

City Council – Action Request Form

Date: October 15, 2024

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Aaron King, Assistant City Manager
Jeff Fansler, Director of Transportation

Council Action Requested:
 Items Related to Modernization of On-Street and Municipal Maintained Off-Street Parking Systems Throughout Downtown Winston-Salem.

- a. Approval of Changes to the City Parking Ordinances
- b. 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

Strategic Focus Area: Quality Transportation
Strategic Objective: Parking Modernization, Replacement/Enhancement
Strategic Plan Action Item: No
Key Work Item: Yes



Summary of Information:

Currently, 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. Further, the current parking management systems have far exceeded their useful life causing extensive maintenance challenges and negative user experience. As such, the current parking rates and violation penalties, codified in City Ordinance, do not encourage parking turnover and yield an annual parking fund deficit.

Following the discussion at the November 2023 Public Works Committee meeting, the Winston-Salem Department of Transportation (WSDOT) issued a Request for Qualifications (RFQ) to modernize the on-street and off-street parking program in and around the Downtown Winston-Salem area. Modernizing the parking systems primarily involves a technology solution for collecting parking fees and enforcing parking zones with the flexibility to offer dynamic pricing when events downtown warrant premium parking availability.

Committee Action:

Committee	<u>PW- 10/15/2024</u>	Action	<u>Approval</u>
For	<u>Yes-3 MacIntosh, Scippio and Burke</u>	Against	<u></u>
	<u>Abstain-1 Larson</u>		<u></u>

Remarks:

Firms were asked to provide a proposal that showcases their technology solution for the management of municipal parking spaces. Proposals were received by the following firms:

1. PayByPhone
2. ParkMobile
3. HONK
4. HotSpot/Arcadis
5. Prime Parking
6. Carolina Time

Submitted proposals were scored based on the following criteria:

- MWBE Commitment: 30% Weight
- Work Experience with Similar Projects: 20% Weight
- Qualifications of Personnel: 30% Weight
- Understanding of Project: 20% Weight

After review of proposals received, staff scored PayByPhone highest. PayByPhone is a leader in mobile payment technology and have implemented in dozens of municipalities. A summary of the scores, out of a possible 500-point maximum, are as follows:

PayByPhone	468.00
ParkMobile	340.00
HotSpot/Arcadis	234.00
HONK	178.00
Prime Parking	58.00
Carolina Time	16.00

With advances in parking technology, PayByPhone offers a seamless mobile payment option for parkers in Winston-Salem. Based on the collective average of scores and the detailed competency of PayByPhone, WSDOT staff is recommending that the City of Winston-Salem enter a contract with PayByPhone to lead the way in modernizing the parking program for a fee of \$2,500.00 and a per transaction fee of \$0.30 plus associated credit card fees.

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 the 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. Improvements largely involve license plate reading equipment and software technology that enables our parking enforcement staff to patrol the managed parking areas without having to leave their vehicle to mark the tire of a parked vehicle or check for a paystation receipt displayed on the vehicle's dashboard. 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.

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. For comparison, WSDOT has benchmarked parking rates in peer cities and have included them in Exhibit A.

After a presentation at the September 2024 Public Works Committee meeting, staff was tasked with conducting two public meetings to gather comments and concerns with the proposed plan. The first meeting was held at the Kaleideum from 11:00 am to 2:00 pm to try and capture feedback from patrons who work in the downtown area during the parking enforcement hours. The second meeting was held at the Benton Convention Center from 5:00 pm to 7:30 pm to capture feedback from patrons that may visit the downtown area during the day but were not able to attend the first meeting. Staff received comments and have included a summary of these in Exhibit B.

Upon implementation, the parking program staff and the municipally managed parking facilities, would be equipped with a modern solution that is scalable and in line with the City of Winston-Salem's vision of being known as the City of Arts and Innovation.