

Condensed Title:

A Resolution authorizing and approving the purchase of In-Vehicle Parking Meters (IVPM) and prepaid parking reloads from ePark Systems, Inc., the sole source local distributor of the IVPM or iPark, in an amount not to exceed \$100,000, annually.

Key Intended Outcome Supported:

Improve processes through information technology.

Supporting Data (Surveys, Environmental Scan, etc.):

77% of residents rated availability of parking across Miami Beach as too little or much too little.

Issue:

Shall the Mayor and City Commission approve the Resolution?

Item Summary/Recommendation:

On September 17, 2008, Ordinance No. 2008-3616 the Mayor and Commission approved an amendment to the City's parking rate ordinance which adjusted several rates including parking meter rates in the South Beach Parking Zone from \$1.00 per hour to \$1.25 per hour conditional to the implementation of an in-car meter program which would allow residents to receive a 20% discount for metered parking in this zone.

On September 9, 2008, the City entered into an agreement with ePark Systems, Inc. for the purchase of the iPark device and prepaid parking reloads in the amount not to exceed \$25,000, which is within the City Manager's purchasing authority.


iPARK sales began on Monday, November 24th with 834 iPARKs (753 resident and 81 non-resident) sold to date. While sales are expected to brisk, they have exceeded all expectations. In fact, iPARK sales are so successful that we expect to exceed the City Manager's purchasing authority of \$25,000.

Since the sale of the iPark device has been such a success, and ePark Systems is the sole manufacturer/distributor of this device, we are requesting approval for the purchase of additional units for the balance of FY08/09 in an amount not to exceed \$100,000.

Advisory Board Recommendation:

N/A

Financial Information:


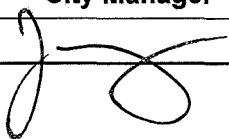
Source of Funds:		Amount	Account
 OBPI	1	100,000.00	Parking Operations Fund 480
	2		
	3		
	Total	100,000.00	

Financial Impact Summary:

City Clerk's Office Legislative Tracking:

Saul Frances, Parking Department

Sign-Offs:

Department Director	Assistant City Manager	City Manager
		

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MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, www.miamibeachfl.gov

COMMISSION MEMORANDUM

TO: Mayor Matti Herrera Bower and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: January 28, 2009

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING AND APPROVING THE ADMINISTRATION TO PURCHASE IN-VEHICLE PARKING METERS (IVPM) AND PREPAID PARKING RELOADS FROM ePARK SYSTEMS, INC., THE SOLE SOURCE LOCAL DISTRIBUTOR OF THE IVPM or iPARK, IN AN AMOUNT NOT TO EXCEED \$100,000, ANNUALLY.**

ADMINISTRATION RECOMMENDATION

Adopt the Resolution.

BACKGROUND

On September 17, 2008, Ordinance No. 2008-3616 the Mayor and Commission approved an amendment to the City's parking rate ordinance which adjusted several rates including parking meter rates in the South Beach Parking Zone from \$1.00 per hour to \$1.25 per hour. The implementation of the new parking meter rate was conditional to the implementation of an in-car meter program which would allow residents to receive a 20% discount for metered parking in this zone; therefore, instead of a \$1.25 per hour, bona fide residents continue to enjoy the \$1.00 per hour rate.

The in-car meter is a light-weight, credit card sized personal parking meter that can be used for the payment of parking fees in areas with existing parking meters or pay and display machines. This device allows the user to initially purchase and subsequently reload a value of pre-paid parking time either via telephone with a credit card or at the City's Parking Department.

On September 9, 2008, the City entered into an agreement with ePark Systems, Inc. for the purchase of the iPark device and prepaid parking reloads in the amount not to exceed \$25,000, which is within the City Manager's purchasing authority.

Each iPark cost \$20 and this cost is passed on to the user with no up charge from the City. Reloads are available in \$25 and \$50 values.

iPARK sales began on Monday, November 24th with 834 iPARKs (753 resident and 81 non-resident) sold to date (see Attachment "A"). While sales are expected to brisk, they have exceeded all expectations. In fact, iPARK sales are so successful that we expect to exceed the City Manager's purchasing authority of \$25,000.

Since the sale of the iPark device has been such a success, and ePark Systems is the sole manufacturer/distributor of this device (see Attachment "B"), we are requesting approval for the purchase of additional units for the balance of FY08/09 in an amount not to exceed \$100,000.

CONCLUSION

The Administration recommends that the Mayor and City Commission of the City of Miami Beach, Florida, authorize and approve the purchase of In-Vehicle Parking Meters (IVPMs) and prepaid parking reloads from ePark Systems, Inc., the sole source local distributor of the IVPM or iPark, in an amount not to exceed \$100,000, annually.

JMG/TH/SF/rar

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Attachment "A"

CITY OF MIAMI BEACH PARKING DEPARTMENT
IPARK SALES

NOVEMBER (beginning 11/24/08)	DECEMBER	JANUARY (as of 1/15/09)	TOTALS
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IPARK DEVICE SALES								
	<u>QTY</u>	<u>AMOUNT</u>	<u>QTY</u>	<u>AMOUNT</u>	<u>QTY</u>	<u>AMOUNT</u>	<u>QTY</u>	<u>AMOUNT</u>
Resident	44	\$ 880.00	589	\$ 11,780.00	120	\$ 2,400.00	753	\$ 15,060.00
Non-Resident	5	\$ 100.00	52	\$ 1,040.00	24	\$ 480.00	81	\$ 1,620.00
	49	\$ 980.00	641	\$ 12,820.00	144	\$ 2,880.00	834	\$ 16,680.00

RELOAD SALES								
	<u>QTY</u>	<u>AMOUNT</u>	<u>QTY</u>	<u>AMOUNT</u>	<u>QTY</u>	<u>AMOUNT</u>	<u>QTY</u>	<u>AMOUNT</u>
\$25 - Residents	4	\$ 100.00	114	\$ 2,850.00	43	\$ 1,075.00	161	\$ 4,025.00
\$25 - Non-Resident	0	\$ -	23	\$ 575.00	18	\$ 450.00	41	\$ 1,025.00
	4	\$ 100.00	137	\$ 3,425.00	61	\$ 1,525.00	202	\$ 5,050.00
	<u>QTY</u>	<u>AMOUNT</u>	<u>QTY</u>	<u>AMOUNT</u>	<u>QTY</u>	<u>AMOUNT</u>	<u>QTY</u>	<u>AMOUNT</u>
\$50 - Residents	2	\$ 100.00	67	\$ 3,350.00	22	\$ 1,100.00	91	\$ 4,550.00
\$50 - Non-Resident	1	\$ 50.00	13	\$ 650.00	8	\$ 400.00	22	\$ 1,100.00
	3	\$ 150.00	80	\$ 4,000.00	30	\$ 1,500.00	113	\$ 5,650.00
TOTAL RELOADS	7	\$ 250.00	217	\$ 7,425.00	91	\$ 3,025.00	315	\$ 10,700.00
% of total meter revenue		0.04%		0.74%				

Attachment "B"



January 10, 2009

Rocio Rodriguez
Finance manager
Parking Department
309 23rd Street, 2nd Floor
Miami Beach, FL 33139

Dear Ms. Rodriguez,

Epark Systems is a US based company offering in vehicle parking payment solutions to Municipalities, Universities and the private sector around the world.

ePark Systems provides the City of Miami Beach with a unique parking solution comprised of proprietary hardware and software not available with any other supplier.

Our solution integrates the iPark 1.0 device, *the 21st Century's Electronic Parking Pass*; with ParkNet+ our "state of the art" web based account, transaction, payment and information management system.

Key features include

1. iPark 1.0 Device

- Large easy to read display screen
- 5 year battery life
- Integrated RFID for electronic enforcement
- Multi-Language support
- Ability to support complex zone configurations as well as permitting

ePark Systems, Inc.
26 The Oaks
Roslyn, NY 11576
www.eparksystems.com

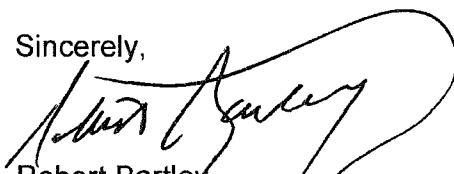
2. ParkNet+

- Comprehensive account, transaction, payments and information management facility for user training
- Ability to support multiple channels for iPark and reload sales – Retail, web and IVR
- Comprehensive help facility for user training
- Highest levels of security and reliability
 - PCI Level 1 certified security
 - Redundant “hot backup”
- Comprehensive management reporting and analytics
 - Real time
 - Automatic
 - Data specific

A major strategic advantage is that ePark’s user devices – the current 1.0 and the newly released 2.0 are supported by the Parknet+ system. This ensures that Miami Beach will be able to seamlessly migrate to new product releases without any conversions and potential loss of data.

If I can be of further assistance please contact me at 516.810.7035 or bob@eparksystems.com.

Sincerely,



Robert Bartley
Vice President Sales
ePark Systems, Inc

ePark Systems, Inc.
26 The Oaks
Roslyn, NY 11576
www.eparksystems.com

RESOLUTION NO. _____

A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, APPROVING, PURSUANT TO SECTION 2-367 (d) OF THE MIAMI BEACH CITY CODE, THE PURCHASE OF IN-VEHICLE PARKING METERS (IVPM) AND PREPAID PARKING RELOADS FROM ePARK SYSTEMS, INC., AS THE SOLE SOURCE LOCAL DISTRIBUTOR, IN AN ANNUAL AMOUNT NOT TO EXCEED \$100,000.

WHEREAS, on September 17, 2008, the Mayor and Commission approved an amendment to the City's parking rate ordinance which adjusted several rates, including parking meter rates in the South Beach Parking Zone, from \$1.00 per hour, to \$1.25 per hour; and

WHEREAS, the implementation of the new parking meter rate was conditioned upon the implementation of an in-car meter program, which would allow residents to receive a 20% discount for metered parking in this zone (therefore, instead of a \$1.25 per hour, qualifying residents could continue to receive the \$1.00 per hour rate); and

WHEREAS, the in-car meter is a light-weight, credit card sized personal parking meter that can be used for the payment of parking fees in areas with existing parking meters or pay and display machines; this device allows the user to initially purchase and subsequently re-load a value of pre-paid parking time either via telephone with a credit card, or at the City's Parking Department; and

WHEREAS, on September 9, 2008, the City Manager entered into an agreement with ePark Systems, Inc. for the purchase of the iPark device and prepaid parking reloads, in an amount not to exceed \$25,000; and

WHEREAS, each iPark device costs \$20 (and this cost is passed on to the user with no up charge from the City); re-loaders are available in \$25 and \$50 values; and

WHEREAS, iPark sales began on Monday, November 24th and have been so successful, with 834 iParks sold to date (753 resident and 81 non-resident), that the Parking Department expects to exceed the City Manager's purchasing authority (under the initial agreement) of \$25,000; and

WHEREAS, pursuant to Section 2-367 (d) of the Miami Beach City Code, the City may enter into contracts for goods and/or services where only one source for the product or service is evident; and

WHEREAS, ePark Systems is the sole manufacturer/distributor of this device; and

WHEREAS, the Administration has complied with the documenting requirements for sole source purchases, pursuant to Section 2-367 (d) of the Miami Beach City Code.

NOW, THEREFORE, BE IT DULY RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, that the Mayor and City Commission approve, pursuant to Section 2-367 (d) of the Miami Beach City Code, the purchase of In-Vehicle Parking Meters (IVPMs) and prepaid parking reloads from ePark Systems, Inc., as the sole source local distributor, in an annual amount not to exceed \$100,000.

PASSED and ADOPTED this 28th day of January, 2009.

ATTEST:

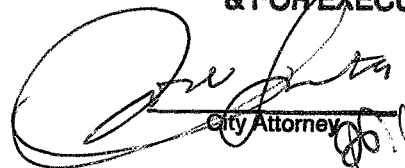
Robert Parcher, CITY CLERK

Matti Herrera Bower, MAYOR

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**APPROVED AS TO
FORM & LANGUAGE
& FOR EXECUTION**



City Attorney

1/22/09

Date

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