

# CITY OF TRAVERSE CITY BID TABULATION

Project: Mobile Payment Vendor Location: 2d fl. committee room

Date and Time Due: T, May 19, 2015 @ 2pm Staff: Julie Dalton  
 Staff: Cindy Laurell

VENDOR	BID AND/OR EXTRAS	TOTAL
Roshan Peiris		1000 mobi zip drive
Brittney Householdel		black passport zip drive
Mobilenow LLC		red mobilenow zip drive
Pango USA		see attached
Parkmobile		see attached

- c) Client Contact: Chris McGougan, Director of Operations, Douglas Parking, Chris@douglasparking.com, 510-444-7412

**University Park**

- a) Locations: Throughout San Francisco, more than 10,000 customers at over 75 different sites.
- b) Scope of Services: University Park was another one of QuickPay’s adopters during the Company’s first phase of growth in 2011. QuickPay is currently in the process of expanding across University Park’s entire portfolio. The QP Platform is in use at University Park off-street gated and non-gated parking facilities.
- c) Client Contact: Robert Bindel, Division Manager, University Park, Robert.Bindel@sfparkinginc.com, 415-813-4266

**4 Service Cost and Fees**

Item Number	Minimum	Response
1	Cost per User license (back office) if applicable	N/A
2	Hosting fee if applicable	N/A
3	Transaction/Session convenience fee to the Customer if applicable	QuickPay generally charges .25-.35 cents per transaction, but this can be negotiated.
4	Merchant of Record (MOR) setup and associated fees – City vs. Vendor pros and cons	If City is the MOR, then QuickPay does not take a percentage of the credit card fee charged per transaction, but they will have to pay to set up their own merchant account. The fees also go directly in the City’s account if they are the MOR. If QuickPay is the MOR, then a percentage of the credit card fee collected from each transaction remains in QuickPay’s account.
5	List all transaction processing fee percentages by payment type if the Vendor is the MOR if applicable	Visa/MasterCard/Discover= 2.9% American Express= 3.5%
6	List all transaction processing fee percentages by payment type other than Visa, MasterCard, Discover, and American Express if the City is the MOR if applicable	N/A
7	Per transaction fees charged to the City if the Vendor is MOR if applicable	N/A
8	Per transaction fees charged to the City if the City is MOR if applicable	N/A
9	Supported Internet Payment Gateways if applicable	Gateway fee= \$0.05/transaction



Item Number	Minimum	Response
10	List any additional fees outside of this list that could be occurred as part of the project, ongoing expenses, or request programming fees	N/A
11	T2 Enforcement integration fees if applicable	N/A, QuickPay is fully integrated with T2 Enforcement
12	Meter Revenue Software integration fees if applicable	N/A
13	Direct account deposit process and time frame (ex: 20 <sup>th</sup> of the month, etc.) if the Vendor is MOR include reports provided at time of deposit	End of second week of the following month QuickPay would send cheque to the City.
14	Invoice process and time frame (ex: 30 day billing period, etc.) for the City to remit payment if the City is MOR	Same as above but City would send cheque to QuickPay as per invoice

## 5 Scope of Services Response

### 5.1 Minimum Qualifications

In early 2014, QuickPay joined forces with Nautical Technologies a parking solutions Company to operate together under the Company name of LocoMobi Inc. LocoMobi now offers end to end parking solutions from management, to equipment to cloud-based software and of course the QuickPay mobile parking product. The combination of these services makes LocoMobi the most diverse parking systems provider in the industry today.

QuickPay was incorporated in 2010 and is live in 48 different cities and 191 locations with another 200 locations shortly coming on-line. Our locations range across cities such as; Denver (24), San Francisco (20), Oakland (20), Salt Lake City (all on street + 8 lots), Chicago (13), Milwaukee (12), Berkeley (7), Portland (6), Halifax (5), Las Vegas (4), Honolulu (4) Seattle (2) and many more.

LocoMobi has partnerships with such management Companies as ABM, Douglas Parking and City Park. We accommodate to a variety of venue/ location types:

- Salt Lake City, UT (since 2012- both on-street and off-street)\*
  - \*Contract recently expired
- City of Cleveland, OH (87 locations- completing rollout April 2015)
- City of Spokane
- Honolulu Zoo, HA
- Toronto Eaton Centre, ON
- Denver Greyhound Station, CO
- Stadium Walk, CO
- Chatnauga Airport
- Fort Wayne Airport
- Sheridan College, ON



## SECTION 3: SERVICE COST & FEES

1. Describe in detail the costs and fees associated with the mobile payment service. Describe how the City can offer your service to Customers, and meet the requirements of no cost to the City. At a minimum, please describe the following:

Item Number	Minimum	Response
1	Cost per User license (back office) if applicable	N/A
2	Hosting fee if applicable	N/A
3	Transaction/Session convenience fee to the Customer if applicable	Please see below for further details.
4	Merchant of Record (MOR) setup and associated fees - City vs. Vendor pros & cons	All mobile payment transactions are captured and batched for processing at a defined time each day. Specifically, we authorize payment when a user initiates a parking session. During the duration of the session, the user may incur additional parking fees for an extension of time or have a decrease in parking fees through the use merchant validation code. We then capture the final payment amount after the parking session is complete. The City OR Vendor will then receive parking revenue at the end of each day, which will deposit directly into the designated account.
5	List all transactions processing fee percentages by payment type if the Vendor is MOR	If Passport is MOR we will process all transactions at a rate of 2.9% + \$.30 regardless of payment type (i.e. Visa, MC, AMEX, Discover, or PayPal).
6	List all transaction processing fee percentages by payment type other than Visa, MasterCard, Discover, and American Express if the City is the MOR	N/A
7	Per transaction fees charged to the City if the Vendor is the MOR	N/A
8	Per transaction fees charges to the City if the City is the MOR	N/A
9	Supported Internet Payment Gateways if applicable	N/A
10	List any additional fees outside of this list that could be occurred as part of the project, ongoing expenses, or request programming fees	N/A

11	T2 Enforcement integration fees	N/A - existing integration
12	Meter Revenue Software integration fees	N/A - existing integration
13	Direct account deposit process and time frame if the Vendor is the MOR; include reports provided at time of deposit	Passport uses their own merchant processor; collects all fees, including convenience fee, parking revenue, and merchant processing fees; and Passport remits parking revenue less merchant processing fees and convenience fees. All reports are in real time and can be accessed from any device with a web browser. The City can easily export transaction and usage reports to Microsoft Excel or Adobe PDF for additional analysis and internal reporting. If the City requires another downloadable format, we can accommodate that requirement as well. All payments and usage data are stored for an indefinite time range. Currently, Passport provides 25+ reports.
14	Invoice process and time frame for the City to remit payment if the City is MOR	City uses their own merchant processor; collects all fees, including convenience fees, parking revenue, and merchant processing fees; and remits all convenience fees to Passport at months end.

Passport is pleased to offer the below pricing options to Traverse City. Please note that if selected, Passport will charge Traverse City **nothing** until the utilization of the current mobile payments provider is met and exceeded.

**Option 1:**

Passport is MOR and covers all gateway and processing fees.

Transaction fee passed along to customers: \$0.25

**Option 2:**

Traverse City is MOR and Passport does not cover gateway or processing fees.

Transaction fee passed along to customers: \$0.20

Below are examples of Passport's pricing structure:

**Example 1 - Traverse City passes transaction fee to parker as a convenience fee; Passport is MOR**

Parking Fee: \$1.00

Fees assessed from a Mobile Payment transaction: \$1.25

Transaction Fees to Passport: \$0.25

Net Fees to Traverse City: \$1.00

**Example 2 - Traverse City passes transaction fee to parker as a convenience fee; Traverse City is MOR**

Parking Fee: \$1.00

Fees assessed from a Mobile Payment transaction: \$1.20

Transaction Fees to Passport: \$0.20

Net Fees to Traverse City prior to merchant processing charges: \$1.00

**Example 3 - Traverse City passes transaction fee to parker with an additional amount as a convenience fee (Revenue share model)**

Parking Fee: \$1.00

Fees assessed from a Mobile Payment Transaction: \$1.30

Transaction Fees to Passport: \$0.20

Net Fees to Traverse City prior to merchant processing charges: \$1.10



Response to RFP

City of Traverse City, Michigan

Due Tuesday, May 19, 2015, at 2:00 PM

**MOBILE  NOW!**

John Oglesby, CEO  
2275 Research Blvd, Suite 500  
Rockville, MD 20850

john.oglesby@mobile-now.com  
718-819-2100 x 401 direct  
718-819-2100 facsimile  
mobile-now.com

ORIGINAL

## Section 3: Service Cost & Fees

Item Number	Minimum	Response
1	Cost per User license (back office) if applicable	
2	Hosting fee if applicable	
3	Transaction/Session convenience fee to the Customer if applicable	
4	Merchant of Record (MOR) setup and associated fees – City vs. Vendor pros and cons	
5	List all transaction processing fee percentages by payment type if the Vendor is the MOR if applicable	
6	List all transaction processing fee percentages by payment type other than Visa, MasterCard, Discover, and American Express if the City is the MOR if applicable	
7	Per transaction fees charged to the City if the Vendor is MOR if applicable	
8	Per transaction fees charged to the City if the City is MOR if applicable	
9	Supported Internet Payment Gateways if applicable	

Item Number	Minimum	Response
10	List any additional fees outside of this list that could be occurred as part of the project, ongoing expenses, or request programming fees	
11	T2 Enforcement integration fees if applicable	
12	Meter Revenue Software integration fees if applicable	
13	Direct account deposit process and time frame (ex: 20 <sup>th</sup> of the month, etc.) if the Vendor is MOR include reports provided at time of deposit	
14	Invoice process and time frame (ex: 30 day billing period, etc.) for the City to remit payment if the City is MOR	

### 1. User License Cost

- \$0.00 Cost per User License

### 2. Hosting Fee

\$0.00 Hosting fee

### 3. Convenience Fee

Please see Rate Sheet for Convenience Fee Options.

4. Merchant of Record Setup and Associated Fees

N/A

5. Processing Fees by Payment Type (Vendor is Merchant of Record)

Please see Rate Sheet for Merchant Processing Rates if the Vendor is the Merchant of Record. If the City is the MOR, rates are determined by your Merchant Account from your Processor.

6. Processing Fees by Payment Type (City is Merchant of Record)

\$0.00

7. Transaction Fee (Vendor is Merchant of Record)

Please see Rate Sheet for Convenience Fee Options.

8. Transaction Fee (City is Merchant of Record)

Please see Rate Sheet for Convenience Fee Options.

9. Supported Internet Gateway

MobileNOW! uses CreditCall as a processing gateway.

10. Additional Fees

There are no additional fees.

11. T2 Integration Fees

MobileNOW! includes T2 integration at no additional fee.

12. Meter Revenue Software Integration

MobileNOW! includes meter revenue integration at no additional fee.

13. Account Deposit Process

Deposits occur no later than the 10<sup>th</sup> Business Day of the Month

14. Invoice Process

Invoice term includes 30 day billing period.

## Price/Rate Sheet

MobileNOW! proposes the following three pricing options to the City:

### Option 1

Style (Pay-As-You-Go or MobileWallet) **MobileWallet**  
 Merchant of Record (City or MobileNOW!) **MobileNOW!**  
 Who Pays Processing (City or MobileNOW!) **MobileNOW!**

Item	Cost		Explanation of Costs
<b>End-User Fees</b>	<b>Convenience Fee (Volume Pricing)</b>		
	\$0.25	per session Convenience Fee paid by the user.	Parkers are charged a convenience fee for each parking transaction
	\$0.00	Extension Fee	Fee charged per extension to the Parker
	\$0.00	Notification Fee	Fee Charged per Notification to the Parker
<b>Gold VIP Value</b>	\$2.75	Optional Gold VIP Program - Charged to Parker Monthly	They also have the option of joining the Gold VIP Program for a flat fee that eliminates the convenience fee.
	\$0.28	10 Transactions/month	** Amortized Convenience Fees for the MobileNOW! Gold VIP Program
	\$0.18	15 Transactions/month	
	\$0.14	20 Transaction/month	
<b>Credit Card Processing Fees</b>	n/a	Interchange and Gateway Fee	
	n/a	Credit Card Processing Fee (%)	
<b>City Annual Fees</b>	\$0.00	Cost to the City	MobileNOW! absorbs the city annual fee
<b>City Other Fees</b>	\$0.00	Cost to the City	MobileNOW! absorbs the set-up, installation, training, maintenance, marketing, or any other services

### Option 2

Style (Pay-As-You-Go or MobileWallet) **Pay-As-You-Go**  
 Merchant of Record (City or MobileNOW!) **MobileNOW!**  
 Who Pays Processing (City or MobileNOW!) **City**

Item	Cost		Explanation of Costs
<b>End-User Fees</b>	<b>Convenience Fee (Volume Pricing)</b>		
	\$0.25	per session Convenience Fee paid by the user.	Parkers are charged a convenience fee for each parking transaction
	\$0.00	Extension Fee	Fee charged per extension to the Parker
	\$0.00	Notification Fee	Fee Charged per Notification to the Parker
<b>Gold VIP Value</b>	\$2.75	Optional Gold VIP Program - Charged to Parker Monthly	They also have the option of joining the Gold VIP Program for a flat fee that eliminates the convenience fee.
	\$0.28	10 Transactions/month	** Amortized Convenience Fees for the MobileNOW! Gold VIP Program
	\$0.18	15 Transactions/month	
	\$0.14	20 Transaction/month	
<b>Credit Card Processing Fees</b>	\$0.25	Interchange and Gateway Fee	
	1.75%	Credit Card Processing Fee (%)	
<b>City Annual Fees</b>	\$0.00	Cost to the City	MobileNOW! absorbs the city annual fee
<b>City Other Fees</b>	\$0.00	Cost to the City	MobileNOW! absorbs the set-up, installation, training, maintenance, marketing, or any other services

**Option 3**

Style (Pay-As-You-Go or MobileWallet) **Pay-As-You-Go**  
 Merchant of Record (City or MobileNOW!) **City**  
 Who Pays Processing (City or MobileNOW!) **City**

Item	Cost		Explanation of Costs
<b>End-User Fees</b>	<b>Convenience Fee (Volume Pricing)</b>		
	\$0.25	per session Convenience Fee paid by the user.	Parkers are charged a convenience fee for each parking transaction
	\$0.00	Extension Fee	Fee charged per extension to the Parker
	\$0.00	Notification Fee	Fee Charged per Notification to the Parker
<b>Gold VIP Value</b>	\$2.75	Optional Gold VIP Program - Charged to Parker Monthly	They also have the option of joining the Gold VIP Program for a flat fee that eliminates the convenience fee.
	\$0.28	10 Transactions/month	** Amortized Convenience Fees for the MobileNOW! Gold VIP Program
	\$0.18	15 Transactions/month	
	\$0.14	20 Transaction/month	
<b>Credit Card Processing Fees</b>	\$0.30	Interchange and Gateway Fee	
	2.90%	Credit Card Processing Fee (%)	
<b>City Annual Fees</b>	\$0.00	Cost to the City	MobileNOW! absorbs the city annual fee
<b>City Other Fees</b>	\$0.00	Cost to the City	MobileNOW! absorbs the set-up, installation, training, maintenance, marketing, or any other services



### Section 3: Service Costs & Fees

1) Complete the Technical Service Cost & Fees section or Provide a separate "price/rate sheet" depicting the convenience fees, implementation fees, annual maintenance fees, and any charges you will assess.

Item Number	Minimum	Response
1	Cost per User license (back office) if applicable	FREE
2	Hosting fee if applicable	FREE
3	Transaction/Session convenience fee to the Customer if applicable	\$0.15; basic text alert messages are free, but users may sign up optionally for a more robust \$1.99 monthly messaging services.
4	Merchant of Record (MOR) set up and associated fees – City vs Vendor pros and cons	Pango does not charge the City. We can use your MOR or the Pango MOR. It is up to the City.
5	List all transaction processing fee percentages by payment type if the Vendor is the MOR if applicable	FREE
6	List all transaction processing fee percentages by payment type other than Visa, MasterCard, Discover, and American Express if the City is the MOR if applicable	FREE
7	Per transaction fees charged to the City if the Vendor is MOR if applicable	FREE
8	Per transaction fees charged to the City if the City is MOR if applicable	If the City's MOR is used, then the per transaction fees are whatever the City's rate is with your MOR.
9	Supported Internet Payment Gateways if applicable	Pango supports any payment gateway. Our payment gateway of choice is the Visa Gateway CyberSource.

2) The stipulated price includes all expenses; no additional amount will be paid.

**Pango Response:** Pango agrees with this statement and has stated prices including all expenses.



Section 3 Service Cost and Fees

Parkmobile proposes 2 options to Traverse City

OPTION 1 - Traverse City is MOR	
Parkmobile will make a guaranteed payment to Traverse City of <b>\$1,000 per contract year</b> for allowing Parkmobile to offer its service to the community. Payment shall be made in advance of each contract year.	
Pay-by-Cell Transaction Fee due Parkmobile (per transaction)*	\$ 0.10
Build & Maintain a Private-Label Mobile Application for Traverse City	Waive
Initial Setup & Licensing Fees	Waive
Annual Maintenance, Hosting, and 24/7 Call Center & Customer Support Fees	Waive
<b>* Traverse City shall have discretion to assess a Customer-Paid Transaction Fee to help subsidize its administrative program costs.</b>	
Terms for Option 1	
Parkmobile will remit to Traverse City's merchant service provider daily the gross collection for each mobile credit/debit card payment. Traverse City pays interchange and merchant processing costs ("Payment Processing") for each transaction. Gross collection shall be defined as the sum of the customer-paid transaction fee plus the parking revenue associated with the customer's parking session.	
Parkmobile shall pay all <b>gateway transaction</b> fees incurred by Traverse City from its merchant service provider, 5th/3rd (Vantiv), for the daily transmission of mobile payments to its processor. However, Payment Processing shall be borne by Traverse City. All credit risk is handled & administered by Traverse City.	
Parkmobile shall invoice for its portion of the customer-paid transaction fee (as outlined above) on a monthly basis, payable in 45 days from the invoice date.	
<b>OPTIONAL:</b> Parkmobile can also offer PayPal and Prepaid Wallet payment methods to Traverse City. Gross collections shall be administered by Parkmobile for these payment options. Traverse City shall receive a monthly remittance for its parking revenues by the 15th of the subsequent month. Payment Processing shall be assessed on these transactions at 15 cents + 3%.	
OPTION 2 - Parkmobile is MOR	
Parkmobile will make a guaranteed payment to Traverse City of <b>\$750 per contract year</b> for allowing Parkmobile to offer its service to the community. Payment shall be made in advance of each contract year.	
Pay-by-Cell Transaction Fee due Parkmobile (per transaction)*	\$ 0.32
Build & Maintain a Private-Label Mobile Application for Traverse City	Waive
Initial Setup & Licensing Fees	Waive
Annual Maintenance, Hosting, and 24/7 Call Center & Customer Support Fees	Waive
<b>* Parkmobile shall cover 100% of all Payment Processing costs associated with the mobile payment program. Traverse City will not incur any Payment Processing fees whatsoever with this option. Parkmobile bears all credit risks.</b>	
Terms for Option 2	
Parkmobile will remit to Traverse City monthly its parking revenues for all payment types made available to the public. All Payment Processing, gateway transaction fees, & credit risk/administration shall be 100% covered by Parkmobile. Monthly remittances shall be delivered to Traverse City by the 15th of the subsequent month.	
<b>OPTIONAL:</b> Parkmobile can also offer PayPal and Prepaid Wallet payment methods to Traverse City. Again, <b>no Payment Processing fees shall be deducted from parking revenues</b> when remitted to Traverse City each month.	





**Free Services to the Client for Either Option Selected**

Parkmobile offers Traverse City a reservation platform to allow tourists to purchase parking in advance, where the service can be applicable. The Reservation System will be completely branded as Traverse City. It shall be built, hosted, & maintained by Parkmobile at no cost to Traverse City.

Parkmobile agrees to offer Client free access to its API library and configure any of its active 3rd-party integrations to meter vendors & enforcement providers (Digital/T2) with no additional cost(s) from Parkmobile. ***This free access shall survive the term of the agreement with the City.***

Parkmobile agrees to replace & pay for all new signage and stickers presented in this proposal. Other designs shall be discussed with Traverse City and negotiated if applicable.

Parkmobile agrees to provide Client with a web-based reporting portal with secure credentials to evaluate usage by unique identification numbers established directly for Client's parking footprint.

Parkmobile agrees to provide Client with a web-based enforcement portal with secure credentials to validate active parking sessions for each of the Client's location(s) where the service has been made available.

To demonstrate its commitment to the success of this program, Parkmobile agrees to cover all marketing and advertising campaign costs as outlined in this proposal.

Parkmobile agrees to host and maintain the mobile payment solution at no additional costs to the Client.

Parkmobile agrees to train all stakeholders in the administration of the mobile payment solution at no additional costs to the Client.

Parkmobile agrees to provide both a Call Center & Customer Support Center to the Client at no additional cost to Client.

***All Parkmobile's standard terms & conditions shall apply to this pricing proposal.***

