

MEETING DATE: 5/26/09

AGENDA ITEM: Authorization to Enter Into an Agreement with Duncan Parking Technologies to Purchase and Install Pay-By-Space Parking Meters on Main Street in Downtown Culver City

ATTACHMENTS

		<u>Pages</u>
1	Proposal submitted by Duncan Parking Technologies (cost sheet only)	1-3
2	Letter from Parkeon	4-5
3	Photos of all meter models proposed by all vendors with dimensions	6

5. Cost Proposal

Duncan is pleased to submit the following cost proposal in line with the RFP requirements for the meter trial. All quantities and corresponding prices set forth below are based on the trial requirements for two meters and are exclusive of any applicable taxes. If selected as the successful respondent, Duncan is prepared to discuss financing options as the exact details and timing of the project deliverables and acceptance are clearly defined.

It is our understanding the City may contract to implement additional Duncan VM or VS multi-space meters. The per-unit pricing below will apply for the purchase of additional meters and equipment. Implementation services and spare parts requirements are directly dependant on the number of additional meters the City purchases. Duncan is happy to provide updated cost estimates once the City determines the appropriate number of additional meters to deploy after the initial trial.

This cost proposal is valid for one year after signing a contract agreement with City.

5.1 Fixed Pricing for Implementation of 2 Meters

Full Implementation - Fixed Pricing for 2 meters			
Component	Quantity	Unit Cost	Total Cost
Duncan VM Pay by Space Meter (Steel, powder-coated black)	2	\$5,995	\$11,990
• Green Cell battery			
• GPRS modem			
• Hybrid card reader			
• One-shot Intelligent cash box			
• Anti-probe device			
• Surface mount installation kit			
• 2 year-warranty			
Freight and delivery	2	\$70	\$140
Implementation Services (includes travel and accom.)	2	\$1,860	\$3,720
• Employees on site to perform:			
– Project Management			
– Quality Assurance and Meter Commissioning			
– Training (management, Maintenance, collections and enforcement)			
Meter Installation Services	2	\$500	\$1,000
• Surface Mount Installation			
Spare Cash Boxes – High Security one Shot	2	\$350	\$700
Technician's Service Access ID Key	2	\$290	\$580

In House

Full Implementation - Fixed Pricing for 2 meters			
Component	Quantity	Unit Cost	Total Cost
Comprehensive Package of Spare Parts			
• VMVS Electronic Module w/ GPRS	1	\$1,590	
• Antenna Cable	1	\$38	
• Coin Validator – cash flow 330 wet deck	1	\$390	
• Hybrid Card Reader Assembly	1	\$525	
• Piezo Keypad Assembly VMVS	1	\$350	
• Green Cell Battery	2	\$90	\$3,552
• APD (Coin slot Anti Probe Device)	1	\$390	
• Opto-Sensor PCA – Coin jam sensor	1	\$25	
• Door Sensor	1	\$24	
• IR Board Sensor	1	\$30	
• Credit Card Cleaning Swipe	1	\$4	
• Test Credit Cards	1	\$6	
Marketing Program			
• Brochure design / Consulting Fee	1	15,000	15,000
• Printing / distribution			
• One "Ambassador" for one week, includes training			

5.2 Ongoing Cost Considerations

Full Implementation - Estimated Ongoing Costs			
Component	Quantity	Unit Cost	Annual Cost
AutoTRAX Hosted Wireless Management System access	0	\$39	TBD
• Per meter/per month			
• GPRS wireless access			
Annual Customer and Internet Support Service (after first year of service)	0	After 1 st year \$150	TBD
• Remote call center support by Duncan staff during business hours is included in annual support fee above.			
Credit Card Gateway (Paypal) and Merchant Fees	0	To be agreed between customer & financial institution	TBD

Existing handheld
not compatible

5.3 Optional Products and Services Pricing

Cost/Rates for Selected Optional Products and Services			
Component	Quantity	Unit Cost	Total Cost
Duncan VS Pay by Space Meter (304 grade stainless steel, powder coated meter and skirt)	2	\$7,265	\$14,530
Duncan VS Pay by Space Meter (316 grade stainless steel, natural finish meter and skirt)	2	\$8,620	\$17,240
AutoCITE X3LCIW Handhelds for enforcement	1	\$4,600	\$4,600
AutoCITE X3 annual warranty fee (after year 1)	1	\$550	\$550
AutoCITE X3 cover case with belt clip	1	\$75	\$75
6-Bay USB Charging Station	1	\$1,000	\$1,000
Charger annual warranty fee (after year 1)	1	\$50	\$50
Citation paper • 30,200 Minimum Order Quantity	1	\$2,402	\$2,402
Small White Electronic Ticket Envelopes • 30,000	1	\$1,830	\$1,830
AutoISSUE.NET software • Parking citation issuance (non-network) • Time limit marking • AutoCLUSTER wireless enforcement for multi-space meters • Wireless Communications Framework • Includes one export file of citations to TurboData citation processing system	1	\$16,000	\$16,000
AutoISSUE.NET annual warranty fee (after year 1)	1	\$1,600	\$1,600
AutoISSUE Implementation and Training	1	\$3,500	\$3,500
2-digit Space Numbers	20	\$35	\$700
Space Number Primer	1	\$99	\$99
Space Number Installation Services	20	\$13	\$260
Intelligent Cash Box Reader Station <i>reads exact coin denomination</i>	1	\$1800	\$1800
AutoTRAX Hybrid mode (Batch and Real-time) Credit card processing license fee	2	\$1,000	\$2,000
mPARK Establishment Fees • One time cost per meter	2	\$50	\$100
mPARK Service Fees • Per meter/per month	2	\$5	\$10 per month
mPARK Transaction Fees	0	Greater of 6% or \$0.15 per txn	TBD
Bay Sensors	20	\$350	\$7,000
Bay Sensor Installation Services	20	\$150	\$3,000
AutoISSUE WebStatus Sensor Reporting Package • Per meter/per month	2	\$100	\$200 per month

#3500
for FDA
unit

In House



PARKEON

40 Twosome Drive, Suite 7
Moorestown, NJ 08057
856-234-8000

D. Scott Malsin, Mayor
City of Culver City - City Hall
9770 Culver Blvd.
Culver City, CA. 90232

February 6, 2009

Dear Mayor Malsin:

On Monday, February 9, 2009, you and the City Council of Culver City will review and vote on a recommendation by the Public Works Department and Eric Mirzaian to spend approximately \$34,000 plus a 15% contingency fee to purchase two Pay-by-Space parking pay stations from Duncan Parking Technologies for a field test.

In recognition of tight economic times, Parkeon, one of the first round bidders and the industry leader (14,000 meters installed in North America alone) in on-street parking management systems, offers to provide 2 meters to Culver City to test for FREE.

As the purpose of a trial is for the City to evaluate alternative technologies and to see for itself what really works best, Culver City really should have multiple participants. To help, and to demonstrate our belief in our system, Parkeon extends this "no cost" opportunity.

We reviewed Mr. Mirzaian's recommendation to the City Council and would like to share with you the following observations:

- ✓ The key to parking turnover is not sensors but Enforcement. Parkeon's Enforcement System wirelessly accesses all space payment data in real-time and delivers it to the Officer's handheld device for easy display. By viewing the paid/unpaid space data, Enforcement officers only go where they see a need. Enforcement is a snap.
- ✓ Parkeon's space management system zeroes out the meter when each new payment is made. Piggy-backing is not allowed. The only way to extend one's stay is to enter a unique extension code created at the time of initial purpose. This way, only the original purchaser can extend his time. And the only way a person can extend his time is if your parking policies allow the extra hours to be purchase. The City remains in control.

And if the City's policy is to limit parking to 2 hours, then the Enforcement solution described above comes into play. Since you'd need the Enforcement team to manage the sites anyway, what advantage is there to having sensors? Do they add any real value? Parkeon suggests "no." But then again, that's why you should have a trial with multiple vendors, so you can judge for yourselves.

- ✓ Parkeon offers "Pay-at-**ANY**-Meter" technology. The proposed vendor's system does not. This means that the motorist can pay for his/her space no matter where they are in the City. Imagine the convenience of not having to run back to your original block

when you are in the middle of a business meeting or a social event. This would be a key advantage to your motorists when Culver City extends the parking solution beyond the trial area.

- ✓ Mr. Mirzaian says that the other meters are "too big." The Parkeon meter has a footprint of just 11" x 11", or less than 1 sq ft., hardly a "big" device. And it is just 62" tall and available in a variety of colors, making it easy to see while being streetscape friendly.
- ✓ Parkeon also offers a "no paper receipt" option; the proposed vendor is not the only one that can do it.
- ✓ Parkeon's system also offers wireless real-time authorization for credit card transactions, basically eliminating the risk of fraudulent card use.
- ✓ Parkeon meters perform up to 400 self-diagnostic checks; they communicate wirelessly to the central server which the City can access to know the maintenance status of each meter. Meter uptime is optimized and maintenance staff performance is streamlined.

Given the above details, and that Parkeon is willing to provide meters to trial for free, we respectfully request that Culver City delay a purchase decision until your team has a chance to try alternative technologies in the field. After some real-life experience, the City will be well-positioned to make the best choice possible for its future parking management needs.

Thank you for your consideration.

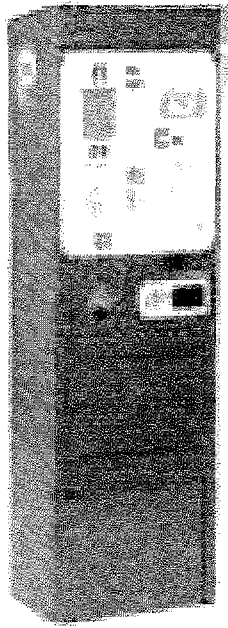
Best regards,



Dave Palmer, Director of Marketing
PARKEON, Inc

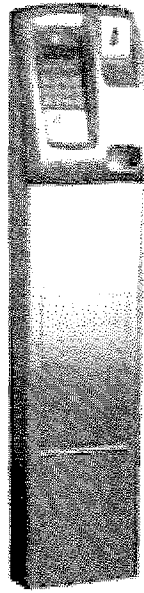
cc: Gary Silbiger
Christopher Armenta
Micheál O' Leary
Andrew Weissman
Jerry Fulwood
Carol Schwab
Eric Mirzaian

MacKay Meters



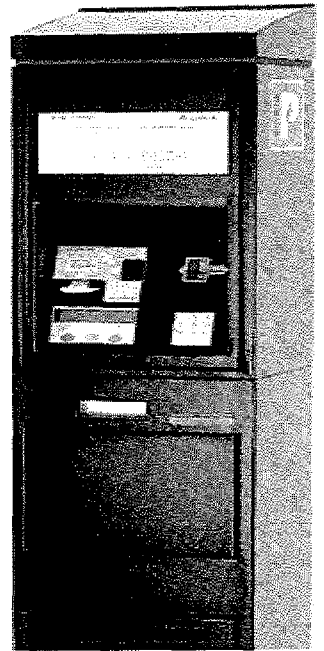
60" (H) x 17" (W) x 11" (D)

Duncan Solutions



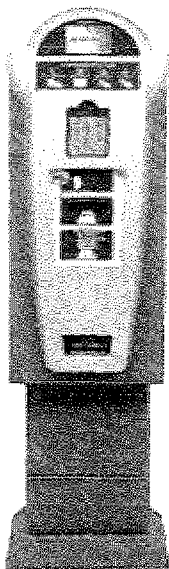
51" (H) x 11" (W) x 9" (D)

Metric Parking



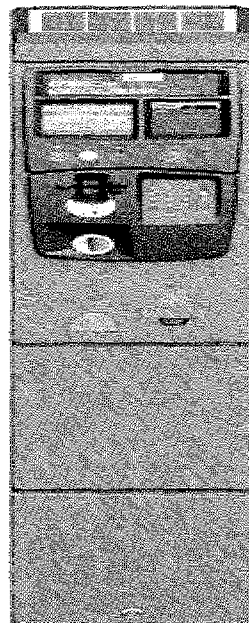
72" (H) x 16" (W) x 12" (D)

Digital Payment



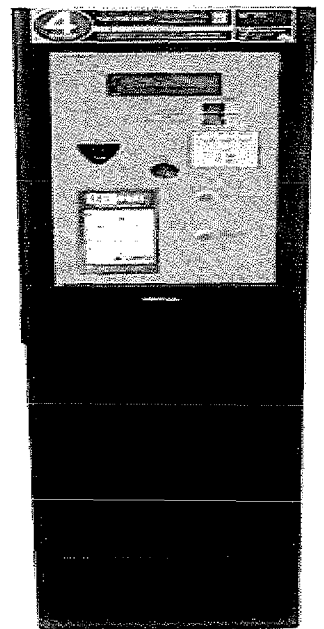
No dimensions provided
But comparable to Duncan

Parkeon



62" (H) x 11" (W) x 11" (D)

Cale Parking



65" (H) x 16" (W) x 12" (D)