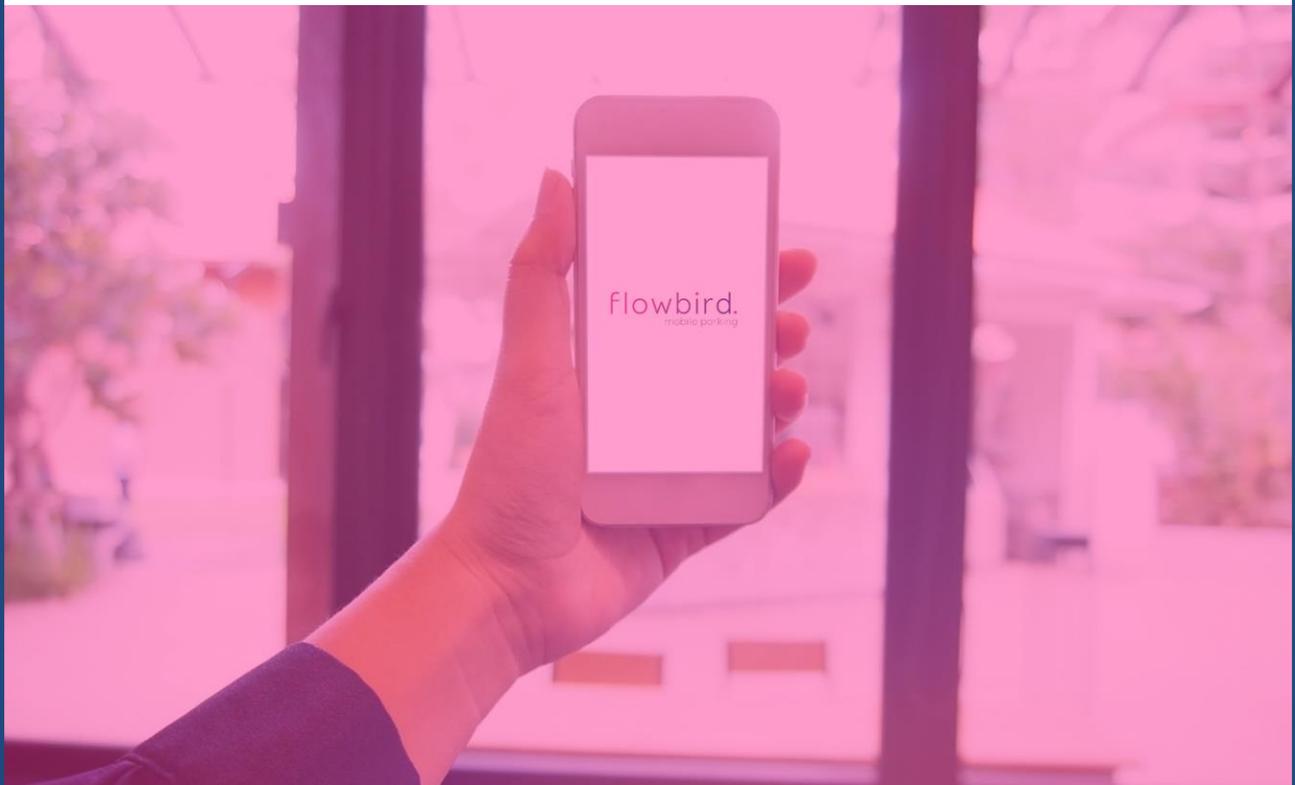


PRICE PROPOSAL



**FLOWBIRD RESPONSE TO THE METROPOLITAN AREA PLANNING COUNCIL
REQUEST FOR PROPOSALS – PARKING PAYMENT SYSTEMS AND SERVICES
RFP# MAPC 2021 MOBILE PARKING PAYMENT SYSTEMS**

PROPOSAL DUE: JANUARY 29, 2021 at 1PM EST



FLOWBIRD GROUP

40 Twosome Drive, Ste 7, Moorestown, NJ 08057 • 856-234-8000
13190 56th Court, Suite 401, Clearwater, FL 33760 • 813-405-3900

Authorized Contact Person

Ed Kinkade
856-693-2431
ed.kinkade@flowbird.group



**FLOWBIRD RESPONSE TO THE
METROPOLITAN AREA PLANNING COUNCIL
REQUEST FOR PROPOSALS FOR
PARKING PAYMENT SYSTEMS & SERVICES
RFP #MAPC 2021 MOBILE PARKING PAYMENT SYSTEMS**

PRICE PROPOSAL

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SECTION 1

INTRODUCTION

Proposal Signature Page

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

<u>Parkeon , Inc. dba Flowbird</u>	<u>Ed Kinkade</u>
Company Name	Contact Person
<u>40 Twosome Drive, Ste 7</u>	<u>856-693-2431</u>
Street	Phone
<u>Moorestown, NJ 08057</u>	<u>856-234-7178</u>
City, State, Zip	Fax
<u>ed.kinkade@flowbird.group</u>	
Email	

Proposer acknowledges receipt of the Request for Proposals (RFP) and Addendum No(s) 1,2,3, dated 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)

Benoit Reliquet

Printed Name

President

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.



(If a corporation, attach certificate of vote or
apply corporate seal here)

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:



Signature (blue ink please)

Benoit Reliquet

Printed Name

President

Title

1-28-2021

Date

Parkeon, Inc.

Name (as used for tax filing)

01-0778174

SS# or Federal ID#

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.

Park. Pay. Go.
 Locate, set duration, and pay for parking.

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SECTION 2

PRICING



PRICING

On the following pages is the completed price sheet. We have also submitted an Excel version electronically.

ID	A. PRODUCT INFORMATION	Product Type	Catalog Reference Number (if applicable)	Standard Warranty Coverage	Standard Warranty Length
A.1	Flowbird Mobile Parking Application	Mobile App	Not applicable	Ongoing software warranty	Ongoing software warranty
A.2					
A.3					
A.4					
A.5	List any optional hardware add-ons:				
B. INSTALLATION COSTS		Standard Price per Quantity Specified	Proposed Price per Quantity Specified for MAPC	Absolute Difference between Standard and Proposed Price	Percent Different between Standard and Proposed Price
B.1	Training of local staff, if not included with equipment purchase	Included	Included	Not applicable	Not applicable
B.2	On-site assistance with software set-up	Included	Included	Not applicable	Not applicable
B.3	List prices for additional training options:	\$135/hour	\$125/hour	\$10	7%
B.4	Stickers/signs/decals	Included	Included	Not applicable	Not applicable
C. OPERATIONAL COSTS		Standard Price per Meter per Month	Proposed Price per Meter per Month for MAPC	Absolute Difference between Standard and Proposed Price	Percent Different between Standard and Proposed Price
C.1	Wireless communication	Not applicable	Not applicable	Not applicable	Not applicable
C.2	Software license	Not applicable	Not applicable	Not applicable	Not applicable
C.3	Reading, downloading, retrieving and storage of unit data, and as backup to data download and/or retrieval via wireless two way communication	Not applicable	Not applicable	Not applicable	Not applicable
C.4	Local vendor technical support and troubleshooting, in accordance with specifications contained in the RFP	Included	Included	Included	Included
C.5	Any other required monthly/periodic operational fees	Not applicable	Not applicable	Not applicable	Not applicable
C.6	Additional warranty coverage (if applicable)	Not applicable	Not applicable	Not applicable	Not applicable
C.7	Optional maintenance services	Not applicable	Not applicable	Not applicable	Not applicable
C.8	Cloud hosting (by vendor or third party) Optional	Included	Included	Included	Included
C.9	List any optional software add-ons:				
D. TRANSACTION FEES		Standard Price per Credit Card Transaction	Proposed Price per Credit Card Transaction for MAPC 2021 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.	2.9% plus \$0.31 per credit card transaction Pass through option: Processor cost to Flowbird plus mark up of 1% plus \$0.05.	2.9% plus \$0.31 per credit card transaction Pass through option: Processor cost to Flowbird plus mark up of 1% plus \$0.05.	\$0	0%
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.	2.9% plus \$0.31 per credit card transaction Pass through option: Processor cost to Flowbird plus mark up of 1% plus \$0.05.	2.9% plus \$0.31 per credit card transaction Pass through option: Processor cost to Flowbird plus mark up of 1% plus \$0.05.	\$0	0%
D.3	Automated Clearing House (ACH) processing (fixed fee, per transaction)	Not applicable	Not applicable	Not applicable	Not applicable
D.4	Gateway fees (fixed fee, per transaction)	Included	Included	Included	Included
D.5	Convenience fees	\$0.35 per transaction	\$0.25 per transaction	\$0.10	29%
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.	All fees are included in Lines D.1 to D.5	All fees are included in Lines D.1 to D.5	Not applicable	Not applicable
E. OTHER PRODUCTS AND SERVICES		Standard Price per Credit Card Transaction/Standard Price	Proposed Price per Credit Card Transaction/Proposed Price for MAPC 2021	Absolute Difference between Standard and Proposed Price	Percent Different between Standard and Proposed Price
E.1	Please list other products and services related to the RFP that have not been previously listed.				
E.1.1	Gated Off-Street Reservations	15% of parking fee plus \$1 per transaction	15% of parking fee plus \$1 per transaction	\$0	0%
E.1.2	Drive up payments in gated facilities	To be quoted based on scope	To be quoted based on scope	Not applicable	Not applicable
E.1.3	White label app	To be quoted based on scope	To be quoted based on scope	Not applicable	Not applicable

RETURN ON INVESTMENT

The business model for the Flowbird mobile app is ideal for municipalities because there is no upfront investment and Flowbird provides all stickers and signage to help promote app usage. A convenience fee is charged to the end users which is Flowbird's fee for providing app services. Municipalities can also slightly increase the convenience fee and keep the increase to help offset credit card processing fees.

Mobile app usage is increasing each year throughout all of our client sites. Below is a case study on one of our first mobile app clients in the United States – Syracuse, NY.

CITY OF SYRACUSE, NY

MOBILE PAYMENT SUCCESS



BACKGROUND

The City of Syracuse, NY has a population of approximately 140,000 residents. Home to Syracuse University, the City has a rich history and a bustling downtown.

Located in the central part of New York State, winter temperatures can get frigid and snowfall can be heavy, so the act of parking your vehicle, paying for your parking, and walking to your destination can sometimes be a challenge.

Adding more convenience to the users parking experience was a critical piece of providing excellent customer service.

Additionally, use of cash at the City's pay stations has traditionally been high. So easing the burden on collections was a key goal.

FLOWBIRD SOLUTION

Since 2002, the City of Syracuse has utilized Flowbird multi-space parking meters throughout the downtown, covering approximately 2,000 on-street parking spaces. The pay stations are configured for Pay & Display parking so users must display the receipt on their dashboard after paying with coins, bills, or credit cards.

In 2014, the City of Syracuse added Flowbird's mobile parking app (branded Whoosh!) as a way to add a convenient way to pay for parking. The app provides customer friendly benefits:

- No need to display the receipt on the dashboard
- Email and text reminders that time is expiring
- Remote time extension
- Complete history of all parking payments
- Bookmark feature to store frequently parked at locations



CITY OF SYRACUSE, NY

MOBILE PAYMENT SUCCESS

APP MARKETING & PROMOTION

During the launch of the mobile app, Flowbird and the City collaborated on a marketing plan to communicate heavily about the benefits of the new service.

The City held a press conference with the Mayor of Syracuse explaining how to use the new mobile app. Flowbird provided a team of local ambassadors to spread the word to parkers and merchants.

All pay stations in the City of Syracuse were outfitted with decals promoting the new mobile app.

Social media campaigns followed the launch.

INTEGRATION WITH ENFORCEMENT

Because all mobile transactions are digital, the City needed a way for enforcement officers to know if people paid for their parking. Flowbird and the City's citation management provider, EDC Corporation, teamed up and developed an integrated solution.

All mobile app transactions are communicated to EDC's AIMS parking management system. When an enforcement officer is checking for payments, he/she scans the vehicle registration which contains the license plate details. The AIMS system cross references the plate number with the mobile transaction database. If the license plate is not in the database, the enforcement officer issues a citation using their handheld device.

PROGRAM SUCCESS

The City has continued the mobile parking service and has seen increased growth in usage with the app. Between 2016 and 2018, the number of mobile transactions has increased 63%. Mobile transactions now account for close to 20% of all on-street transactions in Syracuse, even though users have other ways to pay including coins, bills, and credit cards.

