

# 1 PayByPhone Pricing - \$0.11 per transaction

Table 1 – MAPC 2018 PRICE TABLE

	<b>B. INSTALLATION COSTS</b>	<b>Standard Price per Quantity Specified</b>	<b>Proposed Price per Quantity Specified for MAPC 2018 Mobile Parking Payment Systems</b>	<b>Absolute Difference between Standard and Proposed Price</b>	<b>Percent Different between Standard and Proposed Price</b>
B.1	Training of local staff, if not included with equipment purchase		Comprehensive webinar-based training will be provided at no additional cost to the Client		
B.2	On-site assistance with software set-up		On-site training will be quoted on a time and materials basis. PayByPhone has completed more than 300 client implementations, and the vast majority have not required on-site training.		
B.3	List prices for additional training options:		PayByPhone provides unlimited training to Client staff at no cost. On-site training will be charged based on travel & expense costs only.		
B.4	Sticker/signs/decals		PayByPhone will pay for the design, production and delivery of the first round of standard signage and decals. Additional signage requirements will be discussed as needed. Rates: \$50.00 per aluminum sign; \$8.00 per decal. The Client will be responsible for installation.		
	<b>C. OPERATIONAL COSTS</b>	<b>Standard Price per Meter per Month</b>	<b>Proposed Price per Meter per Month for MAPC 2018 Mobile Parking Payment Systems</b>	<b>Absolute Difference between Standard and Proposed Price</b>	<b>Percent Different between Standard and Proposed Price</b>
C.1	Wireless communication		Zero		
C.2	Software license		Zero		
C.3	Reading, downloading, retrieving and storage of unit data, and as backup to data download and/or retrieval via wireless two-way communication		Zero		

C.4	Local vendor technical support and troubleshooting, in accordance with specifications contained in the RFP	Zero. Remote support included at no cost. There is no hardware to maintain. The PayByPhone service is 100% cloud-based.
C.5	Any other required monthly/periodic operational fees	Zero. No additional fees for the standard PayByPhone solution to process real-time parking payments.
C.6	Additional warranty coverage (if applicable)	N/A
C.7	Optional maintenance services	Zero
C.8	Cloud hosting (by vendor or third party) Optional	Zero. Included at no additional cost
C.9		N/A
C.10	List any optional software add-ons:	PayByPhone offers a range of value added services: e-Permit Service (\$1,500 set up fee, \$100 per month + \$0.50 per permit paid by the consumer), Validation System (\$500 set-up fee and \$150 per month) and / or Tenant System (\$500 set-up and \$150 per month).

	D. TRANSACTION FEES	Standard Price per Credit Card Transaction	Proposed Price per Credit Card Transaction for MAPC 2018 Mobile Parking Payment Systems	Absolute Difference between Standard and Proposed Price	Percent Different between Standard and Proposed Price
D.1	Credit card processing, processor markup (per transaction) Please include pricing for all possible fee structures, such as fixed fee, percentage, or a combination.		As the card issuers (Visa, MasterCard, Amex, and Discover) charge a percentage, the cost of credit and debit card processing depends on the transaction amount. Providing a fixed fee would require factoring in both low and high value transaction amounts, which could negatively impact the rate the municipality pays. PayByPhone is proposing a simple, attractive processing model flat across every card type: \$0.205 + 2.39% (includes all interchange fees)	Typical Merchant of record pricing is \$0.23 + 2.7%	6.6% on fixed fee + 0.41% on variable
D.2	Debit card processing, processor markup (per transaction) Please include pricing for all possible fee structures, such as fixed fee, percentage, or a combination.		\$0.205 + 2.39% (includes all interchange fees)		
D.3	Automated Clearing House (ACH) processing (fixed fee, per transaction)		PayByPhone does not offer ACH		
D.4	Gateway fees (fixed fee, per transaction)		Zero		
D.5	Convenience fees	\$0.35 paid by the consumer in top of the cost of parking	\$0.11 paid by the consumer on top of the cost of parking	\$0.24 less than the typical fee paid by the consumer on top of the cost of parking	69% discount
D.6	List any and all additional fees that would be imposed as part of credit card processing. Those fees not included in the RFP cannot later be imposed under contract.		Zero		