



CITY OF FORT PIERCE

RFP 2023-057

PARKING MANAGEMENT SERVICES

October 10, 2023



*Push the Easy Button! Hire a boutique firm who can deliver a “turnkey” paid parking program. All we do is municipal parking!*

**PCI Municipal Services, LLC**

Jack Skelton, CAPP

Owner

[jskelton@municipalparking.com](mailto:jskelton@municipalparking.com)

(423) 298-2860





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## Cover Letter

*The cover letter will contain a commitment to provide the services described herein, as well as the name and signature of the Operator's representative authorized to negotiate an Agreement with the City.*

October 9, 2023

Gelencia Carter  
City of Ft. Pierce  
Purchasing Division, Room 101  
100 North U.S. #1, 1st Floor  
Ft. Pierce, Florida 34950

Re: RFP 2023-057 Parking Management Services

Dear Ms. Carter:

It is with great pleasure that we submit the following proposal for Parking Management Services for the City of Fort Pierce. We have thoroughly reviewed the above referenced RFP and are committed to providing the services requested as detailed in the following proposal submission.

PCI Municipal Services is a professional national parking management firm. **We are solely dedicated to working with municipalities like Fort Pierce.** Municipal parking requires a unique skill set and level of experience to provide effective management. Our company leadership has decades of experience working with similar municipalities to Fort Pierce. Today we manage over 100,000 municipal parking spaces and administer over 200,000 parking enforcement actions annually. In hiring PCI you can be assured that we have the know-how and resources to deliver a "best in class" paid parking and enforcement program for your community.

I am an owner of PCI Municipal Services and will act as your primary point of contact during the procurement process. And if we are fortunate enough to be selected as your parking services provider, I will ensure a smooth transition and quality operation from day one. With PCI, our clients deal with owners, not red tape.

The Executive Summary that follows provides a high-level overview of our firm and proposed services for Fort Pierce. We would appreciate the opportunity to expound upon our proposal and capabilities at a formal presentation. Please let me know if I can answer any questions or provide additional information.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jack Skelton", is written over a faint, light blue circular watermark or background.

Jack Skelton, CAPP, JD  
Principal & Owner



## Executive Summary

### Turnkey Solution

PCI Municipal Services is a privately owned parking management firm with over forty-five years of proven performance. PCI Municipal Services has the experience, financial capacity, expertise and “the right approach” to deliver a **turnkey professional paid parking program** for the City of Fort Pierce. We understand that the City does not have the staff and resources to implement a paid parking program on your own. ***Our proposal will make it easy on City staff to accomplish its goal of launching a first class paid parking program on your beach parking lots. PCI Municipal Services will deliver and manage the entire paid parking program from A to Z (after final City input and approval), including procuring the parking equipment and technology.*** Our firm’s sole focus is on providing high quality parking management and consulting services to municipalities like Fort Pierce. ***Push the Easy Button! Let us make it easy for you!***



### Deal with Owners, Not Corporate Bureaucracy

PCI Municipal Services is a boutique firm with significant resources and expertise. We have the experience to properly advise the City on an implementation of a paid parking program plan and execute it in as little as ninety days. Our clients deal directly with our owners which allows us to make quick decisions and commitments. There is no “red tape” and unnecessary delays for our clients.

### Focus “Only Municipal”

As our name implies, our firm only serves municipalities like Fort Pierce. Why is this important? Municipalities are much different than commercial parking operations where the focus is only on the bottom line. Cities offer parking services to the public with a much different perspective. Our ownership team has over a combined 100 years of working with municipal parking programs of all sizes and types. We know how to manage municipal parking programs and offer invaluable insights into “best practices” for cities.

### Been There, Done That

It should give you great comfort to work with a firm that has already done what you are asking for. ***Our leadership has implemented multiple paid parking programs from scratch, including the recent launch of the City of Satellite Beach’s program.*** We took care of everything from staffing, policies, and technology for the City of Satellite Beach. Our team collaborated with City staff all along the entire planning process, quickly making adjustments with focus on resident and customer feedback. ***Please call the City of Satellite Beach to hear how we performed.***

### Data Driven Approach

Access to accurate timely data is vital for city administrators to properly plan for current and future development. Providing sufficient parking for residents and businesses is critical to the health of your City. PCI Municipal Services proposed “smart parking” technology will provide the City with real time data of parking utilization. The proposed technology will deliver complete transparency of parking data



and will dramatically enhance the efficiency of the City’s parking program today and into the future. We make parking easy with simple scan to pay solutions and virtual permitting technology.

### Smart Parking Enforcement

PCI Municipal Services provides parking enforcement services for **eight municipalities** at present. We are entrusted to enforce over 25,000 parking spaces and manage 250,000+ parking citations annually. We understand that Fort Pierce is starting from a “paper and pencil” approach to parking enforcement. PCI will deploy state of the **art license plate recognition parking enforcement**. We will deploy the same technology that big cities like Philadelphia use. PCI also manages immobilization programs for many of our clients. We are proposing a state of the art “self-releasing” boot solution for Fort Pierce. The **Intelliboot** is the same technology used in New York City, and as well a more similar municipality as nearby Fort Pierce and Virginia Beach, Virginia.

### Resident Parking Permit Programs

PCI Municipal Services has extensive experience developing and managing resident and non-resident parking programs. **We manage over fifty (50) resident permit parking programs for our municipal clients, including four beach community permit programs in Satellite Beach, Virginia Beach, Hilton Head and Folly Beach.** And we recently launched a virtual permitting program for Satellite Beach!

### On-Going Consultation

PCI Municipal Services will provide the City on-going parking consultation throughout the duration of the contract. Unlike many of our competitors, where the City would be just client number “x”, PCI Municipal Services business model is to offer a boutique service to our municipal clients. Our owners and senior level executives remain intimately involved with our clients parking operations. Just ask any of our customers to hear the unique value we offer to them.

### Flexibility

PCI Municipal Services understands that the City needs flexibility as they work to meet the ever changing demands of its citizens and business community. Our “partnership approach” is based upon working with our clients with a long-term perspective. Our current clients can attest to our willingness to be flexible and offer creative approaches to solving parking problems.

### Expandability

PCI Municipal Services is a full-service parking management firm. When the City is ready to expand the scope of your parking program, we will be ready to provide valuable consultation and delivery of a custom parking solution. Don’t get fooled by the companies who “kind of do municipal parking management”. The value of a municipal parking expert with experience managing some of the most recognized city parking programs in the industry is real!

### Customer Service Approach





A core component of successfully managing municipal parking is providing a high level of customer service. PCI Municipal Services has excelled at implementing a customer service centered approach for our operations. We have invested heavily in recruiting and hiring practices to bring in employees with the right mindset and skill sets to be able to deliver quality service to our customers. Our extensive employee training programs are geared to emphasize the importance of customer service and provide the tools and resources for our staff to be successful in their day-to-day roles.

### **Proven Performance**

PCI can back up our claim that we are the better choice for the City of Fort Pierce. With over forty-five years of proven performance and extensive experience managing municipal parking programs, we offer Fort Pierce our proposal with confidence that we can deliver on our promises and exceed your expectations. We strongly encourage you to contact our clients, specifically our newest clients in Lexington, Chattanooga, Virginia Beach, and Satellite Beach, who can attest to the value of our unique approach and high level of engagement.

***Let's partner to create a first-class parking program for your City! Push the Easy Button!***



## Table of Exceptions

*Operator must state whether their proposal does or does not fully comply with the requirements as defined in this solicitation and will provide a detailed list of exceptions to the Scope of Services, sample insurance coverages or other RFP requirements including all exhibits, forms, appendices, and addenda. The exception list will be in table form and identify the page, section number, provision and the specific exception, non-conformance and/or substitute language proposed. Failure to identify specific items of non-compliance will result in the Operator assuming compliance.*

PCI Municipal Services has no exceptions and will comply fully with the required defined in the RFP.



## Financial Proposal

PCI Municipal Services wants to make this as simple and straightforward as possible for the City of Fort Pierce. We do not play games, have no hidden fees, and will always operate with complete transparency with our clients. Our offer is to deliver a “turnkey” paid parking program for the City of Fort Pierce under an “all-inclusive fee” structure. PCI will purchase all equipment, provide all staff and deliver all of the services described in our proposal for our all-inclusive fee. PCI will purchase the parking kiosks and provide the signage (approved by the City), the cost of which is included in our proposed All Inclusive Fee.

### All Inclusive Fee Proposal

PCI proposes two options from which they can select the fee structure they prefer:

#### **Option #1 –**

Flat Monthly Management Fee of twenty-two thousand dollars (\$22,000.00) (credit card fees and any sales tax would be paid by City).

#### **Option #2 –**

Revenue Share of thirty seven and one half percent ( )37.5% of all parking revenues (includes permit fees, daily parking fees, citation payments and immobilization fees), net of any tax and credit card fees

*Note: This Financial Proposal is based only upon the management of the beach parking lots (Jaycee, Jetty and S. Causeway). Should the City decide to expand the scope of our services we would negotiate a new fee structure commensurate with the additional requirements.*



### Operating Budget

The following is PCI Municipal Services projected first year operating budget for the City of Fort Pierce parking program. Our proposed budget includes all foreseeable operational expenses based upon the proposed methodology detailed in this proposal. The City would remain responsible for all credit card fees, taxes, utilities, parking surface maintenance, striping, grading, fill, landscaping, trash removal and security.

## PCI Municipal Services City of Fort Pierce Operating Expense Budget



		<b>Year 1</b>
<b>Salaries &amp; Wages</b>	<b>\$</b>	<b>120,000</b>
<b>Payroll OH &amp; Benefits</b>	<b>\$</b>	<b>32,400</b>
<b>Hiring &amp; Training</b>	<b>\$</b>	<b>1,450</b>
<b>Uniforms</b>	<b>\$</b>	<b>1,250</b>
<b>Liability Insurance</b>	<b>\$</b>	<b>9,750</b>
<b>Vehicle Expense</b>	<b>\$</b>	<b>10,800</b>
<b>Technology</b>		
<i>Parking Kiosk Software Subscriptions</i>	<b>\$</b>	<b>8,352</b>
<i>Parking Enforcement Solution</i>	<b>\$</b>	<b>10,800</b>
<i>Parking Permit Solution</i>	<b>\$</b>	<b>3,000</b>
<b>Cell &amp; Data</b>	<b>\$</b>	<b>1,800</b>
<b>Signage</b>	<b>\$</b>	<b>2,500</b>
<b>Parking Office Lease &amp; Utilities</b>	<b>\$</b>	<b>15,000</b>
<b>Postage</b>	<b>\$</b>	<b>1,500</b>
<b>Parking Kiosk R&amp;M</b>	<b>\$</b>	<b>2,500</b>
<b>Website</b>	<b>\$</b>	<b>1,250</b>
<b>Supplies</b>	<b>\$</b>	<b>3,000</b>
<b>Licenses &amp; Fees</b>	<b>\$</b>	<b>1,750</b>
<b>Depreciation (Parking Kiosks (12))</b>	<b>\$</b>	<b>12,765</b>
<b>Total Projected Operating Expenses</b>	<b>\$</b>	<b>239,867</b>



## Operations & Maintenance Plan

### Operating Plan Summary

PCI Municipal Services has developed a proposed operating plan for Fort Pierce following a thorough review of the RFP documents, site observations and our years of operating experience managing municipal parking programs. Our approach has always been to be flexible and adaptive to our clients’ goals and objectives. If selected as your parking management contractor, we will work with City leadership and staff to craft the optimal parking program for Fort Pierce.

### Management

PCI Municipal Services will place a quality Parking Manager on-site to oversee the implementation and management of the Fort Pierce parking program. Our Parking Manager will be the primary point of contact for the City and will oversee the local staff. The Parking Manager will work out of a local office we will establish in downtown Fort Pierce. The Parking Manager will be closely supported by our Regional Manager and corporate team.

### Staffing

PCI Municipal Services recruits qualified team members who can add value to our clients parking program. Our human resources department provides continual support in the recruitment, screening, on-boarding and training of our team members. Our approach is to pay a premium pay scale to our staff to attract and retain the best people. Time and time again this approach has proven to be wise with low turnover and consistent performance.

- ☉ **Smart Staffing** – Our proposed technology allows us to provide a very lean and efficient staffing plan. We leverage the efficiency of automation of payment collection, remote call center support and directed enforcement to keep our payroll expenses low.
- ☉ **Hire Local** – We seek to hire residents of our client’s community. Residents understand the local culture and can offer additional insights as they engage with other residents and visitors. Our goal to provide an ambassadorial level of service will depend in part on the local knowledge of our staff.
- ☉ **Staffing Plan** – The following is our proposed base level staffing plan for the Fort Pierce parking program. Our proposed staffing is based upon the projected program size and hours of enforcement. If selected as your parking operator, we will work with the City to develop a “right sized” parking staff for the approved parking program. Scheduling will be adjusted according to business levels, events and special projects that are scheduled.

Fort Pierce Base Staffing Schedule							
	MON	TUE	WED	THU	FRI	SAT	SUN
Manager	8a – 5p			8a – 5p	8a – 5p	8a – 5p	8a – 5p
Supervisor		8a – 5p	8a – 5p			12p – 8p	12p – 8p
Ambassador	3p – 8p	3p – 8p				FLEX	FLEX
Ambassador			3p – 8p	3p – 8p	3p – 8p	FLEX	FLEX

#### 24/7 CUSTOMER CALL CENTER SUPPORT

Scheduling is based upon a 24/7 paid parking program, focused on high demand periods for beach activity 8a to 8p. In a program of this size, the manager and supervisor would perform enforcement patrols during their shift to optimize efficiencies.



## Technology Overview

PCI Municipal Services offers decades of experience in designing and launching parking technology programs for municipalities. Based upon our site observations, review of the RFP and experience we have developed the following recommendations for the City of Fort Pierce

- ④ **Pay by Plate** – All parking permits and payments of parking fees would require the license plate of the vehicle recorded. Pay by plate is the most efficient and accurate approach to managing and enforcing paid parking.
- ④ **Parking Fee Payments** – Mobile payments from a phone would be the primary method of payment of parking fees. PCI is proposing a simple “scan to pay” solution which does not require a customer to download an app onto their phone. **In similar beach parking operations customers choose mobile payments over paying a kiosk 80% of the time!**
  - As a secondary customer payment option, PCI would purchase and install parking payment kiosks (meters) which would allow customers without phones to pay parking fees. **We agree with the City’s plan to deploy twelve (12) parking payment kiosks on the three paid parking lots.** Both payment systems would require the entry of a license plate number. We do not recommend accepting coins or bills as this increases operational costs, however, this would be an option for the City to select.
- ④ **Virtual Permitting** – A digital “plate based” permitting program for residents and non-residents. All permits would be defined by the City with corresponding parking rights and policies. We do not recommend utilizing permit stickers or placards for permitting as they are expensive, waste time and are prone for abuse.
- ④ **Parking Enforcement** – PCI will deploy a LPR (License Plate Recognition) based enforcement solution allowing for quick and accurate scanning of license plates to determine if the vehicle has a permit or a payment on record. Enforcement would be performed by PCI staff using a mobile phone camera with LPR capability.
- ④ **Smart Booting** – PCI will utilize the industry leading Intelliboot for vehicle booting. **The Intelliboot is a smart device that allows customers to make payment by phone/on-line. Once payment is made a “release code” is texted to the customer allowing them to unlock and remove the Intelliboot. The Intelliboot allows the customer to resolve the issue and be on their way quickly. The customer can deposit the Intelliboot in a “self-return” box on-site and put closure on the process. No waiting around for someone to come remove the device. A typical Intelliboot transaction can be resolved in a matter of minutes.**

## Technology

**The following are the recommended technology solutions for the City of Fort Pierce paid parking program:**

- ④ **Flowbird** parking kiosks
- ④ **Oobeo** mobile phone payment solution
- ④ **ParkLync** virtual parking permit solution
- ④ **ParkLoyalty** LPR parking enforcement system
- ④ **Risetek Global’s Intelliboot** self-releasing technology



# Flowbird.

Flowbird is the largest provider of parking pay stations in the world offering proven technology and delivering a convenient payment experience for the customer. They also have large presence in the State of Florida which gives us comfort in promoting their technology for Fort Pierce. These are the parking kiosks we installed in the City of Satellite Beach parking program a few months ago.



The kiosks can accept payment in coins and credit card. If the City desires to go “cashless”, we can configure the kiosks to only accept credit cards. We do not recommend accepting “bills” as a form of payment as this results in a high level of jams and equipment failure, which results in an overall negative customer experience. The inability to issue change when a customer pays with a bill is another big reason why less than 5% of kiosks accept bills as a form of payment.

Flowbird’s CWT Pay Station is proven around the world to be a dynamic, robust pay station built to work in unattended environments with the harshest climates. Our recommendation is to choose the 9.7” full color touch display option which provides the industry’s best user interface, providing a user experience similar of that to a smart phone. The CWT with touch screen display is installed across the United States from Paso Robles, CA to Portland, OR to Chicago, IL, to Philadelphia, PA, to Key West, FL.

- Pay Station Features**
- Long life batteries on solar power
  - 9.7” touch display screen for advanced screen customization and friendly customer service
  - Secure, PCI Level 1 card processing
  - 4G wireless communications
  - Anti-fishing of coins / Coin escrow
  - Anti-card skimming
  - Graphical Printer & E-Receipts
  - Upgradeable design

### Pay Station User Interface

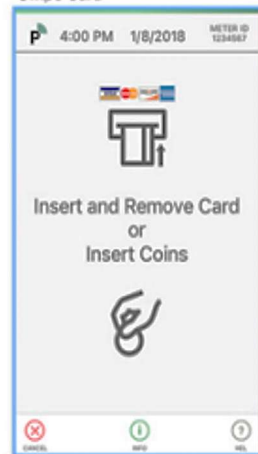
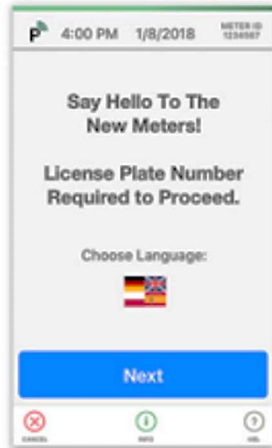
The CWT pay station features a 9.7” color touch screen (listed as a cost option in our proposal) which wakes up with the touch of one “start” button. The display is recessed and protected from impact by the clear window. The display is vertically set to meet ADA guidelines with all operable buttons falling below 48”. If the touch screen display option is not selected, the CWT will be delivered with a full color non-touch display.



The touch screen interface can accommodate Pay by Space, Pay by Plate, or Pay & Display parking, or all 3 on the same interface.

The color touch screen moves all controls on to the display allowing for very flexible interfaces maximizing the potential of the pay station to do things beyond parking. For instance, local information and maps can be included on the display. Additionally, payments can be made for other products such as admission passes to parks and museums to transit fares. A clock on the

display is in sync with our server to ensure accurate time.



### Pay Station Payments

The CWT pay station can be equipped to accept all forms of payments – coins, bills, credit/debit/contactless cards as well as NFC payments.

The coin acceptor includes an automatic shutter, which opens for coin insertion, but not for non-metal objects. Any metal object accepted that is not a valid coin or token is sent to the coin return. The pay stations are able to accept up to 14-coin denominations through our coin shutter/validator, which only accepts coins that have been programmed to be valid payment options.



The credit card (CC) reader is flush-mounted with no part of the reader protruding outside the cabinet, this design limits the insertion of a credit card skimmer.



The pay stations are equipped with a secure vault locking system. The vault system is located behind the outer door of the bottom cabinet which is secured with reinforced steel. The vault door is made of armored steel. The lock is an advanced, four-point locking point system. Flowbird offers an electronic lock option giving clients more control in the collection process. When the coin or bill box is removed, the pay station will send a notification to all valid recipients via text message or email. The coin and bill boxes can only be opened with a collection key and is closed to the collector. No maintenance or safety requirements are needed for the vault locking system.

The coin canister can hold 2,600 coins or up to \$650.

Validation codes can also be accepted as an optional method of payment. Validation codes are configured in the Flowbird back-office and distributed to parkers by the parking operator or merchants.

### Pay Station Solar Power



The CWT utilizes a commercially available 12V 75AH recyclable sealed lead acid battery that typically lasts between 3-5 years. The battery supplies the power to the meter, and is trickle charged through a solar panel or AC power (a smaller battery is used for AC power units). The battery is located in the lower cabinet and can easily be removed for battery replacement.

The solar panel is integrated into top of the housing and is generally hidden from view. An optional 30 watt solar panel is available for high use areas.



### Pay Station Communications

Flowbird parking devices communicate in real-time with Flowbird’s back-office parking management system using either 4G cellular communication or Ethernet connection. The devices also support satellite communication. Transactions can be processed offline if there is a communications interruption. When communication is restored, transactions sent to the back-office.



### Pay Station Temperature and Moisture Specifications

The CWT pay station is proven to withstand extreme conditions in varying climates. Flowbird devices are installed in areas with harsh environmental factors (United States, Canada, Sweden, Norway, Russia, etc.). Our parking equipment is not adversely affected by weather conditions despite the fact that they are often subjected to salt, air, humidity, frost, snow and ice. Our pay stations are rated to work in 99+ percent relative humidity and at temperatures up to 140° F and down to -22° F. The touch screen displays are tamper, weather and corrosion proof.

Touch Screen CWT Pay Station with Custom Wrap – St. Pete Beach, FL



### Pay Station Data Security and Credit Card Processing

Flowbird hosts all data in our secure data centers, monitored 24/7. Production data is separated from back-up/stored data. Data is made available to City staff from the beginning of installation and can be accessed many years later. The Flowbird system is PCI-DSS Level 1, P2PE, and SAS70 certified. Flowbird follows the guidelines from the PCI-DSS standard and have regular penetration tests performed by external companies. These penetration tests are conducted both by systems and

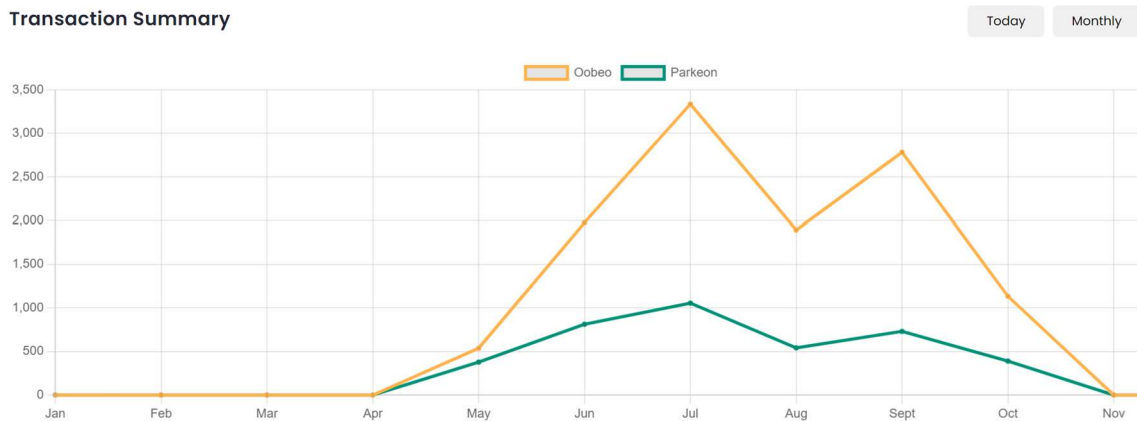


humans. Flowbird’s back office management solution is reviewed by an external security audit every year and is under scheduled scans on a regular basis to detect any vulnerability.

To ensure security of the wireless information, Flowbird uses a RSA 2048-bit encryption on any sensitive customer data.

### Mobile Payment Solution

**Mobile payments will be the primary method of revenue collection for your parking program. Our experience in similar beach parking programs where customers have an option of mobile pay or a parking kiosk over 75% will select to pay with their phone.**



Mobile payments have become the preferred option for cities for on-street and ungated parking. There are many mobile parking payment providers on the market today. PCI works with nearly all of the major service providers. Our recommendation for Fort Pierce is to select an “app’less” mobile payment provider. Traditional mobile payment apps require customers to download the App and create an account prior to making their parking payment. This process can take five to ten minutes to complete and this is often a barrier to use for customers. Many customers do not want to take the time to create an account, or simply do not want another App on their phone. Tourists who are making their first visit to Fort Pierce, or infrequently visit the City, will likely not want to go through the process to create a mobile payment account.



## Mobile Payment

- Smart Phone Payment
- No App Download Required
- Scan QR Code / or / Text
- Time Expiring Notice
- Extend Your Parking Session
- Access Your Parking Receipts



### PCI compliant

We have gone to the extent of becoming a PCI compliant SAQ-D Service Provider so you can rest assured that your payments are taken securely.



PCI will provide to the City of Fort Pierce a “scan or text” to pay option. Customers simply scan the QR code posted on parking signs and kiosks and follow a few quick steps to make their payment. Scanning a QR code became common place during the pandemic as many restaurants used QR codes to access menus. As an alternative, the customer can “text a code” and begin the payment process.

This “App-less” mobile payment solution offers the same features, such as time expiring notices and the ability to add more time remotely, but without the hassle of downloading and managing an App. This same system can also be used for Event Parking payment collection. And as a license plate-based payment solution, an integration with the proposed ParkLoyalty ALPR systems make enforcement a breeze.

### Digital Permitting

ParkLync is PCI’s recommended cloud-based parking permit management solution for the City of Fort Pierce parking program. ParkLync is a user friendly and customer friendly experience for City staff and customers. Key to ParkLync’s value is the ability for customers to self-manage their parker data which greatly reduces the administrative burden of the program for both parties.



ParkLync is a cloud-based, digital parking management system that offers a flexible self-serve platform to manage your parking needs. ParkLync offers flexible account set-ups to meet all of the unique customer requirements. Resident or non-resident parking permit types can be customized as needed to meet the City of Fort Pierce’s parking policy.

Customers will have a multitude of options to pay for their parking through ParkLync. ParkLync utilizes Braintree as its payment solution which opens up the world of user-friendly payment choices. More payment options mean faster receipt of revenue for the City and happier customers.



# Payments Methods

## Many Use Cases



Monthly permit parking

Visitor / Guest parking



Citation payments



Boat slips / Dry storage

Variety of payment methods

Built on the Braintree Platform

## Braintree

A **PayPal** Service

With system generated payouts using Payment Rails

PCI will create a customized “permitting wizard” video for the approved Fort Pierce parking permit program. The wizard will walk the parker through the registration and permit purchase process. Below is a screen shot for the permitting wizard PCI created for the Town of Hilton Head Island, SC.

**Permitting Wizard Example** (visit [www.parkhhi.org](http://www.parkhhi.org) to view the video)



ParkLync is a web-based virtual permitting system that will allow customers to pay for parking through ParkLync’s website or over the phone. Like our virtual permitting operations in Hilton Head and Satellite



Beach, Fort Pierce customers will have access to drop down menus allowing them to manage their accounts at their convenience.

**Individual Parking Account Details:** provides individual patrons with their unique Account Information that they can edit in ParkLync in real – time.

**PARKING ACCOUNT DETAILS**  
Apartmentalize Demo | Parkers | Brent Paxton

**USER INFO** MONTHLY RATE ACCESS CARDS SPACE ASSIGNMENT VEHICLES

**MAIN INFORMATION** [EDIT PARKER](#) **PAYMENT INFORMATION** **CREDIT CARDS** [EDIT PAYMENT](#)

**Brent Paxton**  
Email: brepax@gmail.com  
Phone: (770) 310-1392

Group Name: Individual  
Type: Individual  
Account Number: TEST-P-12990  
Status: **Active**

Payment Setup: Manual

**ACCOUNT HISTORY - \$4.10** [ADD PAYMENT](#)

**INVOICES** PAYMENTS CREDITS

Type	Invoice Total	Amount Due	Created Date
Invoice 145497	\$1.00	\$1.00	08/01/2022
Invoice 144949	\$1.00	\$1.00	07/01/2022
Invoice 144324	\$1.00	\$1.00	06/01/2022

**RISETEK GLOBAL**

**Fort Pierce Permit Accounts:** Patrons can edit Account Details, including Payment Profiles on a customized Satellite Beach website.

**Payment Profile:** patrons are prompted to select from the following payment methods, Manual Pay vs. Recurring Payments, Tokenized Credit Cards (stored on file), ACH Payments, as well as innovative options like PayPal and Venmo.

**PARKING ACCOUNT DETAILS**  
Apartmentalize Demo | Parkers | Brent Paxton

**Payment Methods**

**Add Payment Method**

Name on Card

Card Number: 1111 1111 1111 1111 Expiration Date: MM / YY Security Code: 123

Address 1 Address 2

City State Zip Code

[ADD](#) [Link Paypal](#)

**Payment Settings**

**Manual** Autopay

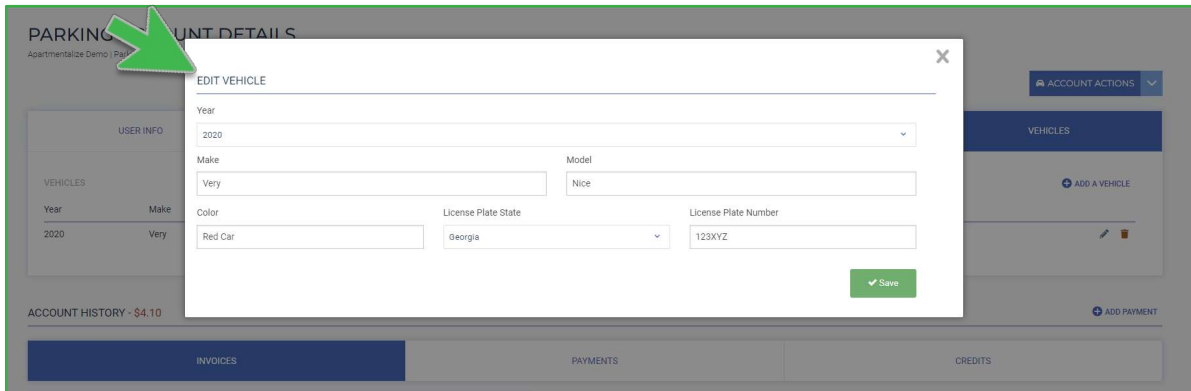
[CANCEL](#) [SAVE](#)

Created Date Due Date  
08/01/2022 08/01/2022

ParkLync’s turnkey system will allow Fort Pierce customers to easily pay for parking permits.



**Payment Profile:** patrons can edit Vehicle(s) Account details, easily adding or deleting permitted vehicles in real – time.



**Fort Pierce Parking Permit Holders:** Can track their payment history on any WiFi enabled devices and update their Accounts in real time.

**Invoice and Payment History:** patrons can Review/Print Invoices, View Payment Dates for digital permits, make Online Payments as well as setup Recurring Payments.

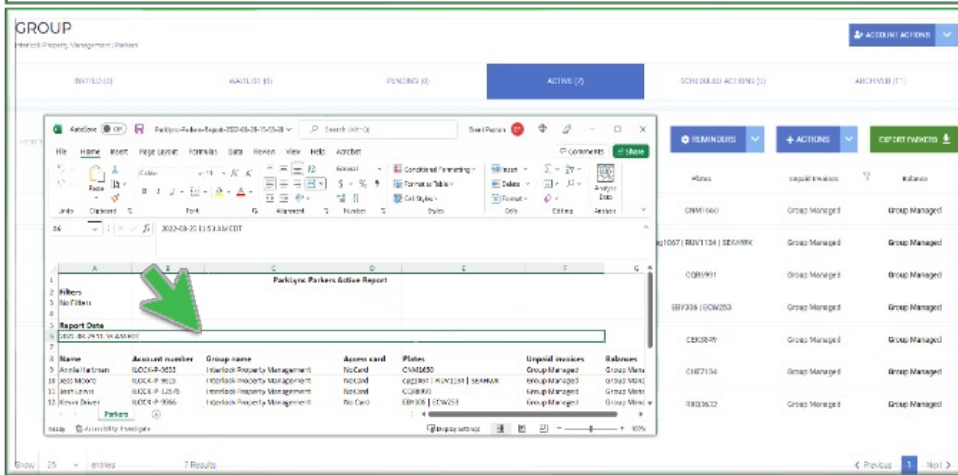
Type	Invoice Total	Amount Due	Created Date	Due Date	Status
Invoice 145497	\$1.00	\$1.00	08/01/2022	08/01/2022	Overdue
Invoice 144949	\$1.00	\$1.00	07/01/2022	07/01/2022	Overdue
Invoice 144324	\$1.00	\$1.00	06/01/2022	06/01/2022	Overdue
Invoice 143785	\$1.00	\$1.00	05/01/2022	05/01/2022	Overdue
Invoice 143331	\$1.00	\$0.00	04/01/2022	04/01/2022	Paid
Invoice 143133	\$0.10	\$0.10	03/29/2022	03/29/2022	Overdue
Invoice 143135	\$25.00	\$0.00	03/29/2022	03/31/2022	Paid

ParkLync’s web-based portal self-administration features will allow Fort Pierce customers to activate and edit an account using customizable drop-down menus in real time. Additionally, Fort Pierce parking managers can view and track any account changes in real time on smart devices from field tablets (i.e, Androids, or iPads, etc.), as well as office computers. Delivering real-time access to Fort Pierce customers will optimize your operations by allowing your staff to quickly respond to permitting service inquiries with the most up to date information.

**ParkLync Data is Exportable to Other Formats:** City staff can view parking data in Excel or CSV



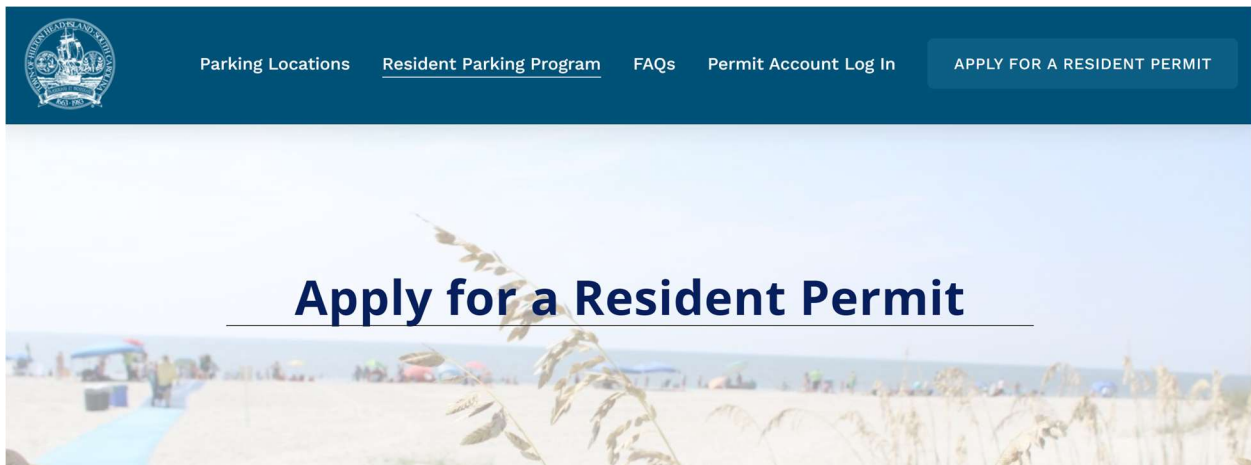
**Drop Down Menu Satellite Beach Manager View:** Enforcement managers can view all Annual Passes and Pavilion Renters Account details in easily exportable formats like Excel and CSV.



PCI Fort Pierce staff and customers will have real-time access to all parking payment invoices and history summaries for each permit.

### Parking Permit Website

PCI will develop a customized website experience for Fort Pierce residents and non-residents to make acquiring a parking permit a simple and trouble-free process.





## 1. Download and complete the Beach Parking Permit Application

- Two options exist for filling out and turning in the application for the Resident Beach Parking Permit. You can download a PDF that can be mailed or dropped off at the PCI Municipal Services office or complete the Resident Beach Parking Permit online. There is a button for both options below.

CLICK HERE FOR PDF

*Use this application if you are mailing it in or dropping it off at the office*

CLICK HERE FOR ONLINE APPLICATION

*Click here to fill out the online parking permit application*

## 2. Attach copies of the required documentation

- Residential property owner's tax bill or closing documents within Hilton Head Island Town limits (This shall include 4 percent, 6 percent, and partial-deed or time-share ownership of greater or equal to 183 days. However, a timeshare with less than 183 days of annual occupancy and properties that are utilized as short-term rentals are NOT eligible to receive a beach parking pass.)
- A current Residential Rental/Lease agreement with a term greater than or equal to 183 days.

**Additional Required Documentation:**

- Vehicle Registration
- A valid SC DMV golf cart registration must be provided to obtain a beach parking permit for a golf cart.

Applications submitted without the required documentation will be returned.

### Resident Parking Permit Program Experience

PCI Municipal Services has extensive experience managing residential and business permit parking programs for cities. In Lexington, Kentucky, they have over forty-five (45) residential permit zones, and multiple designated business permit programs. PCI also manages and enforces parking permit programs for comparable beach municipalities at Satellite Beach, Hiton Head, Virginia Beach, and Folly Beach.

### Permit Enforcement

Digital permit lists would be efficiently and accurately enforced by linking the ParkLync permit database with the Park Loyalty ALPR system. PCI Ambassadors will simply patrol the City parking areas scanning parked vehicle license plates with their phone and the ALPR technology will automatically identify non-permitted vehicles that are parked in violation.

#### ALPR Parking Enforcement

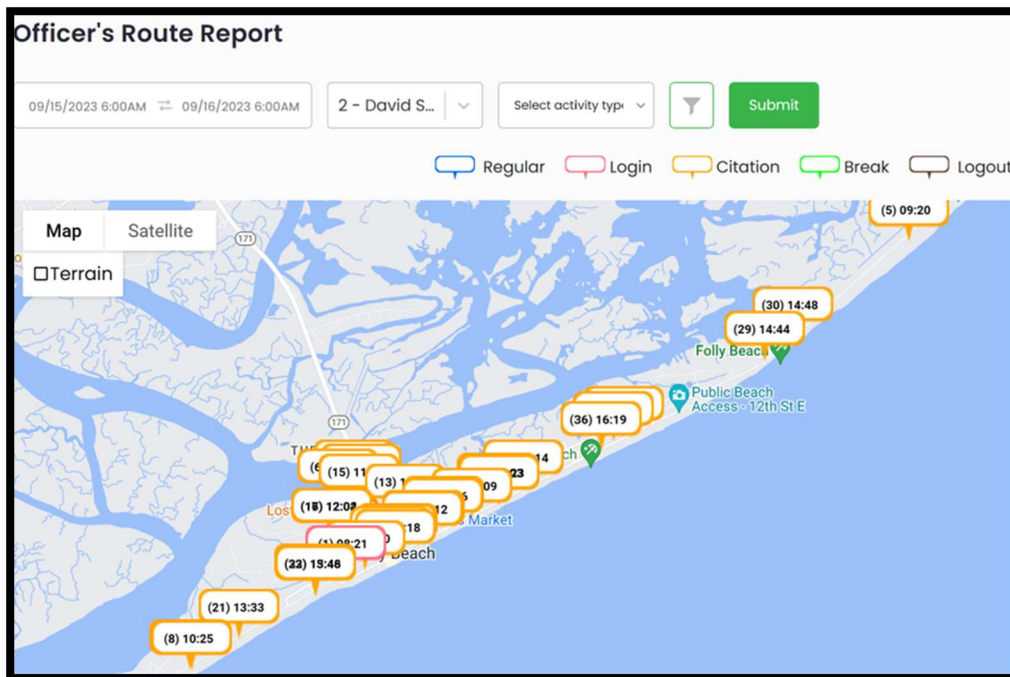
PCI proposes to utilize Park Loyalty as the parking citation issuance hardware and software solution for the City of Fort Pierce parking enforcement. The Park Loyalty solution will be a major improvement from the current paper parking ticket process for staff and customers. In the "real-time" environment that Park Loyalty offers, customers can pay or appeal a parking ticket on-line immediately. No more waiting for a paper ticket to be entered into the database. If the City elects, all of the existing parking



citation data can be transferred over to Park Loyalty to maintain the current citation revenue process without interruption.

### *PARK LOYALTY Enforcement*

Park Loyalty is an innovative parking technology company that focuses on offering solutions that improve the traditional model. We believe Parking will become a digitized motorist-centric experience, similar to how the airline and hotel industries have created incentives that offer value beyond their core products. We believe that enforcement solutions shouldn't be complicated, come with high upfront fees, or be difficult to manage. We focus on artificial intelligence, machine learning AI/ML tools and management software that provide metrics to manage enforcement, demand, and price fluctuation.



### *Enforcement Solution*

The Park Loyalty turnkey enforcement solution, takes proven, deployed applications and modifies them to your program's requirements which greatly reduces the risk and costs associated with program delivery.

Our unique solution removes the complexity around integration with various systems via an API first approach. Our microservices base solution architecture and its ability to integrate with various systems ensures their data integrity during the enforcement process. Through this architecture, we have eliminated the cost associated with 3<sup>rd</sup> party integration and we pass these benefits to our customers. There are no costs associated with any of the 3<sup>rd</sup> party integrations.

Our proposal includes the following technology and services features:

- **A mobile LPR scan engine:** PEOs can simply scan a license plate and evaluate the visual cues in the App to enforce. The Engine does all the heavy lifting behind the scenes to generate the visual cues' by checking with Payment, permits, exempt list, scofflaw list, stolen, warning, historical citations, and timing/mark records.



- A mobile citation issuance App: The smart citation form and issuance engine, minimizes fat-fingering issues and ensures data integrity via just in time checks with all integrated systems. The issuance App ensures the address is auto populated by GPS in all forms, the scanned images are automatically attached to each citation and uploaded, the make, model and color are automatically loaded when available in the system, the app provides a visual representation for PEOs to see time limit marks including from MLPR Vehicles.
- A rules-based management engine to administer both the mobile app and back-office system
  - Configuration Engine: Build your enforcement ticket layout quickly using our intuitive drag and drop mechanism.
  - Data management layout tool to quickly and efficiently update enforcement rules
- A flexible Integration engine
  - Time Limit Marking Engine: Complete sharing of “marks” across all vehicles and officers.
  - A built-in engine to integrate with Pay by cell systems, meter payment system, LPR vehicles, permit system and processing systems.
  - Automatic Boot and Tow notifications based on LPR hit notifications
  - Automatic API or file-based export to processing and collection systems
- Dashboard and Reporting system.
  - Multiple dashboards to view productivity, operations, officer activity, revenues, utilization and integrations.
  - Officer summary and productivity reports.
  - Citation reports to manage operations
  - Location based reporting (GIS reports) at the specific address, zone or block level
  - Advanced productivity reports
  - Analytical Reporting
  - Anomaly Reporting to detect errors quickly.



### Key Components

Our enforcement solution has five major components:

- *Enforcement hardware* – Customer’s choice of android handheld devices, printers and wireless service.
- *Enforcement app* – Android based App that transforms an enforcement program into a data driven, AI/ML (Artificial intelligence/ Machine learning) based program, centered on data integrity, productivity, accountability, and efficiency.
- *Dashboards and reporting*– Management tools and analytics to offer a coherent, data-driven enforcement program.
- *System administration* – Complete control over the citation form layout, data and rules for enforcement.
- *Integration wizard* - Bring a wealth of real-time information to the fingertips of PEOs.



### Enforcement Hardware

Putting flexibility and compatibility at the top of the list, the Android enforcement app is designed to work with a variety of hardware devices. In fact, customers can choose from any of the Android devices on the market, while Park Loyalty recommends the Samsung Galaxy S 20 or above to optimize the LPR experience due to the high-quality camera and shutter speed featured in these devices. Like the handheld device, there is also flexibility in printer hardware, although Park Loyalty recommends the Zebra ZQ 510 due to its proven reliability, print quality and print speed.



### Enforcement App

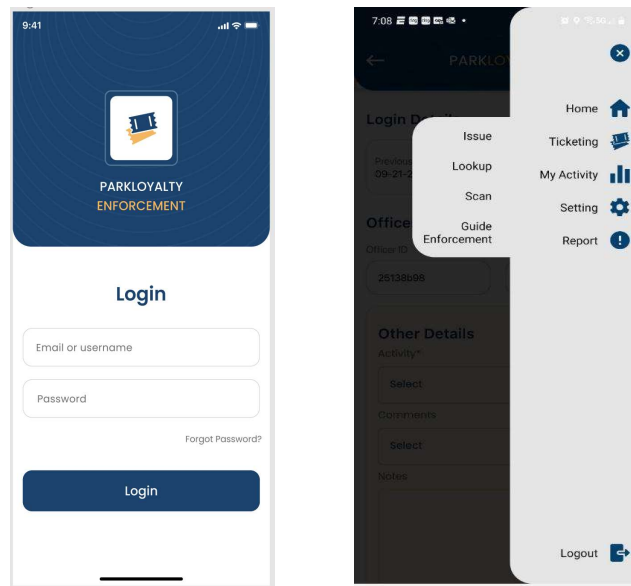
#### White labeling

As an extension of your operation, the enforcement app is branded based on customer preference. Customer logos, styling, and branding can be easily incorporated for that custom feel.



### Navigation

The enforcement app is designed using material design concepts introduced by Google. The material design concepts allow for intuitive and easy navigation, dramatically limiting the amount of training required for Parking Enforcement staff to learn the tools. All PEOs have unique credentials to login.



### LPR Engine

Holding efficiency and automation paramount, we have taken an LPR centric approach to enforcement. PEOs simply scan all plates via a manual mode or directed enforcement mode and follow visual cues in the app to enforce. Once a plate is scanned, our powerful LPR engine captures the image and reads the plate number in a fraction of a second and automatically compares it against payment data, permit

data, timing records, stolen list, scofflaw list, and exempt list, which drives a color-coded parking enforcement officer experience. Red implies enforce, grey implies no records in the system, and green implies ignore. These visual clues are immediately intuitive for users (PEOs) of all technical skill levels. In instances where PEOs want to further evaluate the data, they can look at the data cards for details associated with the plate. The below image outlines a typical LPR scan view.



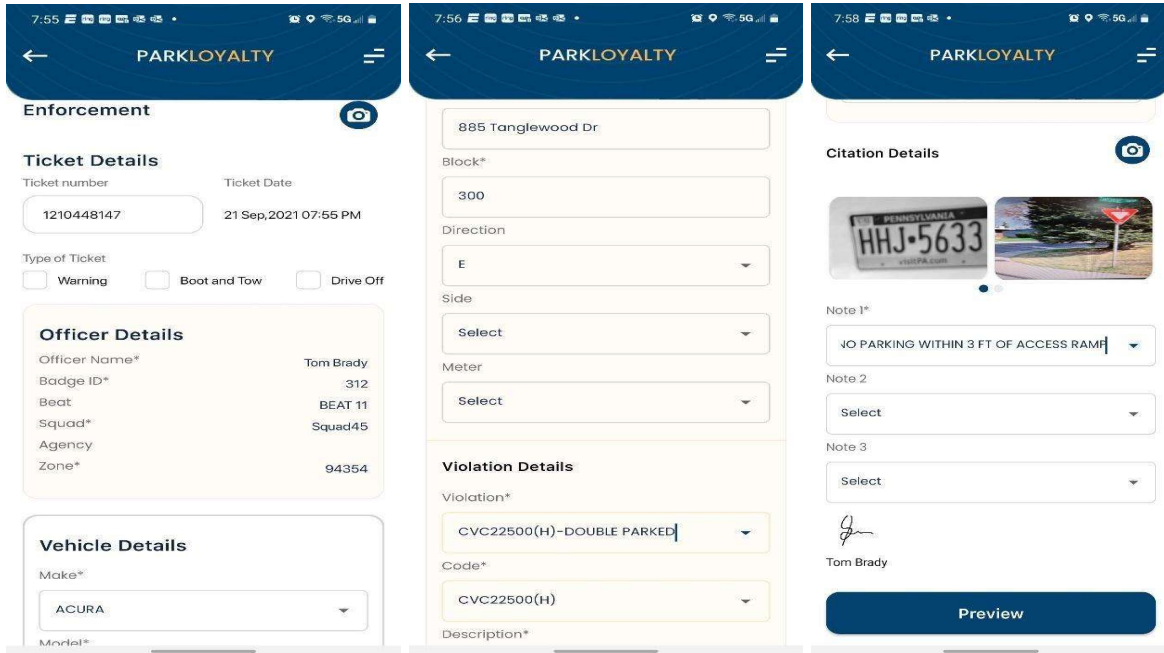
The LPR Scan view also:

- Captures the GIS coordinates of scan location, reverse geocodes the coordinates to auto populate and capture the address/location information.
- Matches the pattern of the plate number against the typical pattern of the state license plate numbers.
- Provides options to rescan the plate or edit and check the plate again.
- User AI/ML to load make, model and color of the license plate.
- Provide a data card with hit details for further analysis as needed.
- Optionally, look at the warning and citation history.

### *Citation/Ticketing Smart Form*

Ticketing and citation issuance is done using a smart form. The smart form is customizable based on the customer's business rules and can be edited as needed. The familiar web-based rules engine allows customers to design the layout, rules, and printing needs. The smart form allows for (a) automatic validation (b) attach multiple images (c) add signature.

Once issued, citations, and photos are instantly uploaded and viewable from via web browser within seconds. Photos, notes, and remarks are all stored as part of the record. From there, officers can either close out of the citation, or optionally void, or re-issue, to the same plate.



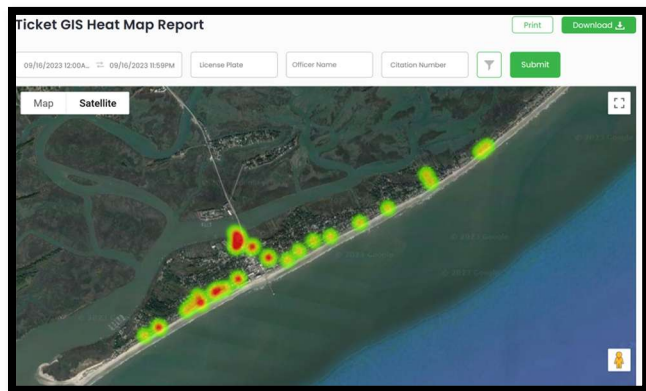
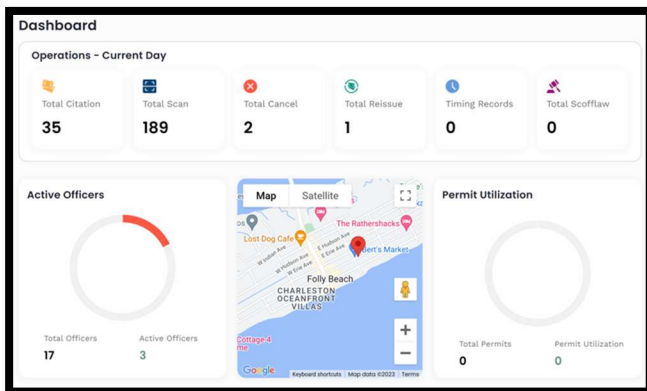
The smart form allows for tracking on how long a PEO takes to issue a citation each time and can be compared against average issuance times of other PEOs. This provides an efficient tool to help guide training programs in the field to ensure PEO safety.

### Just in Time Check

If a payment button is not lit up in green and once PEOs complete filling out the citation details and attempt to issue the citation, a just in time check is done against the source databases for payment and permits to see if a payment came in. If a valid payment is found, the officer is prevented from issuing a citation.

### Enforcement Dashboards

Park Loyalty provides a broad range of operational dashboards that provide great transparency into your parking enforcement program. The ability to visualize data in a useful way is a major separator between Park Loyalty and other enforcement solutions.





## Self-Releasing Immobilization

The goal of parking enforcement is compliance. All cities would love not to have to issue parking citations. Parking citations are the major tool to gain compliance from parkers to follow the rules. A certain percentage of customers simply will not comply with the rules even after receiving a parking citation. Another tool in the tool chest to achieve compliance is vehicle immobilization (booting). Most cities use immobilization for “scofflaws”. Typically vehicles with three or more unpaid parking tickets are classified as scofflaws and eligible to be booted.

PCI is recommending the use of a “self-releasing” boot technology for the City of Fort Pierce. We propose employing RISETEK Global to provide their patented and proven self-releasing booting technology. The benefits of utilizing RISETEK technology are:

- **Improved Customer Experience** – A customer who has had their vehicle booted can pay their boot fee and be on their way in minutes, instead of hours spent dealing with the current payment and boot removal process.
- **Safer “Contactless” Process** – No face-to-face interaction is required between the customer and employee. No COVID concerns for customers or staff and eliminate the risk of a negative face-to-face confrontation.
- **Reduced Labor Costs** – By allowing the customer to remove the boot themselves there is no need for staff to spend hours responding to boot removal calls.
- **Expanded Operating Hours** – RISETEK provides a 24/7 customer support center to assist customers in the payment process, allowing for booting to be performed at any hour of the day.

## Enforcement Approach

PCI Municipal Services will seek to provide a high level of customer service while enforcing the parking ordinances and policies for the City of Fort Pierce. Parking enforcement traditionally has a very negative public perception. The television show Parking Wars is a fair and accurate sampling of the combative nature of most parking programs. The PCI enforcement team will be trained and conditioned to act as “Ambassadors of Fort Pierce”. The focus will be on positively representing the City to the citizens and visitors to Fort Pierce. PCI will establish performance metrics with the City as it pertains to the issuance of citations and assisting customers in the parking payment process. These metrics will provide transparency on the enforcement team on-going performance.



## Ambassador Approach

PCI Municipal Services is pleased to see that the City is seeking an ambassadorial approach to parking enforcement. This mentality aligns well with our corporate approach to performing our services. PCI’s contract with the City of Cedar Rapids, Iowa is a great example of an ambassadorial approach. Our on-street staff are instructed to avoid writing a citation whenever possible. Our contract with Cedar



Rapids actually penalizes PCI for writing too many parking citations. The goal of Cedar Rapids is to be helpful to customers in providing information about parking as well their downtown in general.

The core components of an Ambassadorial Enforcement program are as follows:

- **Hire Well** – PCI will recruit staff that have good communication skills and our comfortable engaging customers. Employees that smile and offer a greeting can change public perception and improve communication.
- **Set Clear Expectations** – Employees must be trained to do their job well. This includes understanding the outcome that our client desires. Yes, all of our employees will be writing parking citations that a customer will not be happy about. The trick is to make sure the parking tickets are written only for clear violations that our employees can clearly explain to the customer if engaged. And while not all customers will be satisfied, a large percentage will feel better about an engagement with a professional courteous employee.
- **Reward Job Well Done** – PCI believes in a TEAM mentality. Our parking enforcement Ambassadors will act as a team and thus each person’s performance will impact positively or negatively the TEAM. TEAM results will be shared weekly with our employees, with a celebration of success and corrective action plans when we fall short. The TEAM approach creates greater individual accountability and a culture of support.

### Key Performance Indicators (KPI's)

PCI Municipal Services will work with the City to establish a set of Key Performance Indicators for the Ambassador team. These metrics will be used to measure what matters. As some very smart people have often said, “What is measured matters!”. The following are our recommended KPI's for the City of Fort Pierce parking enforcement program:

- **Void Percentage** (Voided Citations / Citations Issued)
- **Citation Rate** (Citations Issued Per Hour)
- **Customer Complaint Rate**
- **Appeals Outcome Rate** (% of Citations Upheld on Appeal)
- **Citation Diversity** (Issuance per Violation Type)
- **Scofflaw Capture Rate**



PCI will design an enforcement KPI program in conjunction with City staff and maintain a KPI report to be continually updated.

### Citation Collections Management

PCI understands the science of parking citation collections very well. It is a process that must be closely monitored and managed to maximize the collections result. PCI is confident in our abilities to design and execute a consistent process for RO acquisition, noticing and scofflaw identification program for the City of Fort Pierce. We believe we can increase your citation collection rate up to the 80% level in a few months of operation. The following are the steps PCI would take to achieve this goal:



- Audit the current inventory of uncollected parking citations without a RO (registered owner on file).
- Utilize the State DMV to access correct RO information.
- Deploy LEXIS/NEXIS tools to locate missing out of state RO information
- Establish a returned mail process for noticing to correct errant data points
- Deploy the Intelliboot self-releasing boot technology to reduce scofflaw balances

### Citation Appeals Program

PCI suggests providing customers with multiple citation appeals options. Customers will be able to appeal a citation by calling the 24/7 customer call center, email or mail an appeal form (from parking website), or submit an appeal online (as they do today).

PCI will work with City to establish a fair and reasonable appeals policy and procedure manual, which PCI staff will manage and adhere to. The following is our suggested citation appeals process:

Parking Citation Appeals Process		Outcome / Process
<b>Customer Files Appeal</b>	Day 1	Administrative Review – Upheld / Dismiss / Additional Review
<b>PCI Customer Reply</b>	Day 3-5	Email Administrative Decision w/ Documentation
<b>Customer Request for Hearing</b>	TBD	Schedule Hearing (Virtual) 2 Hearing Dates a Month
<b>Hearing Held</b>	Next Date	Final Decision – Upheld / Dismiss
<b>Hearing Notification</b>	Immediate	Email / Mail to Customer with reasoning/documentation
<b>Customer Pursues Legal Options</b>	TBD	PCI provides full documentation to courts of facts / process

Most citation appeals fall into a couple of categories. A common appeal is “I did not park in your lot that day”, which can easily be proven or disproven using actual images of the customers vehicle with a location and date stamp. Another common appeal is that “I paid, but still got a ticket”, which can be easily proven by matching payment data records with the time and entry/exit images of the customer’s vehicle. Our experience has shown that with quality training and regular audits of the enforcement officers work citation accuracy increases to the 98-99% range, while successful appeals drop well below 10%.

PCI wants all parking tickets to be accurate, and if a mistake is made, then it will be corrected with a strong apology to the customer. Appeals will be handled quickly according to established policy. All appeals processes will be fully documented and reported to City.

### Maintenance

Per the RFP, PCI would be responsible for maintenance of the parking kiosks only. The City would remain responsible for all trash pickup, landscaping, pavement, curbs, electrical, buildings, draining and plumbing.



PCI will establish a preventive maintenance program for the proposed Flowbird kiosks. As part of our maintenance program we will maintain a stock of replacement parts for the program to expedite the repair process. PCI has a tremendous amount of experience in maintaining parking kiosks. We maintain thousands of parking meters for our customers, including Folly Beach, Satellite Beach, Chattanooga, Cedar Rapids, Ann Arbor, Lexington, Lawrence and the State of Louisiana.

### Customer Service

PCI has defined our mission to be focused and customer oriented as well as to be the safest and most reliable supplier of high-quality parking and transportation services. We understand that our greatest resources in fulfilling this mission are our employees. We believe that we must work through the first-line employees; our supervisors and managers, support staff, and maintenance staff, to provide the quality of service, safety, and professionalism that our customers expect. Our success is based on choosing candidates that meet stringent qualifications relative to the service they are providing. In addition, we place a high emphasis on the interview process and how a candidate conducts themselves in this environment.

Once employed by this organization, we have a specific action plan to ensure our Managers have the right tools to assist them in effectively carrying out their job responsibilities. In order to achieve these goals, we must equip our first and second-level managers with leadership skills that they can use every day. Therefore, we have undertaken a training process to help these managers develop the skills they need. Every supervisory employee receives "Interaction Management" training. This training develops the skills they need to coach, develop and lead others.

Managers receive training in such areas as:



- The foundation of leadership skills
- Reinforcing effective performance
- Coaching for success
- Improving work habits
- Resolving conflict
- Improving employee performance
- Using effective follow-up
- Maintaining improved performance
- Using effective corrective action

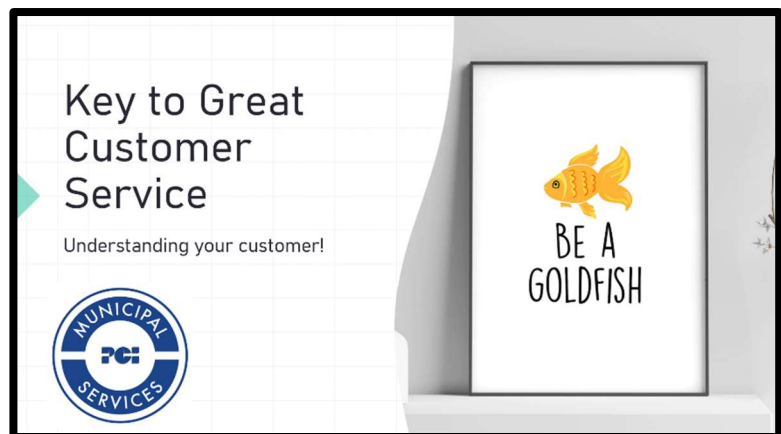
### Customer Service Workshops

PCI Municipal Services performs regular on-site and virtual customer service training workshops for each of our cities.

These workshops are intended to stress the importance of quality customer service in each employee's daily job performance. To demonstrate how important customer service is to our entire team Jack Skelton, one of our owners, often performs these workshops.

In just the last quarter Jack performed our "Be a Goldfish" customer service training in Lexington and Oklahoma City. Two hour long sessions were held with our entire team to have an active engagement and mentoring on real service delivery.

PCI will perform in-person customer service workshops in Fort Pierce annually if awarded your contract.





### 24/7 Customer Call Center Support

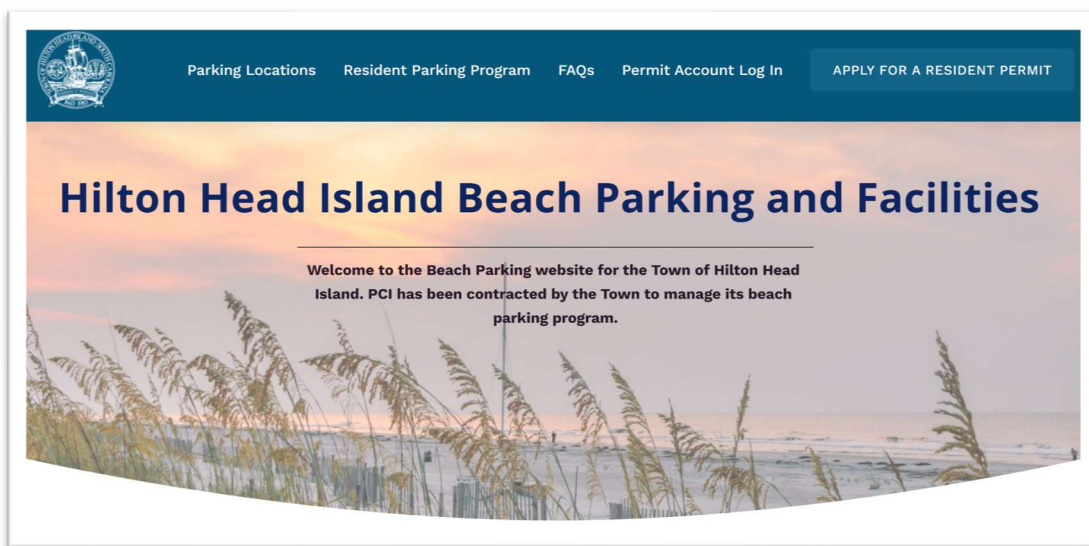
PCI understands the importance of the call center in supporting the Fort Pierce parking program. PCI proposes to utilize Risetek Global call center services to assist Fort Pierce parking customers. Risetek provides professional 24/7 call center services for parking programs. Customer calls can be fielded by Risetek call center staff based upon set hours or days of service. All calls are documented and recorded utilizing the Connex One call center software solution. Risetek will follow approved protocol and scripts specific for the Fort Pierce program. All activity is reported in a format and scheduled based upon program requirements.



### Custom Parking Website

PCI will provide a custom parking website for the City of Fort Pierce that provides residents and visitors with all of the information and tools they need for the City’s parking. In addition to providing general information on the parking program, tutorial videos will be created that demonstrate how to use the parking technology. Videos on how to use the multi-space parking meter and make mobile payments will be included on the website.

To see a good example of the website PCI will develop for the City of Fort Pierce please visit [www.parksatellitebeach.org](http://www.parksatellitebeach.org), [www.parkhhi.org](http://www.parkhhi.org) or [www.parkfollybeach.org](http://www.parkfollybeach.org) .





### Parking Signage

PCI will work with Fort Pierce to develop a professional parking sign plan for the new paid parking program. PCI’s executives have worked with numerous cities on the development of parking signage. The trick with parking signage is to concisely message the “rules”. Many cities use way too many signs with multiple messages that only lead to confusion. Confusion leads to frustration and anger when customers feel they received a citation in error.

PCI focuses our signage design on “compliance”. Does the messaging help citizens better comply with the rules? Can the customer quickly and easily understand the message? Am I providing the customer with contact information if they have questions?



The sign design above is a good example of messaging parking payment rules. Less words and more visualizations always reduce confusion, particularly in our communities that have a diverse population and visitor base.

Our experienced executive team combined with our graphics team will provide options for the City to consider, modify and approve.

Payment signage will be developed that encourages customers to pay the parking fees using their phones. Customers can pay by phone in two easy ways: 1) texting a code, or 2) scanning a QR code. Both approaches will start the payment process. Customers simply need to enter their vehicle license plate number and select how much time they wish to pay for parking. One of the value adds of mobile payments is that the customer will receive a text notification 15 minutes prior to their parking session expiring. Customers can add more time to their parking session (if permitted considering any time limits in place) without having to return to their car. Customers paying with their phone will also have access to all payment receipts for business reimbursement or to prove they have paid.

### Program Branding

PCI finds value in developing a simple brand for each of our municipal clients parking programs. Branding the parking program gives life and character to the program. The branding would be consistent on parking pay stations, program vehicles, employee uniforms, mobile payment app, and the program website. **We propose to create the brand Park Fort Pierce or Park FB.**





### Meter Wraps

To add personality to the parking program the parking meters can be wrapped with decorative colors, artwork, and designs. PCI recommends that the meters be wrapped to reflect specific areas and streets of the parking program. The proposed multi-space meters come standard in a black/gray metallic exterior.



### Reporting

PCI does not do “cookie cutter” reporting. We offer each of our municipal clients a customized monthly operating report. Our goal is provide the City with a comprehensive reporting package that offers complete transparency into our operation. Once selected as your parking operator we sit down with your financial team and map out a reporting package with all of the content the City desires. We will share with you what other clients receive as a starting point. You can choose what you want to see and how you want to see it! Our goal is to make the transfer of our reporting into the City’s reporting system a simple process.

### Start Up Budget

As PCI is offering the City a “turn-key” parking solution there will be no start up expense for the City. PCI will fund the entire parking program start up, including the investment in the parking kiosks.



## Qualifications

### Company History

From the start of our parking business in 1974, we have built our reputation and experience by exceeding the expectations of our clients.

PCI was founded with the mission to continually provide quality parking services that are progressive and innovative to enhance our clients' image and financial goals. PCI has never altered this mission and continues to deliver a service that is unparalleled in commitment, value and customer satisfaction.

When PCI was founded, we recognized that we were in a very competitive business. Some companies were building national empires. Others were diversifying into uncharted areas. Early on, we decided to focus on what is still the most important consideration in the parking business. And that focus – SERVICE! - continues to remain just as important as it ever was. The PCI management team is involved in all aspects of every parking facility we oversee. Each team member is motivated to achieve exceptional results. Fortunately for PCI's 1,500+ employees, the founder of PCI realized early on that the only product we had to sell was service and that if the best services were provided, in a professional and cost-efficient manner, the company's satisfied clients would be their best sales representatives. PCI's operating philosophy has worked well.

### Dedicated Municipal Company

In 2020, Gill Barnett and Brian Kern joined forces to create PCI Municipal Services, LLC. Brian brings his thirty years of experience in the municipal parking world to the PCI team. Gill and Brian identified a real void in the industry of quality-focused parking management services for municipalities. The large national parking companies are focused on stock prices and non-parking related efforts. PCI Municipal Services understands the value cities place on quality engagement and a high level of corporate support, which is exactly what we offer. In 2021, Jack Skelton joined Gill and Brian as a partner in the company. Jack brings with him over 30 years of municipal parking experience with an expertise in deployment of technology into municipal parking programs. ***PCI Municipal Services is solely focused on municipal parking services with dedicated resources to deliver personal responsive service to our clients.***

### Ownership

PCI Municipal Services, LLC is a corporation formed in partnership with Parking Concepts Inc. and Between the Lines Parking, LLC. Our three owners are Gill Barnett, Brian Kern and Jack Skelton. Each owner is actively involved in the day-to-day management of the company. Brian and Jack oversee all aspects of each of the PCI Municipal Services operations, while Gill ensures all of the corporate support (Human Resources, Accounting, Audit, Legal and Risk Management) are properly delivered to each client.



## Company Philosophy

We consider ourselves as “partners” with each of our clients as opposed to just another vendor. This philosophy has a dramatic effect on our outlook on daily operations, the goals of the business communities, and the ultimate decisions that affect service and financial returns. PCI Municipal Services is focused on our clients’ objectives and initiatives, not our own. Our structure will be both basic and thorough at the same time. We will staff the operation with only the best – those with positive and enthusiastic attitudes and those who understand the valuable part that they will have in providing the best service.

## Key Statistics

PCI / PCI Municipal Services	By the Numbers
Number of Years in Business	48 / 4
Number of Employees	1,300 / 315
Number of Locations Managed	220 / 110
Annual Parking Revenues Managed	\$125,000,000 / \$55,000,000

## PCI Municipal Services Clients

Municipality	Operational Commencement Date
<b>City of Cedar Rapids</b>	April 2021
<b>City of Ann Arbor</b>	July 2022
<b>LFCPA (Lexington)</b>	July 2022
<b>COTPA (Oklahoma City)</b>	August 2022
<b>State of Louisiana (Baton Rouge)</b>	December 2022
<b>CARTA (Chattanooga)</b>	December 2022
<b>City of Virginia Beach</b>	February 2023
<b>City of Lawrence</b>	February 2023
<b>Town of Hilton Head Island</b>	March 2023
<b>City of Folly Beach</b>	May 2023
<b>City of Satellite Beach</b>	August 2023
<b>Atlantic Park (Virginia Beach)</b>	April 2024 (Projected)



## PCI Municipal Services Client Map



### PCI Relationship with City of Fort Pierce

PCI Municipal Services would be honored to work for the City of Fort Pierce on delivering a “first class” parking program. PCI sees its role as both a professional advisor and manager of all things parking. We understand our value comes from our experience and knowledge that we can share with the City to make the most accurate decisions on parking policy and planning. Our approach and goals for the relationship with the City are based upon the following cornerstones:

1. **LISTEN** - LISTEN TO THE CITY OF FORT PIERCE’S GOALS FOR ITS PARKING PROGRAM
2. **CONSULT** - BE CONSULTATIVE IN OFFERING VARIED APPROACHES AND METHODOLOGIES BASED UPON OUR EXPERIENCE AND EXPERTISE FOR THE ACHIEVEMENT OF THE CITY OF FORT PIERCE GOALS
3. **COLLABORATE** – COLLABORATE WITH THE CITY OF FORT PIERCE ON THE FORMULATION OF A BUSINESS PLAN THAT FURTHERS THOSE GOALS
4. **SUPPORT** - SUPPORT THE CITY OF FORT PIERCE AND OUR ON-SITE TEAM IN THE FULFILLMENT OF THE BUSINESS PLAN
5. **MONITOR** - ACTIVELY MONITOR THE PROGRESS OF THE BUSINESS PLAN TO ENSURE SUCCESS AND PROPERLY COMMUNICATE WITH THE CITY OF FORT PIERCE



## 6. FULFILL - FULFILL ON OUR COMMITMENTS TO THE CITY OF FORT PIERCE TO ENSURE DELIVERY OF THE BUSINESS PLAN

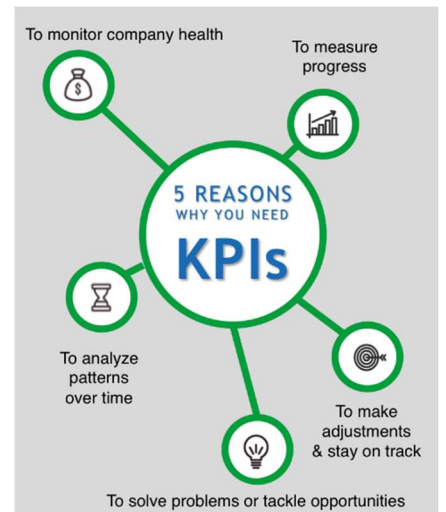
### Business Plan

PCI Municipal Service’s will seek to establish a short and long term business plan in collaboration with the City. The plan should cover all areas of the parking program, including: financial, personnel, customer service, capital expenditures, technology, community and future proofing. Within the business plan specific goals and objectives should be stated. Our executive team firmly believes in the old axiom “What gets measured gets managed”; and to the contrary “what does not get measured does not get managed”.



PCI will work with the City to establish Key Performance Indicators that will allow us to measure each aspect of the approved business plan. We will establish metrics in each area, financial, transactional and operational. PCI suggests a regular meeting schedule be established to provide updates on the business plan, allowing for adjustments and ensuring that the City leadership is fully aware of the progress that has been made.

PCI Municipal Services executive team will lead up the management of the business plan for the City parking program. They will ensure that the progress and timelines within the business plan are up to date to keep things moving and on-track. As new industry trends and technologies evolve the business plan will need to be reviewed and updated based upon “industry best practices”. Our executive team will provide updates for the City during the regular scheduled meetings.



### Business Plan Update Meeting Schedule

PCI Municipal Services proposes a cadence of quarterly meetings between the City and our executive team to discuss the business plan status. During these meetings progress will be provided on all fronts, including the current metrics and KPI results. Any adjustments, additions or subtractions to the business plan will be made during these meetings with the City approving any and all changes.

### Annual Report

Each year PCI Municipal Services will provide an Annual Report of the parking program for the City. The Annual Report will summarize all efforts made in the business plan and document the business



results, metrics and KPI results. Our goal is to keep the parking program progressing in overall performance and document the value of our management and consultation for the City.

### References

In total PCI is contracted to manage thirty (30) plus municipal parking programs totaling over 150,000 parking spaces. Below we have provided a few references we feel are comparable in the scope of services to the City’s parking program. We are happy to provide additional reference information if requested.

<b>Reference #1</b>	
Contact Name	Mr. Doug Neumann
Organization	Cedar Rapids Metro Economic Alliance
Phone Number	(319) 730-1414
E-mail Address	<a href="mailto:dneumann@cedarrapids.org">dneumann@cedarrapids.org</a>
Contract/Project Name	Off-Street & On-Street Parking Program
Contract/Project Start Date	April 1, 2021
Contract/Project End Date	On-Going
<b>Reference #2</b>	
Contact Name	Mr. Ed Trammell
Organization	Lexington & Fayette County Parking Authority
Phone Number	(859) 576-5195
E-mail Address	<a href="mailto:etrammell@lexpark.org">etrammell@lexpark.org</a>
Contract/Project Name	Off-Street & On-Street Parking Program
Contract/Project Start Date	July 1, 2022
Contract/Project End Date	On-Going
<b>Reference #3</b>	
Contact Name	Ms. Jada Hahlbrock
Organization	Ann Arbor Downtown Development Authority
Phone Number	(734) 567-8025



E-mail Address	jhahlbrock@a2Fort Pierce.org
Contract/Project Name	Off-Street & On-Street Parking Program
Contract/Project Start Date	July 1, 2022
Contract/Project End Date	On-Going
<b>Reference #4</b>	
Contact Name	Mr. Cory Hubert
Organization	COTPA
Phone Number	(734) 567-8025
E-mail Address	Cory.hubert@okc.gov
Contract/Project Name	Off-Street Parking Program
Contract/Project Start Date	August 4, 2022
Contract/Project End Date	On-Going
<b>Reference #5</b>	
Contact Name	Ms. Stacy L Mohler
Organization	County of Orange, California
Phone Number	(714) 667-9622
E-mail Address	parking@ocpw.ocgov.com
Contract/Project Name	County of Orange Civic Center Parking Facilities
Contract/Project Start Date	1996
Contract/Project End Date	On-Going
<b>Reference #6</b>	
Contact Name	Mr. Rob Fries, CAPP
Organization	City of Virginia Beach
Phone Number	(757) 385-6641



E-mail Address	rfies@vb.gov
Contract/Project Name	Off-Street & On-Street Parking Management
Contract/Project Start Date	February 2023
Contract/Project End Date	On-Going
<b>Reference #7</b>	
Contact Name	Mr. Brent Matthews
Organization	CARTA (Chattanooga Parking Authority)
Phone Number	(423) 421-3476
E-mail Address	brentmatthews@gocart.org
Contract/Project Name	On-Street & Off-Street Parking Program
Contract/Project Start Date	2022
Contract/Project End Date	On-Going

*“PCI’s staff is consistently excellent. They are skillful, knowledgeable, and bring experience from their many operations across the country. They are also incredibly helpful, professional, and their work is always performed on schedule with attention to detail. Our requests to them are always responded to promptly. Based upon my experience, I can recommend PCI without reservation.” – Jada Hahlbrock, CAPP, Ann Arbor DDA Parking Manager*

*“Over the last 6 months, we have developed a unique relationship with PCI. They are extremely professional, timely, responsive, and detailed oriented. I simply cannot say enough good things about their management team and staff. Matt Truhlar, General Manager, plays an active leadership role in our daily operations..... One of his best attributes is his work ethic and leadership..... Additionally, senior leadership is consistency involved to ensure a world class product and experience. Without hesitation, the addition of PCI would be most desirable to any organization, and I can recommend them without qualification to yours.” – Mike DeMaria, Town of Hilton Head Island*

*“PCI was selected ahead of many companies vying for our management contract in large part due to its focus on municipal parking only and the high level of executive support offered to their clients. Having easy access to an owner of the company is a very attractive perk, one which we’ve freely utilized as we’ve made major operational policy decisions.” – Ed Trammell, CAPP, Lexington Parking Authority*



## Minority Participation & Outreach Program

*Describe your firm's program and/or policies in regard to minority and non-discrimination, including the firm's history of Minority and Women Owned Business Enterprise (M/WBE) participation. Include a strategy for promoting minority participation in this project and a realistic goal for participation. List references of Owners, M/WBE firms or consultants who can speak to your firm's utilization of M/WBE on previous projects.*

PCI Municipal Services seeks to maximize opportunities of working with M/WBE firms in all of our municipal parking programs. We have a proven track record of partnering with qualified M/WBE firms to provide work within the scope of work of each operation. Spartan Promotions is a WBE firm PCI works with on many projects.

Spartan Promotions  
Suzie Hofeld  
651-731-7371  
www.spartanpromo.com  
711 Hale Avenue North - Oakdale, MN 55126

Additional M/WBE firm references will be provided upon request.

## Implementation Plan

If PCI is fortunate enough to be awarded the City of Fort Pierce's parking management services contract you can rest assured that we will deliver a successful implementation of a paid parking program for your City.

PCI has the experience and resources to ensure a smooth and positive implementation of a quality municipal parking program. PCI has successfully implemented municipal parking operations in the past and offers our references in this regard. In June of this year we began working with the City of Satellite Beach to implement a paid parking program for their beach access lots. On October 1<sup>st</sup> we launched their paid parking program, including installing all of the technology we have proposed for your parking program. Additionally, we have issued over 7,000 parking permits to residents and non-residents!

The following provides an overview of the transition process that would take place starting from the date of contract award.

### *Transition Components*

The first step of the Transition Process is to sit down with City leadership to discuss the priorities, policies and programs of the operation. The knowledge and experience of the PCI transition team assigned to this project will make the transition process easier to accomplish. Here are the key topics of discussion:



### *Operational Management Team*

- **Executive Support** – PCI will provide senior level management support for the project, particularly during the initial phases of the transition planning and roll out.
- **Human Resources** – PCI will recruit local candidates to staff the new parking program for the City.
- **Client Priorities** – PCI will want to focus our efforts on the current priorities of the City making sure that we are accomplishing your goals.
- **Financial Areas** – PCI will work closely with the City financial staff to set up, plan and schedule the key aspects of banking, depositing, auditing and reporting of revenues during the transition and post-transition periods.

### *Transition Team*

The transition team we will assign to the City of Fort Pierce parking operation will be:

- President – Brian Kern
- Principal – Jack Skelton (Technology)
- Regional Manager – Kwento Ikwuezunma
- Operational Support – Jake Kern
- Senior Accountant - Accounting – Tamara Von Feldt
- Human Resources Representative – TBD

### *Contract*

Jack Skelton, Principal & Owner, will be responsible for the negotiation of the Operating Agreement.

### *Certificate of Insurance*

Once the contract is approved, PCI can produce the official Certificate of Insurance.

### *Human Resources*

PCI will use PayCom for all of the employee onboarding functions. All new hire paperwork packages will be available to the employees thirty days before the start of our contract.

### *Background/Criminal Record Checks*

PCI will perform a detailed background check on all of the existing employees. The report includes criminal history, credit, social security match and verification, and motor vehicle records. PCI will then perform criminal background checks on each employee thereafter before they are hired.

### *Employee Orientation*

The Orientation will cover all aspects of the employment process and operational issues.



### *Employment Procedures*

We will submit an Employee Handbook for City's approval. This information will be distributed to all new hires during the Orientation portion of the staffing function.

### *Accounting*

PCI will bring in Tamara Von Feldt, Senior Accountant to work with our Project Manager and the local Controller to set up the accounting and record keeping systems in compliance with the requirements of the City.

### *Client Reporting Requirements*

Our Senior Accountant will ensure that all required and desired reports of City will be established and produced in a timely fashion.

### *Operations*

The operating procedures, once approved, will be adopted and used as PCI's baseline of standard procedures for the City of Fort Pierce. In addition, we will sit down with City leadership and review the PCI programs that have been used in similar facilities. PCI will complete a comprehensive Standard Operations Manual describing all relevant operating procedures within our first 60 days of operation for City leadership to review and approve.

Overall, PCI is well respected and highly regarded as a great company to work for. PCI is known as a firm that treats all employees fairly and respectfully. Cashiers, maintenance, shuttle drivers and attendants are just as much a part of the "team" as supervisors, General Managers, etc. In fact, we believe that the front-line employees are the key to presenting a positive image to the general public and our clients. Even though PCI presently employs over 1,500 parking and transportation professionals, practically everyone has met and personally knows the principals and senior executives of the Company.

PCI maintains an open door policy for all employees and encourages open communication throughout the organization. For instance, direct line telephone numbers of PCI senior managers have been distributed to all employees. Employees are also encouraged to communicate with whomever they like regarding improved customer service, employee morale, sexual harassment, safety and/or security issues, integrity or issues pertaining to cash receipts, the misuse of Company or client property, drug or alcohol problems or any personal issue that needs to be addressed.

When a new employee is hired, he or she will be issued an Employee Handbook containing company information, and a written set of work rules, which outline PCI's policies and procedures. The work rules are significantly detailed so that each employee clearly understands exactly what is expected of him or her. There will be no misunderstanding as to exactly what is required of each employee. In addition to work rules, each new hire will be issued a written job description consistent with the position for which he or she was hired.

### **Implementation Schedule**



## Operational Transition – 90 days

PCI can comfortably transition the City of Fort Pierce parking operation in a ninety-day window. (The biggest lead time will be the parking kiosks. Without the kiosks the program could be launched in under sixty days.) This will include onboarding of staff, establishing PCI policies and procedures, implementing the accounting programs and reports and enrollment of employees in the health insurance program.

Transition Task	Schedule
Notice of Award	Day 1
Client Kick Off Meeting	Week 1
Program Vehicles Ordered	Week 1
New Technology/Equipment Ordered	Week 1
Contract Negotiations/Finalization	Week 1 - 2
Employment Add Placed (Open Positions)	Week 2 - 3
Accounting/Reporting Intro Meeting	Week 2 - 3
Uniforms Ordered	Week 2
Employee Handbook Created	Week 2
Paycom Set Up	Week 3 - 4
Parking Permit Program Finalized	Week 3 - 6
Employee Interviews / Meetings	Week 3 - 6
Budget Discussions / Finalization	Week 3 - 6
Asset Transition / Inspections	Week 4 - 6
Website/Signage Modifications (if needed)	Week 4 - 6
Licenses/Registrations	Week 4 - 6
Computers Ordered	Week 3
Cell Phone / Number Transition Plan	Week 4 - 6
Monthly Parker Billing Notification / Transition	Week 5 - 6
Public Outreach / Public Relations Commenced	Week 5 - 6
Parking Office Opened	Week 6 - 8
Security Transition Plan (Locks, Passwords, etc.)	Week 8 - 10
Employee Orientation / Training	Week 10 - 11
Kiosks Delivered / Installed	Week 10 - 11
Park Loyalty (Enforcement) Training	Week 11
Complete System Testing	Week 12
Go Live	Day 90



## Post Implementation Support

### Quality Assurance Plan

PCI Municipal Services understands that the transition does not end the day you hang your sign on the parking office door. Our real engagement with our clients commences on day one of operation. We do not undersell the importance of setting the proper tone and energy early with our staff and client. Today the industry has left both the employee and client disappointed in many regards. Too often the focus has been on just getting vendor invoices and employees paid, and not on how do we improve the parking program and enhance the customer experience. Parking companies are too quickly looking to add another client, instead of adding value to the client they were just hired by. PCI Municipal Services is here for the long haul, fully focused on delivering upon our proposal promises. In order to achieve our mission, we offer a plan of continued engagement and involvement from multiple levels of our organization.



- **Regional Manager** – Following a successful transition our Regional Manager will establish at a minimum a schedule of quarterly visits to Fort Pierce. During these visits Kwento Ikwuezunma will engage the local team and meet with the City staff. Kwento will be focused solely on your parking program as he has zero responsibility for marketing new business for our company.
- **Annual Audits** – PCI will perform both Financial / Operational audits of your parking program. Each audit will be pre-planned with the City's team to ensure we are on the same page as to the focus of these audits. All financial audits will be pre-approved with the City audit team to align the reporting format with existing City audit processes. Reports summarizing these audits, along with any corrective action plans, will be prepared and submitted to the City.
- **Customer Service Workshops** – PCI will provide on-site annual customer service training workshops for staff. These workshops will be performed by a combination of internal and external resources. The topics and focus of these workshops will be discussed and approved by the City in advance to best align with overall program goals.
- **Ownership Involvement** – A truly unique offering of PCI Municipal Services is providing our clients with direct access to our owners. Brian and Jack are going to be actively involved with your parking program allowing them to offer the true value of their consultation. With over 60 years of combined parking management experience our goal is to maximize the value of their knowledge for each of our municipal clients. Brian and Jack will make frequent visits to Fort Pierce and be available as needed for consultation.

### Customized Client Reporting

PCI customizes our client reporting to meet the unique needs and requirements of each municipality. We do not do cookie cutter reporting. Tamara Van Feldt will meet with the City during the transition process to design a custom reporting package for the City of Fort Pierce.



## Required Forms

<p><b>DELIVER TO:</b> City of Fort Pierce, Purchasing Division Room 101 100 North U.S. #1 Fort Pierce, FL 34950</p> <p><b>MAIL TO:</b> City of Fort Pierce Purchasing Division, Room 101 P.O. Box 1480 Fort Pierce, FL 34954-1480</p>	<p align="center"><b>CITY OF FORT PIERCE</b></p>  <p align="center"><b>REQUEST FOR PROPOSALS and PROPOSER ACKNOWLEDGMENT</b></p>
<p><b>Bid Writer:</b> Gelencia Carter, 772-467- 3102</p>	<p><b>RFP No:</b> 2023-057</p>
<p><b>Pre-Proposal Conference Time &amp; Date:</b> 10:00AM, AUGUST 30, 2023</p>	<p><b>RFP Title:</b> PARKING MANAGEMENT SERVICES</p>
<p><b>Pre-Proposal Location:</b> City of Fort Pierce, City Hall 100 North U.S. Highway 1 2<sup>nd</sup> Floor Conference Room Fort Pierce, FL 34950</p>	<p><b>RFP Opening Location:</b> City of Ft. Pierce Purchasing Division Room 101 100 North U.S. #1, 1st Floor Ft. Pierce, Florida 34950</p>
<p><b>RFP Due Date &amp; Time:</b> 3:00PM, SEPTEMBER 19, 2023</p>	<p>If you need any reasonable accommodation for any type of disability in order to participate in this procurement, please contact this department as soon as possible.</p>
<p><b>Proposer Name:</b> <u>PCI Municipal Services, LLC</u></p> <p><b>Mailing Address:</b> <u>12 Mauchly, Building I</u> <u>Irvine, CA 92618</u></p>	<p><i>I hereby certify that this bid is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a bid for the same materials, supplies or equipment, and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this bid and certify that I am authorized to sign this bid for the bidder.</i></p> <p>x  Authorized Signature (Manual)</p>
<p><b>City, State, Zip Code:</b> <u>Irvine, CA 92618</u></p>	<p><b>Typed or Printed Name:</b> Jack Skelton</p>
<p><b>Type of Entity (Select one):</b></p> <p>Corporation <input checked="" type="checkbox"/> _____</p> <p>Partnership <input type="checkbox"/> _____</p> <p>Proprietorship <input type="checkbox"/> _____</p>	<p><b>Title:</b> <u>Principal &amp; Owner</u></p>
<p><b>Incorporated in the State of:</b> <u>CA</u>      <b>Year:</b> <u>2020</u></p>	<p><b>Delivery in</b> _____ <b>days, ARO</b></p>
<p><b>Phone Number:</b> <u>423-298-2860</u></p>	<p><b>Payment Terms:</b> <u>Net 30 Days</u></p>
<p><b>Fax Number:</b></p>	<p><b>FEIN or SS Number:</b> <u>86-1859096</u></p>
<p><b>E-Mail Address:</b> <u>jskelton@municipalparking.com</u></p>	<p><b>Local Business:</b> ___ Y <input checked="" type="checkbox"/> N    <b>MWBE:</b> ___ Y <input checked="" type="checkbox"/> N</p>
<p><b>Bid Security is attached, when required, in the amount of \$</b> _____ F.O.B. DESTINATION</p>	<p><b>If returning as a "No Bid" state reason:</b></p>
<p align="center"><b>THIS PAGE MUST BE COMPLETED AND RETURNED WITH YOUR BID</b></p>	

FORM E – QUALIFICATIONS BACKGROUND, REFERENCE, FINANCIAL AND EXPERIENCE INFORMATION



**1. Operator: Name, address, phone number, fax number, website address.**

PCI Municipal Services, LLC  
12 Mauchly, Building I, Irving, CA 92618  
Phone: 423-298-2860  
[www.municipalparking.com](http://www.municipalparking.com)

**2. Contact Representative: Name, title, address, phone, fax, e-mail address.**

Jack Skelton  
Principal & Owner  
9648 Pecan Springs Circle, Chattanooga, TN 37421  
Phone: 423-298-2860  
Email: [jskelton@municipalparking.com](mailto:jskelton@municipalparking.com)

**3. Form of Business: (e.g., corporation, partnership, sole proprietor, etc.) and Federal Tax ID #.**

PCI Municipal Services is a California corporation. FEIN# 86-1859096

**4. Provide an overview of your firm including brief company history, length of time in business, size, and organizational structure.**

See **Qualifications Section** of proposal.

**5. Has the firm or any of the firms' principals ever filed for bankruptcy?**

No.

**6. Provide name, address, and contact person and phone number of one reference from your firms' primary banking institution. Include copies of financial statements for the past two (2) fiscal years marked as "Confidential".**

**CHASE Bank**  
**Nadia Ahmed**  
**Assistant Vice President**  
**3 Park Plaza, Suite 800**  
**Irvine, CA 92614**  
**(949) 838-2614**

Company Financial Statements are submitted in a separate document.

**7. List other services the firm can provide, including any industry certifications, awards, and association memberships.**

PCI Municipal Services is full-service parking management company capable of providing all services related to on-street, off-street, beach and event parking management for municipalities. Our firm is a member of the International Parking & Mobility Institute, National Parking Association and many regional parking associations. Many of our executives and managers maintain certifications in parking management and administration.

**8. List all legal actions over the past three-years in which your firm has been:**



- 1) a debtor in bankruptcy; **NO**
- 2) a defendant in a lawsuit for deficient performance; **NO**
- 3) a defendant in a criminal action; **NO**
- 4) a respondent in an administrative action for deficient performance. **NO**

9. Provide the name, address, and contact person and phone number for three (3) references for suppliers, business associates with knowledge of the Operators work within the last five years. By providing this information Operator agrees the references listed can be contacted for reference by the City.

**Flowbird**

**Natalie Snow** | Vice President Sales - Southeast  
 13190 56th Court Suite 401 | Clearwater FL | 33760 | USA  
 Mobile: 864 501 8836  
[natalie.snow@flowbird.group](mailto:natalie.snow@flowbird.group) | [www.flowbird.group](http://www.flowbird.group)

**Oobeo**

**Mitch Carter**  
 Vice President, Sales and Operations  
 Oobeo

- 888-616-6236 | 419-450-8099
- [mitch.carter@oobeo.com](mailto:mitch.carter@oobeo.com)
- [www.oobeo.com](http://www.oobeo.com)
- PO Box 6876, Toledo, OH 43612

**Risetek Global, LLC**

**Mike Gordon**  
**President**  
**Risetek Global, LLC**  
 1140 Franklin Ave., Suite 206  
 Garden City, NY 11530  
 Cell (516) 369-8849  
[mgordon@risetekglobal.com](mailto:mgordon@risetekglobal.com)

10. Demonstrate that the firm has at least five (5) years’ experience providing the services required in the RFP (e.g., providing parking management services for a parking program of commensurate size, volume, and complexity).

Please see Qualifications Section.

11. Provide name and resume for the Manager who will oversee the operation of the pay to park program and be the single point of contact with the City’s representative. Provide a brief description of the manager’s current responsibilities.



**KWENTO IKWUEZUNMA**

Kwento Ikwuezunma has over fifteen years of management experience in the Parking Industry. Kwento began his management career with Republic Parking System-Chattanooga as an Area Manager where responsibilities ranged from all aspects of off-street parking operations, encompassing 15,000 spaces. Kwento has spent the last nine years in Birmingham, Alabama as Project Manager of thirteen facilities at UAB, where a wide array of parking services (including valet) and technological advancements have been successfully adopted under his leadership. Kwento is our Regional Manager overseeing the municipal operations in the Southeast, including Chattanooga, Virginia Beach, Folly Beach, Hilton Head and Satellite Beach. If we are fortunate enough to be selected by Fort Pierce, Kwento would provide regional support to your parking program. Kwento works daily with each city’s operational team. He travels frequently, at a minimum quarterly, to each of the cities he oversees supporting our local teams and engaging with our clients.



**12. Provide the name, address, contact person, phone number and e-mail addresses of three (3) clients for which your firm is currently providing similar type services. By providing this information Operator agrees the references listed can be contacted for reference by the City.**

Please see Qualifications Section.



# State of Florida



## Department of State

I certify from the records of this office that PCI MUNICIPAL SERVICES, LLC, is a California limited liability company authorized to transact business in the State of Florida, qualified on September 14, 2023.

The document number of this limited liability company is M23000011802.

I further certify that said limited liability company has paid all fees due this office through December 31, 2023, and its status is active.

I further certify that said limited liability company has not filed a Certificate of Withdrawal.

Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this the  
Fifteenth day of September, 2023



CR2E022 (01-11)

Cord Byrd  
Secretary of State



## Secretary of State Certificate of Status

I, SHIRLEY N. WEBER, PH.D., California Secretary of State, hereby certify:

<b>Entity Name:</b>	PCI MUNICIPAL SERVICES, LLC
<b>Entity No.:</b>	202035610641
<b>Registration Date:</b>	12/17/2020
<b>Entity Type:</b>	Limited Liability Company - CA
<b>Formed In:</b>	CALIFORNIA
<b>Status:</b>	Active

The above referenced entity is active on the Secretary of State's records and is authorized to exercise all its powers, rights and privileges in California.

This certificate relates to the status of the entity on the Secretary of State's records as of the date of this certificate and does not reflect documents that are pending review or other events that may impact status.

No information is available from this office regarding the financial condition, status of licenses, if any, business activities or practices of the entity.



**IN WITNESS WHEREOF**, I execute this certificate and affix the Great Seal of the State of California this day of October 24, 2022.

**SHIRLEY N. WEBER, PH.D.**  
**Secretary of State**

**Certificate No.:** 054826825

To verify the issuance of this Certificate, use the Certificate No. above with the Secretary of State Certification Verification Search available at [bizfileOnline.sos.ca.gov](http://bizfileOnline.sos.ca.gov).



**NON-COLLUSION AFFIDAVIT  
FOR PRIME BIDDER**

STATE OF TENNESSEE

COUNTY OF HAMILTON

Jack Skelton, being first duly sworn, deposes and says:

That he is a Principal and Owner of PCI Municipal Services, LLC  
(a partner or officer of the firm, etc.)

the party making the foregoing proposal or bid, that such proposal or bid is genuine and not collusive or sham; that said bidder has not colluded, conspired, connived or agreed directly or indirectly with any bidder or person, to put in a sham bid or to refrain from bidding, and has not in any manner, directly or indirectly sought by agreement or collusion, or communication or conference with any person, to fix the bid price of affiant or of any other bidder, or to fix any overhead, profit or cost element of said bid price, or of that of any other bidder, or to secure any advantage against the City of Fort Pierce, of the County of St. Lucie, or any person interested in the proposed contract; and that all statements in said proposal or bid are true.

PCI Municipal Services, LLC

(Firm Name)

By:

Jack Skelton

Title:

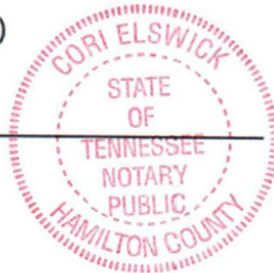
Principal & Owner

Subscribed and sworn to before me this 7  
day of October, 2023.

Notary Public

My Commission expires: (Seal)

06/23/2025





## DRUG~FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certified that  
PCI Municipal Services, LLC does:  
*(Name of Business)*

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are proposed a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under Bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employees community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

  
\_\_\_\_\_  
*Proposer's Signature*

October 2, 2023  
\_\_\_\_\_  
*Date*



## REFERENCES

### RFP NO. 2023-057 PARKING MANAGEMENT SERVICES

Proposers shall submit as a part of the bid package, three (3) Customer references with name of the customer, address, contact person, and telephone number.

<b>Name</b> Chattanooga Parking Authority		<b>Name</b> City of Virginia Beach	
<b>Contact:</b> Brent Matthews		<b>Contact:</b> Rob Fries	
<b>Address:</b> 1617 Wilcox Blvd.		<b>Address:</b> 4525 Main Street	
Chattanooga, TN 37406		Virginia Beach, VA 23462	
<b>Telephone:</b> (423) 421-3476		<b>Telephone:</b> (757) 385-6641	
<b>Email:</b> brentmatthews@gocarta.org		<b>Email:</b> rfries@vb.gov	
<b>Name</b> City of Satellite Beach			
<b>Contact:</b> Brittany Retherford			
<b>Address:</b> 565 Cassia Blvd.			
Satellite Beach, FL 32937			
<b>Telephone:</b> (321) 773-4407 Ext 114			
<b>Email:</b> bretherford@satellitebeach.gov			



Form W-9
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer
Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

Go to www.irs.gov/FormW9 for instructions and the latest information.

Form fields including: 1 Name (as shown on your income tax return), Name is required on this line; do not leave this line blank. PCI Municipal Services, LLC
2 Business name/disregarded entity name, if different from above
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes.
4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
5 Address (number, street, and apt. or suite no.) See instructions.
6 City, state, and ZIP code
7 List account number(s) here (optional)

Print or type.
See Specific Instructions on page 3.

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see How to get a TIN, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see What Name and Number To Give the Requester for guidelines on whose number to enter.

Social security number
or
Employer identification number
8 6 - 1 8 5 9 0 9 6

Part II Certification

Under penalties of perjury, I certify that:

- 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here
Signature of U.S. person
Date 5/6/2021

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
Form 1099-S (proceeds from real estate transactions)
Form 1099-K (merchant card and third party network transactions)
Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
Form 1099-C (canceled debt)
Form 1099-A (acquisition or abandonment of secured property)
Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.
If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.



**August 22, 2023**

**CITY OF FORT PIERCE**  
**PARKING MANAGEMENT SERVICES**  
**RFP NO. 2023-057**  
**ADDENDUM NO. 1**



The purpose of this addendum is to reschedule the **Pre-Proposal Conference** time, which is stated as **10:00 A.M, Wednesday, August 30, 2023**, on page 11, selection 6, in the bid document. The time has been rescheduled as follows:

**2:00 P.M, Wednesday, August 30, 2023**

All other conditions of this proposal remain the same.

Please acknowledge receipt of this addendum and include it with your submittal.

Signature: \_\_\_\_\_  
Manual

Signature: \_\_\_\_\_  
Typed or Printed

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_

/lh



**August 28, 2023**



**CITY OF FORT PIERCE**  
**PARKING MANAGEMENT SERVICES**

**RFP NO. 2023-057**

**ADDENDUM NO. 2**

The purpose of this addendum is to reschedule the **Pre-Proposal Conference** that was scheduled for 2:00PM, Wednesday, August 30, 2023, and extend the proposal due date.

**The Pre-Proposal Conference has been rescheduled to:**

**10:00AM, WEDNESDAY, SEPTEMBER 13, 2023**

Attendance for the conference may be in person or virtually via Microsoft Teams. A meeting invitation will be sent to those respondents wishing to participate virtually.

**The Proposal Due date has been extended to:**

**3:00PM, TUESDAY, SEPTEMBER 26, 2023**

All other conditions of this bid remain the same.

Please acknowledge receipt of this addendum and include it with your submittal.

Signature: \_\_\_\_\_  
Manual

Signature: Jack Skelton  
Typed or Printed

Company Name: PCI Municipal Services, LLC

Address: 12 Mauchly, Building I  
Irvine CA 92618

Date: 10-8-2023

/gc

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Addendum No. 2 ~ RFP No. 2023-057



**September 13, 2023**



**CITY OF FORT PIERCE**  
**PARKING MANAGEMENT SERVICES**  
**RFP NO. 2023-057**  
**ADDENDUM NO. 3**

The purpose of this addendum is to extend the proposal due date and list the last day for submitting questions.

**The Proposal Due date has been extended:**

**3:00PM, TUESDAY, OCTOBER 10, 2023**

**The last day for submitting questions:**

**5:00PM, FRIDAY, SEPTEMBER 29, 2023**

All other conditions of this bid remain the same.

Please acknowledge receipt of this addendum and include it with your submittal.

Signature: \_\_\_\_\_  
Manual

Signature: \_\_\_\_\_  
Typed or Printed

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_

/gc



**September 22, 2023**

**CITY OF FORT PIERCE**  
**PARKING MANAGEMENT SERVICES**



**RFP NO. 2023-057**

**ADDENDUM NO. 4**

The purpose of this addendum is to respond to questions submitted by potential proposer for clarification of the proposal specifications:

NO.	QUESTION	ANSWER
1	<b>Can you list the location addresses and space counts for the beach and waterfront locations?</b>	<ul style="list-style-type: none"> <li>Jaycee Park– 1415 S. Ocean Drive – 122 regular spaces, 5 handicapped spaces, 16 marked boat trailer spaces (grassy area not currently marked).</li> <li>Jetty Park – 1950 Seaway Drive – 84 regular spaces, 4 handicapped spaces, 5 motorcycle spaces, plus additional lot not currently marked.</li> <li>S. Causeway Park – 420 Seaway Drive (boat ramp west border of City area) – 55 regular spaces, 4 handicapped spaces and currently an open, unmarked area that will be redesigned for boat trailer parking.</li> </ul>
2	<b>What are the anticipated term extensions, beyond the initial term of three (3) years.</b>	Unknown at this time.
3	<b>Will the required bond amount be based on the operations of the beach locations only?</b>	Yes.
4	<b>If an operator has been in business less than five (5) years, will they be automatically disqualified or just potentially receive a lower score in this category of Qualifications regardless of their similar experience?</b>	No, they will not be automatically excluded/disqualified.
5	<b>Will the operators submitting for this proposal need to submit fees for just the beach locations or the entire Fort Pierce parking facilities?</b>	Just the beach locations, however, if the submitting company wishes to provide additional information related to the future expansion as the potential for expansion is explicitly stated in the introduction.
6	<b>Should the operator provide budget pricing for routine maintenance of the facilities and revenue control equipment and the personnel needed for only the beach locations?</b>	Just the beach locations, however, if the submitting company wishes to provide additional information related to the future expansion as the potential for expansion is explicitly stated in the introduction.
7	<b>What type of meters and mobile solutions have or will be procured?</b>	The hardware is part of the RFP – the City is looking to obtain multi-space pay stations in conjunction with mobile pay to park solutions.
8	<b>Will the city be responsible for the cost of and installation of the initial signage roll out and then the operator will cover replacement needs as a part of the management agreement?</b>	TBD – The City will review all proposals.



NO.	QUESTION	ANSWER
9	Should the operators submit a budget based on operating hours from sunrise to sunset seven (7) days per week, and submit an hourly rate for any extension of those hours?	At the submitter's discretion, however, Jetty Park is open 24 hours/day while S. Causeway and Jaycee allow parking beyond sunrise/sunset to allow for boat ramp access.
10	Regarding one other local contact for emergency needs, will the assistant manager or maintenance personnel meet the needs of this other local contact besides the Manager?	Yes.
11	Does the city desire a centrally located customer service office? If so, will the expenses of the centrally located office not be reimbursed by the city as a part of the operational expenses of the pay to park program?	Yes, a centrally located office, the cost of which should be included in the proposal.
12	Is the city open to the engagement of a social media management firm to enhance the marketing and public outreach for the pay to park program, as a budgeted line item?	Yes.
13	Will the forms be made available in a future addendum?	No. Please submit the information requested in your own format. For budget information, please include a grand total line.
14	Will these meters accept coins, currency and credit card payments?	Credit card only or mobile payment options.
15	Does the City plan on using any parking apps i.e. PayByPhone or ParkMobile for patrons to use as an acceptable means of payment?	Yes.
16	Would the City accept an electronic signature rather than in ink signature?	Yes, proposals response shall be submitted electronically, see page 11, item numbered 5 of the proposal document.
17	If submitted digitally, is it OK to have it all in one PDF or do you require forms A – D to be submitted in a separate excel file that is in excel format?	OK to provide as a single document. Please see Question # 13.
18	Is it required that the operator partner with an MBE firm? If so what percentage is the requirement?	No, it is not a requirement to partner with a MBE firm.
19	Will the operator who successfully partners with an MBE firm receive additional point consideration towards the selection criteria?	No, there additional point consideration towards the selection criteria for partnering with a MBE firm.
20	How does the City define sunrise to sunset, what exactly are those times as historically understood by the City?	Based on when the sun comes up or goes down throughout the year.
21	Which locations run 24 hours and what designation of location and service type is the City using to determine the facilities that will be ran 24/7?	Jetty Park operates 24/7. S. Causeway Park and Jaycee Park allow parking beyond sunrise/sunset to allow use of the boat ramps. The parks themselves are closed sunset to sunrise.



NO.	QUESTION	ANSWER
22	<p><b>“Operating expenses will not include payments to affiliates of the Operator exceeding an amount that would have been paid to a third-party for similar services, nor will operating expenses include Operator’s general overhead expense or any of the following”</b></p> <p><b>TO CONFIRM, THE ACCURACY OF OUR INTERPRETATION- IT IS OUR UNDERSTANDING THAT PER THIS SECTION, AS LONG AS THE AMOUNT BEING PAID TO AN AFFILIATE IS BELOW MARKET COST, THE CITY WOULD BE OK WITH THIS TRANSACTION?</b></p>	<p>The City is looking for a full service provider for the pay-to-park program. All costs associated with the management and operation of the program should be included in the proposal.</p>
23	<p><b>Administrative related costs and/or expenses incurred in the operation of the pay to park program or other outside operations, as they are incurred in the general management of the affairs of the pay to park program or Operator’s other operations, including the monitoring of the operation and management of the pay to park program;</b></p> <p><b>TO CONFIRM, THE ACCURACY OF OUR INTERPRETATION- THE CITY WOULD NOT BE WILLING TO PARTICIPATE AND/OR PAY FOR ANY ADMINISTRATIVE RELATED COST THAT THE OPERATOR INCURRED PROVIDING SHARED SERVICES TO THE CITY, EVEN IF THESE SERVICES WE’RE TO GREATLY REDUCES THE CITIES OVERALL COST OF SERVICE &amp; THE OPERATOR WERE ABLE TO PROVIDE EXTENSIVE REPORTING TO SUBSTANTIATE THE COST WERE IN FACT THE CITIES?</b></p>	<p>The City is looking for a full service provider for the pay-to-park program. All costs associated with the management and operation of the program should be included in the proposal.</p>
24	<ol style="list-style-type: none"> <li><b>1. Currently, whose operator the garages for the city?</b></li> <li><b>2. IF APPLICABLE- Can we be provided with a copy of the current service agreement?</b></li> <li><b>3. What percentage of Revenue is cash vs. credit?</b></li> <li><b>4. Can we be provided the labor expense for the last 3 years?</b></li> </ol>	<p>There is no current system or operator in place.</p>



NO.	QUESTION	ANSWER
24 Con'td	<p>5. Does any of the Cities parking facilities sell monthly parking to patrons?</p> <p>6. Can we be provided the Cities current rate structure?</p> <p>7. What type of permits is the City currently managing &amp; how is the program being administered?</p> <p>8. Can we be provided the revenue made over the last 3 years?</p> <p>9. Can we be provided the facility transaction count for the last 3 years?</p> <p>10. Can we be provided the operating budget for the facility the prior 3 years?</p> <p>11. Would the City be ok moving to a digital real time monthly reporting dashboard?</p> <p>12. Who currently manages, pays for, &amp; administers the maintenance program for the PRCS systems on site?</p> <p>13. Can we be provided with the name and age of your current PRCS equipment?</p> <p>a. If older than 5 years old would the City be interested in the operator proposing an alternative solution to update &amp; upgrade the system?</p> <p>14. How many entry and exit lanes are currently at each facility?</p>	There is no current system or operator in place.
25	Please provide the Gross Revenues and Payroll for the Fiscal and Contract Years 2022 and YTD.	N/A
26	Please provide Contract year 2022 and 2023 Line item Budget to include: Revenues, Expenses, Management Fee, and any incentive fees.	N/A
27	<p>Please provide a Map of all the parking areas, including the names of the lots, garages, and street parking zones.</p> <p>a. Please provide the total number of spaces per parking lot, garage, and (metered/street parking) zone.</p>	See question # 1 and maps will be provided.
28	Are there any free parking zones we will be enforcing?	No.



NO.	QUESTION	ANSWER
29	What equipment is currently used for the enforcement of these parking areas?	A pen and a ticket book.
30	Is there a standard form that you wish to have vendors fill out for Form A, B, C and D?	No – please see question # 13.
31	Please provide a complete list of reimbursable expenses	N/A – submittal must include a full scope of service.
32	Please provide a complete list of non-reimbursable expenses.	N/A – submittal must include a full scope of service.
33	Do you charge for the parking lots, garages, and street parking? If so, please provide a list of rates structures per lot, garage, and area parking. a. If there are restrictions, monthly parking, or hours of operation, please provide that information.	No – this is a pilot program to introduce a pay to park program. A copy of the ordinance has been provided for review.
34	The Pay to Park Meter Parking, please state how many parking spaces the meters cover for each section/zone. a. How are the meters wired? b. How do they communicate? c. Do they offer real-time reporting? d. What is the equipment model?	Maps of proposed pay to park meters is provided in the addendum. There are no existing units – to be included in the proposal. List of number of spaces – please see question # 1.
35	Is it the responsibility of the enforcement team to provide maintenance clean up, or does the current operator have a designated maintenance/porter team that performs the daily cleanings?	The City will maintain the parks – operator is only responsible for maintaining any equipment associated with the pay to park program.
36	What are the hours of operation for each facility?	See question # 21.
37	What are the hours and days of the week for enforcement?	24/7
38	Will an office be provided in the garage?	No.
39	What enforcement equipment do you currently use? a. Do you use Mobile License Plate Inventory? b. Do you keep a database? c. How many tickets do you issue a month? d. Who issues the tickets, the parking operator, or the City? e. Who adjudicates the tickets?	Equipment – see question # 29. a. No. b. Yes. c. Avg 150 tickets / month d. Currently the City, RFP is for the enforcement of the program. e. The Special Magistrate for the City. If remains unpaid, ticket is forwarded to the St. Lucie County Court System.




NO.	QUESTION	ANSWER
40	<p><b>Provide the current staffing level and schedule with the number of hours per staff member by job roll.</b></p> <p><b>a. Please indicate if the staff is considered full time or part time</b></p> <p><b>b. Please provide a seasonal staffing level with hours</b></p>	<p>The following information is specific to parking enforcement:</p> <p>1 – PT Parking Enforcement Officer – 24 hours/week.</p> <p>2 – FT Code Enforcement Officers – 1 officer per weekend day @ 8 hrs.</p> <p>Weekdays – staff of 4 code officers rotate parks patrol in the course of their daily activities.</p> <p>No seasonal staffing.</p>
41	<p><b>How many special events are there throughout the year?</b></p>	<p>Average of 6 large events per year.</p> <p>There are 4 large pavilions that can be rented each weekend at Jaycee Park.</p>
42	<p><b>What are the network communication capabilities for each location?</b></p> <p><b>a. Is there Ethernet available? Is it running to each location with switches in place?</b></p> <p><b>b. Is there Internet available?</b></p> <p><b>i. Fiber or Cable?</b></p> <p><b>c. Bandwidth download and upload speed.</b></p> <p><b>d. Who is your internet provider.</b></p>	<p>No. N/A.</p>
43	<p><b>What kind of Network infrastructure do you have?</b></p>	<p>No network on site currently.</p>
44	<p><b>What is the current PARCS equipment on site?</b></p> <p><b>a. Do you have any AVI Technology?</b></p> <p><b>b. Do you have a License Plate Inventory/Reader or Mobile License Plate Inventory system?</b></p> <p><b>c. Does your current PARCS equipment have EMV capabilities?</b></p> <p><b>d. Do you use a HID access credential system?</b></p> <p><b>e. Do you have Pay on Foot/Pay in Lane PARCS equipment?</b></p>	<p>No. N/A.</p>
45	<p><b>Please provide a current count of employees (Cashier, Ambassador, Maintenance, Enforcement, Manager/Supervisor), please also include</b></p> <p><b>a. If they are Full Time or Part Time</b></p> <p><b>b. Wage rate</b></p> <p><b>c. Job title</b></p>	<p>PT Parking Enforcement Specialist - starting pay: \$15.64 / hr.</p> <p>FT Code Enforcement Officer – starting pay: \$18.71 / hr.</p>



NO.	QUESTION	ANSWER
46	Who's the credit card "Merchant of Record," the City or the Operator? a. What percentage of gross revenues is paid by credit card?	TBD
47	Please provide the operator's current monthly income statement for the past 12 months.	N/A
48	Whose responsibility is daily cleaning, sweeping, washdowns, light bulb replacement in the garage?	Garage is not part of the pilot program.

All other conditions of this bid remain the same.

Please acknowledge receipt of this addendum and include it with your submittal.

Signature: \_\_\_\_\_  \_\_\_\_\_  
Manual

Signature: \_\_\_\_\_ Jack Skelton \_\_\_\_\_  
Typed or Printed

Company Name: \_\_\_\_\_ PCI Municipal Services, LLC \_\_\_\_\_

Address: \_\_\_\_\_ 12 Mauchly, Building I \_\_\_\_\_  
\_\_\_\_\_ Irvine CA 92618 \_\_\_\_\_

Date: \_\_\_\_\_ 10-8-2023 \_\_\_\_\_

/gc

**Attachments:**      **Parking Ordinance**  
                                 **Park Maps (Total of 5)**



**October 6, 2023**

**CITY OF FORT PIERCE**  
**PARKING MANAGEMENT SERVICES**  
**RFP NO. 2023-057**  
**ADDENDUM NO. 5**



The purpose of this addendum is to respond to questions submitted by potential proposer for clarification of the proposal specifications:

NO.	QUESTION	ANSWER
1	Are the non -marked spaces going to be accessible for parking.	<b>Once they become marked spaces, yes</b>
2	During the pre bid it was asked if we can propose only Pay by sign without needing actual pay by space meters. It was told to the bidders it will be left up to use how we want to present it to the city. In the 4 <sup>th</sup> addendum question 7 says something different. Please clarify.	<b>Based on prior information, the City is looking at a dual approach. However, we are still in the beginning stages and if a company feels a single approach, such as stated in this question – then please present it.</b>
3	Is the operator responsible for trash pick up or only pay to park equipment?	<b>Only the pay to park equipment.</b>
4	Can bidder send full proposal in PDF to <a href="mailto:purchasing@cityoffortpierce.com">purchasing@cityoffortpierce.com</a> ?	<b>Yes</b>
5	Can the bidder send the 2 years of company financials separate from the proposal?	<b>Yes</b>
6	RFP section 3 says you require ink signature. If we submit electronically is that still valid?	<b>Yes</b>
7	Page 14, Section III, 11. Certificate of Insurance and Bonding Requirements, 11.2 Bond Requirements. The RFP indicates both a performance and payment bond are required. The section goes on to reference “Please see Section III Required Limits of Insurance, Performance and Payment Bonds.” No additional information is provided regarding the bonds. Example: Bond forms, when bonds are to be submitted, etc.	<b>Insurance Requirements for this project are in Section II, page 9. 11.2 Bond Requirements will need to be modified to read, Performance and Payment Bonds will be required of the successful Proposer in the amount of 100 % of the contract amount. Please disregard the, “Please see Section III Required Limits of Insurance, Performance and Payment Bonds.” Also, please reference item numbered 3 on Addendum No. 4. The bond forms (Performance and Payment) will be provided along with the award documentation to the successful proposers.</b>



**October 6, 2023**

**CITY OF FORT PIERCE**  
**PARKING MANAGEMENT SERVICES**  
**RFP NO. 2023-057**  
**ADDENDUM NO. 5**



The purpose of this addendum is to respond to questions submitted by potential proposer for clarification of the proposal specifications:

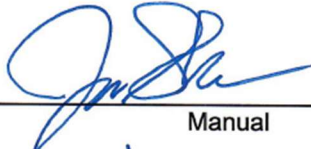
NO.	QUESTION	ANSWER
1	Are the non -marked spaces going to be accessible for parking.	<b>Once they become marked spaces, yes</b>
2	During the pre bid it was asked if we can propose only Pay by sign without needing actual pay by space meters. It was told to the bidders it will be left up to use how we want to present it to the city. In the 4 <sup>th</sup> addendum question 7 says something different. Please clarify.	<b>Based on prior information, the City is looking at a dual approach. However, we are still in the beginning stages and if a company feels a single approach, such as stated in this question – then please present it.</b>
3	Is the operator responsible for trash pick up or only pay to park equipment?	<b>Only the pay to park equipment.</b>
4	Can bidder send full proposal in PDF to <a href="mailto:purchasing@cityoffortpierce.com">purchasing@cityoffortpierce.com</a> ?	<b>Yes</b>
5	Can the bidder send the 2 years of company financials separate from the proposal?	<b>Yes</b>
6	RFP section 3 says you require ink signature. If we submit electronically is that still valid?	<b>Yes</b>
7	Page 14, Section III, 11. Certificate of Insurance and Bonding Requirements, 11.2 Bond Requirements. The RFP indicates both a performance and payment bond are required. The section goes on to reference “ <b>Please see Section III Required Limits of Insurance, Performance and Payment Bonds.</b> ” No additional information is provided regarding the bonds. Example: Bond forms, when bonds are to be submitted, etc.	<b>Insurance Requirements for this project are in Section II, page 9. 11.2 Bond Requirements will need to be modified to read, Performance and Payment Bonds will be required of the successful Proposer in the amount of 100 % of the contract amount. Please disregard the, “Please see Section III Required Limits of Insurance, Performance and Payment Bonds.” Also, please reference item numbered 3 on Addendum No. 4. The bond forms (Performance and Payment) will be provided along with the award documentation to the successful proposers.</b>



NO.	QUESTION	ANSWER
9	Page 15, Section IV Instructions for Preparing Proposals, 1. Proposal and Qualifications, 1.01.3 Financial Proposal. The City is requesting a proposed operating budget for year-one of the operation. The term of the contract is three (3) years. The City is requiring payment and performance bonds for the contract amount. Is the bond amount based only on the first year budget? If no, please provide how the operator should calculate the bond amount. –	<b>See Addendum No. 4, item numbered 3.</b>
10	Page 22, Section V Statement of Work, 10. Cost of Operations. The RFP states <b>“Operator must complete and include all Forms included in the enclosed Excel File, in the format provided, with their submittal.”</b> Please confirm the City is no longer providing an Excel spreadsheet.	<b>Reference Addendum No. 4, item numbered 13</b>

All other conditions of this bid remain the same.

Please acknowledge receipt of this addendum and include it with your submittal.

Signature:   
Manual

Signature: Jack Skelton  
Typed or Printed

Company Name: PCI Municipal Services, LLC

Address: 12 Mauchly, Building I  
Irvine, CA 92618

Date: 10-8-2023

/gc

Addendum No. 5