACCOUNT NUMBER	FUND NAME (Program)	CHARACTER CODE/ ACCOUNT NAME	AMENDED BUDGET (Character)	AVAILABLE BALANCE (Character)	AMOUNT
10-461-0000-000-344-500	Parking Operations Fund	Revenue Service Charge Parking Facilities	\$23,010,043	\$23,010,043	\$15,000,000
<b>TOTAL AMOUNT →</b>					\$15,000,000

### **Strategic Connections**

This item is a FY 2025 Commission Priority, advancing the Public Safety initiative.

This item supports the *Press Play Fort Lauderdale 2029* Strategic Plan, specifically advancing:

- The Public Safety Focus Area, Goal 1: Be a safe community that is proactive and responsive to risks.

This item advances the *Fast Forward Fort Lauderdale 2035* Vision Plan: We Are Community.

### **Attachments**

Exhibit 1 - Solicitation

Exhibit 2 - Evaluation Committee Scoring Summary

Exhibit 3 - PayByPhone US, Inc. Response

Exhibit 4 - Competitive/Non-Competitive Negotiations Term Sheet and Bid Tabulation

Exhibit 5 - PayByPhone US, Inc. Agreement

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Prepared by: Glenn Marcos, Chief Procurement Officer, Procurement Services  
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