

RESOLUTION AUTHORIZING AN AGREEMENT WITH PAYBYPHONE AND THE PARKING ENFORCEMENT PROVIDER GTECHNA, A PARKING ENFORCEMENT TECHNOLOGY PROVIDER, FOR IMPLEMENTATION OF A MOBILE PAYMENT SOLUTION WITH LICENSE PLATE READING ENFORCEMENT TECHNOLOGY

WHEREAS, Winston-Salem is the largest municipality in North Carolina that does not hold a contract with a mobile payment vendor to assist with parking operations and fee collection for posted parking time restrictions in municipally managed parking areas; and

WHEREAS, the current parking management systems have far exceeded their useful life causing extensive maintenance challenges and negative user experience; and

WHEREAS, following a discussion at the November 2023 Public Works Committee meeting, the Winston-Salem Department of Transportation (WSDOT) issued a Request for Qualifications to modernize the on-street and off-street parking program in and around the Downtown Winston-Salem area; and

WHEREAS, firms were asked to provide a proposal that showcases their technology solution for the management of municipal parking spaces. After review of proposals received, staff scored PayByPhone highest. PayByPhone offers a seamless mobile payment option for parkers in Winston-Salem; and

WHEREAS, staff is further recommending a multi-year renewable contract with gtechna, a leader in the parking enforcement space. Gtechna is a software and technology company that will equip City of Winston-Salem Parking Enforcement Staff and their equipment with technology that most seamlessly integrates with PayByPhone while vastly improving enforcement efficiency and safety; and

WHEREAS, the first-year contract value with gtechna shall not exceed \$362,490.00. Of that, \$41,635.00 will be charged to FY25 operating budget for the annual enforcement software. The remaining \$320,855.00 will be funded using the previously appropriated capital funds from the 2023 limited obligation bonds; and

WHEREAS, WSDOT staff has prepared updated parking ordinances that support the proposed change in parking management strategy. Highlights of the ordinance changes include a parking rate increase to \$1.50/hour for on-street parking spaces, an increase in parking citation penalties, and language to allow staff to make data driven decisions to determine if changes are needed to the parking network or fee structure.

NOW, THEREFORE, BE IT RESOLVED, by the Mayor and the City Council of the City of Winston-Salem that the City Manager and City Clerk are authorized to enter into agreements with PayByPhone and gtechna to complete the modernization of the City of Winston-Salem Parking Program.

NOW, THEREFORE, BE IT FURTHER RESOLVED, by the Mayor and the City Council of the City of Winston-Salem that the City Manager and City Clerk are authorized to update the City of Winston-Salem Code of Ordinances to reflect and support a technology based solution for parking including but not limited to a parking rate increase to \$1.50/hour for on-street parking spaces, an increase in parking citation penalties, and language to allow staff to make data driven decisions to determine if changes are needed to the parking network.