



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

#21-0157

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

FROM: Chris Lagerbloom, ICMA-CM, City Manager

DATE: February 2, 2021

TITLE: Motion Approving Agreement for Automated Fare Collection System –
PayByPhone Technologies, Inc. - **(Commission Districts 1, 2, 3 and 4)**

Recommendation

Staff recommends the City Commission approve a piggyback agreement for the purchase of mobile payment services for parking from PayByPhone Technologies, Inc. ("PTI") via the City of Miami Department of Off-Street Parking a/k/a Miami Parking Authority ("MPA") Solicitation No. 14-06 – Automated Fare Collection System. The cost for proposed fare collection services is paid by a transaction fee applied to the end user.

Background

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

The current program was created through an investment of City resources, staff time, and public education. City staff recommends continuing to utilize PTI as the mobile pay platform provider for the following reasons:

- *Software Integration:* The Pay-By-Phone service is currently integrated with the Parking Enforcement software and provides a uniform service delivery. Staff is trained on the software and can resolve issues promptly.
- *Resident Rate:* The City introduced a resident rate program which is already facilitated by the PTI software. This resident rate program allows residents to pay a reduced rate.
- *Regional Familiarity:* PTI facilitates over 15 million transactions annually in South Florida. Many of our neighbors, visitors, and surrounding municipalities are familiar with Pay-By-Phone and use it regularly.
- *Signage:* There are approximately 1,300 signs citywide that showcase Pay-By-

Phone services. A change in the provider would require extensive resources to replace existing signage.

The PTI agreement with the MPA includes all the services that the City of Fort Lauderdale currently utilizes.

Pursuant to Section 2-181(f)(5)(b), Code of Ordinances of the City of Fort Lauderdale, Florida, *the City may participate in a contract entered into by another governmental or public entity and a provider of supplies or services required by the City, if the chief procurement officer determines that it is practicable and advantageous for the city to employ Proposed method of procurement.*

The Chief Procurement Officer has determined that it would be practicable and advantageous for the City to use the proposed method of procurement for proposed agreement. Proposed agreement will be made in accordance with Request for Proposal (RFP) 14-06 – Automated Fare Collection System from the City of Miami Department of Off-Street Parking a/k/a Miami Parking Authority from PayByPhone Technologies, Inc.

Resource Impact

There is no current fiscal impact associated with the proposed agreement.

Strategic Connections

This item is a *2020 Top Commission Priority*, advancing the Infrastructure initiative.

This item supports the *Press Play Fort Lauderdale 2024 Strategic Plan*, specifically advancing:

- The Internal Support Focus Area
- Goal 8: Be a leading government organization, managing resources wisely and sustainably.
- Objective: Maintain financial integrity through sound budgeting practices, prudent fiscal management, cost effective operations, and long-term planning
- Objective: Provide a reliable and progressive technology infrastructure

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

Attachments

Exhibit 1 – MPA Agreement

Exhibit 2 – PayByPhone Agreement

Prepared by: Jeffery Davis, Parking Services Manager, Transportation and Mobility
Laurie Platkin, Senior Procurement Specialist, Finance
Claudelle Rose, Sr. Admin Assistant, Finance

Department Director: Ben Rogers, Transportation and Mobility
Susan Grant, Finance