Parking Payment Systems and Services

RFP #2021 Mobile Parking Payment Systems Pricing Proposal

January 29, 2021

ParkMobile Contact

Name: Lex Blum
Title: Regional Sales Manager
Email: lex.blum@parkmobile.io
Phone: (973)-768-0798
# Table of Contents

- **SECTION 1 – INTRODUCTION** ................................................................. 3
- **SECTION 2 – PRICING** ........................................................................ 6
SECTION 1 – INTRODUCTION
The accompanying Forms & Documentation are hereby submitted as a Proposal in response to the subject RFP.

ParkMobile LLC

Company Name
1100 Spring Road Suite 200

Street
Atlanta, GA 30339

City, State, Zip

lex.blum@parkmobile.io

Email

Proponent acknowledges receipt of the Request for Proposals (RFP) and Addendum No(s) 1, dated , 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 the RFP and its resulting contract, to perform any tasks and deliver any documents required, and in no way to contract with the MAPC.

Authorized Agent of the Contractor:

Signature (blue ink please)

Tony Stewart

Printed Name

General Counsel & Secretary

Title

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.
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:

Tony Stewart

Signature (blue ink please)

Tony Stewart

Printed Name

General Counsel & Secretary

Title

21

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.
# SECTION 2 – PRICING

<table>
<thead>
<tr>
<th>ParkMobile On Demand (Zone) Pricing Proposal</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Resident</strong></td>
<td></td>
</tr>
<tr>
<td>Mobile Payment (OnDemand) Resident Transaction Fee; Price does not include credit card processing fees. MAPC Member or ParkMobile can serve as Merchant of Record (MOR).</td>
<td>$0.15</td>
</tr>
<tr>
<td><strong>Non-Resident</strong></td>
<td></td>
</tr>
<tr>
<td>Mobile Payment (OnDemand) Non-Resident Transaction Fee; Price does not include credit card processing fees. MAPC Member or ParkMobile can serve as Merchant of Record (MOR).</td>
<td>$0.30</td>
</tr>
<tr>
<td>ParkMobile Wallet</td>
<td></td>
</tr>
<tr>
<td>Mobile Wallet Payment (OnDemand) Transaction Fee. ParkMobile is the Merchant of Record.</td>
<td>$0.25</td>
</tr>
<tr>
<td>Zone Gated</td>
<td></td>
</tr>
<tr>
<td>Mobile Payment (OnDemand) Transaction Fee; Price does not include credit card processing fees. MAPC Member or ParkMobile can serve as Merchant of Record (MOR).</td>
<td>$0.30</td>
</tr>
</tbody>
</table>

If ParkMobile is Merchant of Record (MOR), our processing fees for credit card payments are 3% plus $0.15 per transaction.

<table>
<thead>
<tr>
<th>ParkMobile Reservation (Prepay) Pricing Proposal</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile/Web Payment (Reservation) Transaction Fee Due to ParkMobile (Charged to Client or Customer)</td>
<td>12%</td>
</tr>
<tr>
<td>No Fee Reservations</td>
<td>$1</td>
</tr>
</tbody>
</table>

If ParkMobile is Merchant of Record (MOR), our processing fees for credit card payments are 3% plus $0.15 per transaction.

<table>
<thead>
<tr>
<th>ParkMobile Permit Management Program Proposal</th>
<th>Fees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Security and Support Fee</td>
<td>WAIVED</td>
</tr>
<tr>
<td>Hosting Fee</td>
<td>WAIVED</td>
</tr>
<tr>
<td>Set Up Fee</td>
<td>$1250</td>
</tr>
<tr>
<td>Monthly Permits</td>
<td>$1.25 per permit</td>
</tr>
<tr>
<td>Quarterly Permit</td>
<td>$2.50 per permit</td>
</tr>
<tr>
<td>Annual Permit</td>
<td>$9.00 per permit</td>
</tr>
</tbody>
</table>
If ParkMobile is Merchant of Record (MOR), our processing fees for credit card payments are 3% plus $0.15 per transaction.

**ParkMobile Services Included**

- Setup and Implementation
- All initial signage and meter decals for MAPC Member parking program
- Hosting and Maintenance
- Call Center and Customer Support
- Social media, PR, standard marketing and advertising for program launch
- Integrations with meter, enforcement and LPR vendors
- As a backup to the integrations, ParkMobile will provide a cloud-based enforcement portal with secure credentials to validate active OnDemand smart parking sessions for each of your location(s) where your smart parking services are made available.
- **ParkMobile 360 Customizable Self – Administration Toolset** for reporting and setting rates.

Regarding ROI, ParkMobile clients have seen on average 20% more revenue from mobile payment transactions than meter transactions. With ParkMobile clients have no upfront capital costs. By enabling a mobile payment system, and many times credit cards for the first time, customers are more inclined to pay for additional parking time with ParkMobile.

Please see our completed Pricing Matrix as part of section 13 attached for complete pricing details.