



## **Metropolitan Area Planning Council (MAPC)**

### **Parking Payment Systems and Services Systems, Equipment and Services RFP #MAPC 2021 Mobile Parking Payment Systems**

### **PRICE PROPOSAL**

**Submission Deadline: Friday, January 29, 2021, 1:00 PM**

**Please direct inquiries to:**

**Michael Back, CEO  
3700 O'Donnell St, Suite 200  
Baltimore, MD 21224  
416-315-7659  
michael@honkmobile.com**

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## Section 1 – Introduction

*In Section 1 of their Price Proposals, Proposers must provide the following required forms provided in this RFP:*

- *Proposal Signature Page*
- *Price Proposal Signature Page*

Acknowledged. HonkMobile USA Ltd. (“Honk”) has provided the requested information on the following pages.

Request for Proposals  
Mobile Parking Payment Systems

Proposal Due Date: Monday, January 25, 2021  
1:00 PM

### Proposal Signature Page

The accompanying Forms & Documentation are hereby submitted as a Proposal in response to the subject RFP.

HonkMobile USA Ltd.

Michael Back, CEO

Company Name

Contact Person

3700 O'Donnell St, Suite 200

416-315-7659

Street

Phone

Baltimore, MD 21224

N/A

City, State, Zip

Fax

michael@honkmobile.com

Email

Proposer acknowledges receipt of the Request for Proposals (RFP) and Addendum No(s) 1 & 2, dated Dec 11, 2020 & Jan. 13, 2021, and submits the attached proposal for this Request for Proposals to the Metropolitan Area Planning Council (MAPC), on the authority of the undersigned and as dated below who by signing confirms and pledges to abide by and be held to the requirements of this RFP and its resulting contract, to perform any tasks and deliver any documents required, and to execute a Contract with the MAPC.

Authorized Agent of the Contractor:



Signature (blue ink please)

Michael Back

Printed Name

(If a corporation, attach certificate of vote or

CEO

apply corporate seal here)

Title

January 25, 2021

Date

Proposal must be signed by a duly authorized officer(s) eligible to sign contract documents for the firm. Consortia, joint ventures, or teams submitting proposals will not be considered responsive unless it is established that all contractual responsibility rests solely with one contractor or one legal entity. The Proposal must indicate the responsible entity. Proposers should be aware that joint responsibility and liability will attach to any resulting contract and failure of one party in a joint venture to perform will not relieve the other party or parties of total responsibility for performance.

Request for Proposals  
Mobile Parking Payment Systems

Proposal Due Date: Monday, January 25, 2021  
1:00 PM

### Price Proposal Page

The undersigned proposes to provide products and services to the members of the Fire Chiefs Association of Massachusetts in accordance with my response to the Request for Proposals (RFP) cited above. The Price Proposal attached to this page includes all products and services offered in my Technical Proposal per the terms and specifications stated in the RFP and incorporated into the Technical Proposal. The prices offered are guaranteed not to change except as permitted by the terms and conditions of the RFP and the signed contract. The prices offered account for all charges to be expected by Buyers. No other charges will be invoiced to Buyers under this Proposal and any resulting contract.

- The attached document recites all pricing in the manner required by the RFP.
- The electronic files required by the RFP are enclosed.

Authorized Agent of the Proposer:



HonkMobile USA Ltd.

Signature (blue ink please)

Name (as used for tax filing)

Michael Back

61-1737157

Printed Name

SS# or Federal ID#

CEO

Title

January 25, 2021

Date

Proposal must be signed by a duly authorized officer(s) eligible to sign contract documents for the firm. Consortia, joint ventures, or teams submitting proposals will not be considered responsive unless it is established that all contractual responsibility rests solely with one contractor or one legal entity. The Proposal must indicate the responsible entity. Proposers should be aware that joint responsibility and liability will attach to any resulting contract and failure of one party in a joint venture to perform will not relieve the other party or parties of total responsibility for performance.



## Audit Trail

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<b>TITLE</b>	MAPC Mobile Payments Signature Pages
<b>FILE NAME</b>	MAPC Mobile Pay Forms to Sign (1).pdf
<b>DOCUMENT ID</b>	235eb2f576a58e6ef6b2565f02e57380d5cd9113
<b>AUDIT TRAIL DATE FORMAT</b>	MM / DD / YYYY
<b>STATUS</b>	● Completed

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### Document History

 SENT	<b>01 / 21 / 2021</b> 19:29:07 UTC	Sent for signature to Michael Back (michael@honkmobile.com) from patrick@honkmobile.com IP: 38.124.155.106
 VIEWED	<b>01 / 21 / 2021</b> 19:38:43 UTC	Viewed by Michael Back (michael@honkmobile.com) IP: 76.65.25.126
 SIGNED	<b>01 / 21 / 2021</b> 19:39:09 UTC	Signed by Michael Back (michael@honkmobile.com) IP: 76.65.25.126
 COMPLETED	<b>01 / 21 / 2021</b> 19:39:09 UTC	The document has been completed.

## Section 2 – Pricing

*In this section Proposer must provide the following:*

- *Proposer shall submit a Price Proposal for one or more Product Types listed in Part 4 of the RFP that meet or exceed the Standards in Part 4 and Part 13 of this RFP.*

**HonkTAP-** Honk's patent pending virtual pay station that replaces a parking meter with no app or registration required.

- MAPC Pricing:
  - Monthly support, service and connectivity fee: \$25.00 per zone for an unlimited number of HonkTAP smart stations

**HonkPSM-** Honk's PSM (Parking System Management) allows operators to easily add and manage sessions for customers who require a valid plate in enforcement but may be paying reduced or no rates at all. Honk BackOffice users can be granted HonkPSM access on an individual or company-wide basis.

- MAPC Pricing
  - \$250.00 Per month with unlimited user licenses

**HonkPASS** - HonkPASS is a prepaid package of electronic parking credits that can be redeemed for parking at a single location or within a group of locations during a specified period (e.g., 10 parking sessions in a calendar month). Using HonkPASS is simple – one parking credit equals one parking session - drivers simply enter the parking facility, select an available parking credit and head out on their way. Their vehicle is registered as compliant in the Honk system for the specified duration.

- MAPC Pricing
  - \$250 per month with unlimited pass creation capability

- *Proposed Pricing must only appear as part of the Price Proposal. Inclusion of proposed pricing in the Technical Proposal will result in disqualification.*

Acknowledged and understood. Honk has provided pricing information only in this Price Proposal. The Technical Proposal (submitted as a separate file) does not include any pricing.

- *Catalogs and price lists should contain product illustration and descriptions, item reference numbers and pricing discounts (as normally applied).*

Please see Technical Proposal Section 5 – Products, Value Added Offerings.

- *Price Proposals should be submitted in a format that is clear, logical and easily interpreted.*

Acknowledged and understood. Honk has submitted a clear, logical, and easily interpreted price proposal.

- *A spreadsheet bearing the title "Price Proposal in Response to RFP# MAPC 2021 - Mobile Parking Payment Systems" that sets out the pricing proposed by the vendor for all products offered in the general categories of mobile parking payment software, transaction fees, credit card processing fees, and service support. 3 If applicable, vendors should also include pricing for the optional categories of parking violation and enforcement systems. Proposers must use the pricing matrix spreadsheet provided in Part 13 of the RFP. An electronic, editable version is provided for Proposers to fill in with this information.*

Please refer to *Price Proposal in Response to RFP# MAPC 2021 - Mobile Parking Payment Systems* (submitted as a separate file) for a description of Honk’s proposed pricing.

- *Spreadsheet layout should clearly display the following information:*
  - *Catalog reference number (or equivalent) for each of the solicited products*
  - *Product description*
  - *Catalog or list unit price for each product (including quantity discount pricing)*
  - *Proposed “MAPC 2021 Mobile Parking Payment Systems” pricing for each product*
  - *The dollars and cents difference between catalog pricing and proposed pricing*
  - *Warranty coverage and length*
  - *Pricing for maintenance and support service levels*

Please refer to *Price Proposal in Response to RFP# MAPC 2021 - Mobile Parking Payment Systems* (submitted as a separate file) for a description of Honk’s proposed pricing.

- *All prices quoted must be exclusive of Massachusetts sales tax, use tax and federal excise tax.*

Acknowledged and understood. All prices quoted are exclusive of Massachusetts sales tax, use tax and federal excise tax.

- *Vendors may update contract catalogs no more frequently than one time per year and no sooner than the first day of the next extended contract period.*

Acknowledged and understood. Honk will comply with this requirement.

- *Document potential Return on Investment by comparing price of parking payment system with increased revenues or decreased costs associated with implementing Proposer’s system. Use actual data from other systems if applicable.*

The following is an estimated ROI / cost savings analysis for a parking facility with 5 paystations:

SCENARIO: PARKING FACILITY WITH 5 PAYSTATIONS

	HonkTAP	Parking Paystation	Cost Savings
<b>Upfront Costs:</b>			
Capital cost	\$ 250.00	\$ 37,500.00	99%
<b>Monthly Operating Costs:</b>			
Cellular communication costs	\$ -	\$ 50.00	100%
Paper supply (per month)	\$ -	\$ 50.00	100%
Hosting fee	\$ 25.00	\$ 500.00	95%
	<u>\$ 25.00</u>	<u>\$ 600.00</u>	<u>96%</u>

***If the municipality is willing to forego cash acceptance in its parking operations, they will save \$37,250 in up front capital expenditures and save \$6,900 per year per parking lot with zero downtime and zero maintenance costs.***