



Metropolitan Area Planning Council **Parking Payment Systems & Services**

JANUARY 29, 2021
RFP NO. MAPC 2021





Passport



Parking Payment Systems & Services RFP NO. MAPC 2021

Due: January 29, 2021

For:
Metropolitan Area Planning Council
60 Temple Place, 6th Floor
Boston, MA 02111

From:
Passport
128 South Tryon Street, Ste. 2200
Charlotte, North Carolina 28202
USA
(704) 837-8066



SECTION 1 - INTRODUCTION

Proposal Signature Page

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.

Passport Labs, Inc.

Khristian Gutierrez, CRO

Company Name

Contact Person

128 S. Tryon Street, Suite 2200

(704) 837-8066

Street

Phone

Charlotte, NC 28202

(888) 804-1783

City, State, Zip

Fax

khristian-rfp@passportinc.com

Email

Proposer acknowledges receipt of the Request for Proposals (RFP) and Addendum No(s) ^{RFP #MAPC 2021 M.P.P.S Addenda #1, #2, and #3} dated 11/30/20 - 12/11/20 - 1/13/21 - 1/22/21, 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)

Khristian Gutierrez

Printed Name

(If a corporation, attach certificate of vote or

Chief Revenue Officer

apply corporate seal here)

Title

1/28/2021

Date

Proposal must be signed by a duly authorized officer(s) eligible to sign contract documents for the firm. Consortiums, 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.



Price Proposal Signature Page

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:



Passport Labs, Inc.

Signature (blue ink please)

Name (as used for tax filing)

Khristian Gutierrez

EIN #46-4987364

Printed Name

SS# or Federal ID#

Chief Revenue Officer

Title

1/15/2021

Date

Proposal must be signed by a duly authorized officer(s) eligible to sign contract documents for the firm. Consortiums, 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.

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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.**
Passport has complied, please see Passport's Price Proposal in Response to RFP# MAPC 2021 - Mobile Parking Payment Systems.
- **Proposed Pricing must only appear as part of the Price Proposal. Inclusion of proposed pricing in the Technical Proposal will cause vendor disqualification.**
Passport has complied, no pricing was included in the Technical Proposal.
- **Catalogs and price lists should contain product descriptions, item reference numbers and pricing discounts (as normally applied).**
Passport has complied, please see Passport's Price Proposal in Response to RFP# MAPC 2021 - Mobile Parking Payment Systems.
- **Price Proposals should be submitted in a format that is clear, logical and easily interpreted.**
Passport has complied, please see Passport's Price Proposal in Response to RFP# MAPC 2021 - Mobile Parking Payment Systems.
- **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. 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.**
Passport has complied, please see Passport's Price Proposal in Response to RFP# MAPC 2021 - Mobile Parking Payment Systems.
- **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**
 - **The percent difference between catalog pricing and proposed pricing**
 - **Warranty coverage and length**
 - **Pricing for maintenance and support service levels**Passport has complied, please see Passport's Price Proposal in Response to RFP# MAPC 2021 - Mobile Parking Payment Systems.
- **All prices quoted must be exclusive of Massachusetts sales tax, use tax and federal excise tax.**
Passport has complied, please see Passport's Price Proposal in Response to RFP# MAPC 2021 - Mobile Parking Payment Systems.



- **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.**
Passport understands and will comply.
- **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 use of Passports software has several proof points regarding giving Buyers a high return on investment after implementing the technology.

Hardware vs Software

While traditional parking hardware (meters/kiosks) can cost a buyer hundreds of thousands of dollars, there are no start up costs associated with procuring a mobile payment application. The ongoing costs of a mobile payment application are also minimal as they are charged per transaction and spread out during the life of the contract. Many buyers also choose to pass this transaction cost through to parkers in the form of a minimal convenience fee. For example, one of Passports clients has 1,400 single space meters and offers a singular parking application option (Passport Parking). The modems in the meter heads are not compatible with the 5G network and were going to cost \$400-600 a piece to upgrade. The timeframe for this upgrade was 2-3 months as they were required to mail in each meter to be repaired-meaning 2-3 months of lost revenue. The city was also spending roughly \$95,000 a month for the necessary internet connections required to process credit card payments. The municipality decided to stop accepting credit card payments at meters, not to update the modems, and move to a coin and mobile payment application only system. This decision is saving the City over a million dollars annually and a \$600,000 one-time cost by forgoing the upgrades. As revenue from the mobile application accounts for over 53% of parking revenue the municipality feels comfortable knowing the options they have given their constituents are fair and practical.

Go Green Initiatives

There are several benefits of using technology including helping the environment. Many buyers see an uptick in compliance payments once introducing a mobile payment application due to the ease of use. Parkers are able to conveniently pay for parking from their car or extend their parking sessions remotely. What this means is that there are less tickets issued. By transitioning to digital permits from paper permits, buyers are able to save a significant amount of funds and paper, reducing their carbon footprint and again, increasing compliance. The final piece of the puzzle, enforcement, also helps Buyers go green as citation payments and appeals are accepted online and an increased amount of violators pay within the initial fine period triggering less letters to be sent. The ability to manage permits and violations online instead of in person also decreases traffic in offices and city hall, meaning less people are on the road releasing carbon emissions into the air by driving.

Manpower & Decreased Manual Tasks

Mobile payment applications, digital permits and enforcement decrease manual tasks our buyers are typically required to perform. For example, physically collecting coins from meters in addition to their upkeep, maintenance and repairs, manual mailing of permits and letters, printing of reports and matching lockbox payments. As Passports software helps streamline and automate processes, many Buyers find their workers are able to accomplish more meaningful tasks during their work day, tackle projects and provide a higher level of customer service.



Item		Price (USD)
Passport Parking App + Operating System	<ul style="list-style-type: none"> → Android Application → iOS Application → Mobile-Optimized Website → Unlimited ongoing upgrades and enhancements → Multi-app management platform → Free Extensions <ul style="list-style-type: none"> ◆ Neither Parker nor buyer are charged convenience or credit cards fees for extensions 	\$0.20 per parking session ¹
OpsMan - Backend (Specific for Mobile Payment Application features)	<ul style="list-style-type: none"> → Real-time access to active parking sessions → Reporting Access <ul style="list-style-type: none"> ◆ Administrative ◆ Ad hoc ◆ Events ◆ Financial ◆ Customer → Unlimited Administrators → Unlimited Access to Passport's Knowledge Base <ul style="list-style-type: none"> ◆ FAQs ◆ Training Videos ◆ Community Forum 	Annual License Fee \$1,250
Payment Processing (Optional)	<ul style="list-style-type: none"> → Passport Gateway 	\$0.05/transaction ²
	<ul style="list-style-type: none"> → Secure Payment Processing 	2.9% + \$0.25/transaction
Service Delivery	<ul style="list-style-type: none"> → Dedicated Project Manager → Implementation Specialist → Project Plan → Weekly Calls → Training 	Implementation Fee: \$12,500 Remote Training: Included

¹ Convenience Fee for a Buyer that only utilizes Passport's Mobile Payments application is \$0.20. If Buyer procures Passport Enforcement along with the Mobile Payments application, the convenience fee drops to \$0.15.

² Bundled gateway costs. To use only Passport's gateway and not Merchant Processing services, the gateway fee is \$0.10/transaction.



On-Site³ Training:

\$895.00/day

Included

- Zone Setup
- Rate Setup
- Rate Testing
- Citation Setup
- Escalation Schedule Setup
- Escalation Schedule Testing
- Transfer of All Outstanding Citations
- Administrator role creation and setup

Included

- Passport Overview
- OpsMan Mobile
- RMCPay Portal
- Customer Support
- Operator Management

Included

- Merchant Processor Integration⁴
- Meter Integration
- Unlimited access to 40+ active integrations
- Product Manager
- Project Timeline
- Full-Stack Engineers

Support

- Tier Three End User Support
- Customer Support Representatives
- Live Body Support 7 days a week
- Product Support Specialists for technical support 7 days a week
- Dedicated Client Success Manager for system updates

Private Label Mobile Payments (Optional)

- Private Label Android Application
- Private Label iOS Application
- Private Label Mobile-Optimized Website
- App Store App with Custom Name
- Unlimited ongoing upgrades and enhancements
- Private Label Custom Design from Passport Design Team

Minimum Up Front Design

Cost:
\$20,000

Minimum Monthly Ongoing Maintenance & Upgrades

\$2,000

³ On-site training is optional, all training can be effectively done remotely.

⁴ With any of the 15+ Merchant Processors that Passport currently maintains integrations with.



Pricing for Passport's Value-Added Opportunities is below. The details for each product are on page XX of the Technical Proposal. Additionally, each product would include the Payment Processing, Service Delivery, and Support items listed above.

Item		Price (USD) ⁵
Passport Enforcement Platform	<ul style="list-style-type: none"> → Android Application → Dynamic LPN Lookups → Scofflaw Notifications → Electronic Chalking → Ongoing upgrades and enhancements 	<p>Annual License Fee \$0.00</p> <p>Per Ticket Issued \$0.00⁶</p>
OpsMan - Backend System (Specific features for enforcement)	<ul style="list-style-type: none"> → MA RMV Integration for Holds and Releases → Heat Mapping of Citation Density → Live Officer Route Tracking → Real-time access to active parking sessions → Reporting Access <ul style="list-style-type: none"> ◆ Current Citation Reports ◆ Harvester Reports ◆ Administrative Reports ◆ Ad hoc and custom reports → Unlimited Administrators → Unlimited Access to Passport's Knowledge Base <ul style="list-style-type: none"> ◆ FAQs ◆ Training Videos ◆ Community Forum 	<p>Annual License Fee \$0.00</p>
RMCPay	<ul style="list-style-type: none"> → Citation Payment Portal → Online Appeals 	<p>Convenience Fee per Citation Paid (Paid by the Parker) \$3.00</p>
Delinquency Notices	<ul style="list-style-type: none"> → Automatic Notification Mailing → DMV Lookups 	<p>Fee per Letter Sent: \$1.00 + Postage</p> <p>Percentage of Delinquent Citation Fees Collected: 25%</p>
Harvester (Optional - recovery of previously	<ul style="list-style-type: none"> → Automatic Notification Mailing → Delinquent Citation Collection → Transfer of Outstanding Citations 	<p>Fee per Letter Sent: \$1.00 + Postage</p>

⁵ Passport's pricing assumes purchase of all listed products and services and the scope as Passport currently understands it. Should either structure change, Passport reserves the right to update its pricing accordingly

⁶ Passport can provide per ticket issued pricing upon request



uncollected legacy citations)

→ Skip tracing capabilities

Percentage of Delinquent Harvester Fees Collected:
25%

Digital Permitting Platform

→ Mobile-Optimized Pay Website
→ Unlimited ongoing upgrades and enhancements

\$12,000/year⁷

Hardware

Zebra TC56 Android with Scanning Capabilities and ZQ320 Zebra Printer

\$1,900.00

→ Mobile Data Plans
→ Paper
 ◆ 70 citations/roll
 ◆ Minimum 100 roll order

Responsibility of the City
Custom
\$8.00/roll

⁷For up to 1,000 active permits a month. Updated pricing for more than 12,000 monthly active permits can be given upon request and with a completed scope of work. Assumes permits purchased in conjunction with Enforcement or Mobile App. Assumes SOW reflects the current or road-mapped functionality for Passport's Permits product.



- ◆ Supports integration with third-party ticketing systems and is compatible with AutoVu™ Pay-by-Plate Sync.

Annual Support	→ Mobile Assurance® Mobility Summit	\$315.00 per unit per year
	◆ Remote LPR vehicle support	
	◆ Phone, e-mail and remote working sessions	
	→ Mobile Assurance® Summit Server	\$3,150.00 per year
	◆ Security Center Software support	
	◆ Phone, e-mail and remote working sessions	
	→ Preventative Maintenance - Annual onsite Mobile LPR preventative maintenance visit	\$250.00 per unit + \$1,750.00 travel fee Optional
	◆ Travel for onsite visit	
	◆ Maintenance checks of all vehicle connections and software upgrades	

Extended Warranty (Years 2-5)	→ Return and Repair Coverage	\$10,773.00 per unit per year Optional
	→ Covers AutoVu vehicle hardware, Genetec Patroller software upgrades	

LPR Totals:

One-time Total	\$56,287.00
Annual Recurring Total	\$10,720.00
Total Year One Cost	\$67,007.00¹

Software Terms: 50% of year one total (software) due at signing contract. 50% of year one total (software) due at 'go-live date'.

'Go live date' = transactions being processed through the system, citations, or permits.

Hardware Terms: 50% of year one total due at signing contract. 50% of year one total due upon delivery.

¹ Passport's pricing assumes purchase of all listed products and services and the scope as Passport currently understands it. Should either structure change, Passport reserves the right to update its pricing accordingly. This price proposal is valid up to 90 days from receipt.



Cellular Data: *The customer is responsible for providing an activated SIM card for cell service.*

Genetec Warranty: *Not ratified by Passport. Further information and terms of the Genetec hardware warranty is provided in supporting documentation.*