



AGENDA ITEM REQUEST FORM

Town Manager's Office

Department

Bud Bentley

Assistant Town Manager *BIB*

SPECIAL
COMMISSION MTG
Meeting Dates -

DEADLINE TO
Town Clerk

ROUNDTABLE
MEETING
Meeting Dates - 7:00 PM

DEADLINE TO
Town Clerk

March 8, 2011

April 15 (5:00 pm)

April 12, 2011

April 1 (5:00 pm)

Presentation

Reports

Consent

Ordinance

Resolution

Quasi-Judicial

Old Business

New Business

SUBJECT TITLE: Contract with Verrus Mobile Technologies for Pay By Cell for Parking in the Town of Lauderdale-By-The-Sea

In a growing number of South Florida communities and in cities across the county, you can pay for parking with your cell phone and very soon, from your iPad or smart phone using the Verrus Pay By Cell Service. It is very convenient for the user since they only have to establish one account no matter where the parking service is located. South Florida locations include:

- City of Miami Parking Authority,
- City of Fort Lauderdale,
- University of Miami at Coral Gables,
- City of South Miami, and
- United Parking Services, West Palm

The City of Fort Lauderdale competitively bid pay by cell service in 2009 and we are recommending piggy-backing off that contract. The service provider, Verrus Mobile Technologies, has agreed to extend those contract terms to the Town of Lauderdale-By-The-Sea. The Fort Lauderdale contract's initial term terminates on September 14, 2012 and has two, one-year renewal terms. The Fort Lauderdale RFP and the Verrus proposal are on file in the Clerk's office. Attached for your consideration is a contract (**Exhibit 1**) for pay by cell services with Verrus Mobile Technologies Incorporated. The contract includes in Section 1 that the Town Manager may authorized the two additional one-year renewal periods.

Attached for your information is a presentation (**Exhibit 2**) from Verrus about their service. More information is available on the company's web site at: www.paybyphone.com. The service is without charge to the Town. Pay By Cell customers pay a \$0.25 convenience fee per transaction plus \$0.10 if they would like a text message warning them prior to the expiration of their meter time. We have been advised that most municipalities require the customer to pay the convenience fee rather than fold it into the hour rate and we are recommending that option at this time.

The biggest advantage for us is the already established customer base of Pay By Cell users from Miami, Fort Lauderdale and West Palm Beach that will find it very convenient to park in Lauderdale-By-The-Sea. In addition, our participation at this time means we can combine the Pay By Cell signage with our pay station signage thus reducing the overall number of signs that we will install. Attached for your information is an example of Pay By Cell signage in Fort Lauderdale (**Exhibit 3**).



AGENDA ITEM REQUEST FORM

RECOMMENDATION: We recommend approval of the proposed contract (Exhibit 1).

EXHIBITS:

1. Pay By Cell Contract
2. Verrus Presentation Materials
3. Example of signage

FISCAL IMPACT AND APPROPRIATION OF FUNDS: No Expense Impact – new signs have to be installed for the new pay station, which will include the Pay By Cell information.

Reviewed by Town Attorney

Yes No

Town Manager Initials

CA

Exhibit 1

AGREEMENT FOR PAY BY PHONE SERVICES

This Agreement between the Town of Lauderdale-By-The-Sea and Verrus Mobile Technologies Incorporated (this "Agreement") is made and entered into as of _____, 2011, by and between the Town of Lauderdale-By-The-Sea, Florida, a municipal corporation of the State of Florida (the "Town") and Verrus Mobile Technologies Incorporated, a British Columbia corporation with its principal place of business at 201-1028 Hamilton St., Vancouver, British Columbia, Canada (the "Contractor").

WITNESSETH

WHEREAS, the Town wishes to enter into an Agreement with Contractor to provide wireless applications and information management features to enhance the payment process for parking within the Town; and

WHEREAS, the parties wish to incorporate the terms and conditions of the contract between the City of Fort Lauderdale and Contractor dated on or about January 28, 2010 (the "Fort Lauderdale Agreement") and in accord with the City of Fort Lauderdale Request for Proposal Number 695-10262 (the "RFP"); and

WHEREAS, Section IV(G) of the Town's Purchasing Manual provides authority for the Town to use cooperative purchasing as an exception to the otherwise required formal bidding process.

NOW THEREFORE, in consideration of the mutual covenants set forth in this Agreement, the receipt and sufficiency of which is hereby acknowledged, the parties hereby agree as follows:

Section 1. **Term.** The term of this Agreement commences upon full execution hereof and continues through September 14, 2012. The Town Manager may renew this Agreement for two additional one-year terms upon the same terms and conditions and upon providing Contractor 30 days written notice prior to the expiration of the current term.

Exhibit 1

Section 2. Contract Terms. This Agreement, the Fort Lauderdale Agreement, the RFP, and the Contractor's response to the RFP (collectively, the "contract documents") are hereby incorporated together herein, constitute integral parts of this Agreement, and collectively represent the entire agreement between the parties hereto. The Contractor agrees to provide Town a pay by phone parking system upon the rates and terms set forth and in accordance with the contract documents. In the event of conflict between or among the contract documents, the order of priority shall be as listed above.

Section 3. Assignment. Neither party may assign its rights or obligations under this Agreement without the consent of the other.

Section 4. Notice. Notice hereunder shall be provided only in writing and transmitted only by facsimile or customarily used overnight transmission with proof of delivery.

For TOWN: Town Manager
 Town of Lauderdale-By-The-Sea
 4501 N. Ocean Drive
 Lauderdale-By-The-Sea, Florida 33308
 Telephone: 954-776-0576
 Facsimile: 954-776-1857

Copy to: Town Attorney
 Town of Lauderdale-By-The-Sea
 4501 N. Ocean Drive
 Lauderdale-By-The-Sea, Florida 33308
 Telephone: 954-776-0576
 Facsimile: 954-776-1857

For CONTRACTOR: Verrus Mobile Technologies Incorporated

Section 5. Severability. This Agreement sets forth the entire agreement between Contractor and Town with respect to the subject matter of this Agreement. This Agreement supersedes all prior and contemporaneous negotiations, understandings and

Exhibit 1

agreements, written or oral, between the parties. This Agreement may not be modified except by the parties' mutual agreement set forth in writing and signed by the parties.

IN WITNESS WHEREOF, the parties hereto have accepted, made and executed this Agreement upon the terms and conditions above stated on the day and year first above written.

TOWN:

By: _____
Constance Hoffmann, Town Manager

Date: _____

Approved as to form and legal sufficiency for the use and benefit of Lauderdale By-The-Sea:

By: _____
Town Attorney

Date: _____

Attest:

By: _____
Town Clerk

Date: _____

CONTRACTOR:

By: _____

Please print name

Its: _____

Date: _____



For: Bud Bentley
Lauderdale By The Sea
From: Geoff Goldsmith-Jones
Verrus Pay By Phone
ggjones@paybyphone.com

January 2011



Verrus customers include: Municipalities, Universities, Private Parking Companies, Hotels and Airports

Metric	North America	UK & Australia	Total
Number of cities, towns Verrus-enabled:	> 80	> 25	> 105
Number of parking spaces where available	> 250,000	> 100,000	> 350,000
Number of private operators	26	12	38
Number of public operators (cities & universities)	29	21	50
Number of registered users	>700,000	> 1 Million	> 1.7 Million





Existing Customers

- Municipalities:
 - Miami, FL
 - Anchorage, AK
 - Vancouver, BC
 - Aspen, CO
 - Ft. Lauderdale, FL
 - Dallas, TX
 - New Orleans, LA
 - Wilmington, NC
- Newly awarded contracts:
 - San Francisco, CA
 - Lexington, KY
 - Louisville, KY
 - U of Illinois
- Universities:
 - U of Wisconsin, American University
 - Yale, UC Boulder
 - Texas Tech, Texas A&M
 - UBC, U of Maryland



City of Vancouver

- \$30M Revenue | 8,000 parking spaces
- Live with Verrus mid 2006 - \$0.35 convenience fee (included).
- **Results Highlights:**
 - Avg. purchase 44% higher [+\$0.90]
 - Profit per transaction 69% higher [+\$1.17]
 - Benefit in 2010 > \$2.1M over coin payment
- Jan 2010 – City paying convenience fee
 - Drive adoption to capture additional financial benefits
 - Enable exclusive PBP parking programs:
 - Paid parking to midnight
 - Variable pricing for motorcycles, scooters and electric vehicles
75% lower rates for electric vehicles, 50% lower for motorcycles





Profile: Westminster (Central London), UK

- Largest parking authority in Europe
- Signed Q1 2008

Westminster has removed almost all meters

- Verrus is processing over 87% of payments, > 7 million transactions per year

Results for Westminster:

- Revenue increased > 40%
- Costs reduced by \$13.6M
 - \$10.8M elimination in theft
 - \$2.8M reduction in maintenance & coin collection

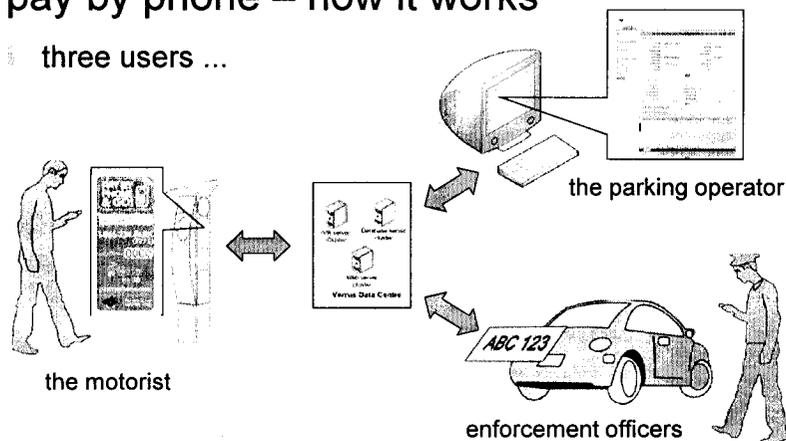
Verrus enabling new strategic initiatives

- Location based advertising



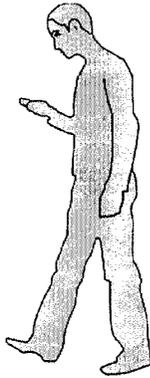
pay by phone – how it works

three users ...

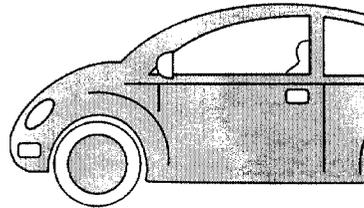




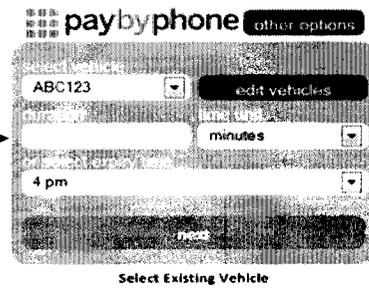
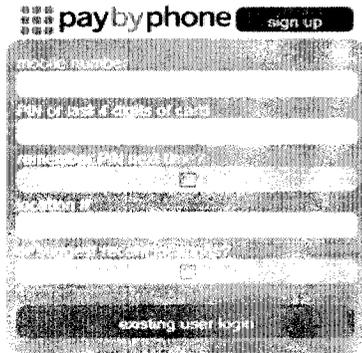
parking – how it works - IVR



- call number on sign
- enter 4-digit location number
- enter duration
- first time users also enter card details & license plate #

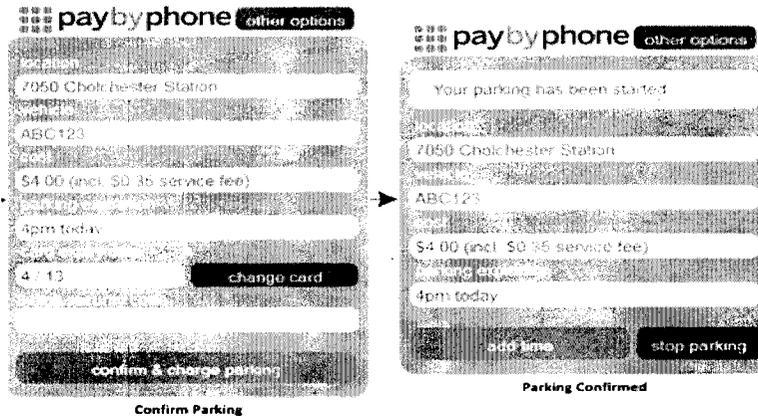


parking – how it works – mobileweb screen 1 & 2





parking – how it works – mobileweb screen 3 & 4



what are the benefits?

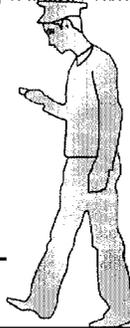
- to the motorist
 - no hunting for coins/cash
 - text reminders
 - no need to return to vehicle to add more time
 - security 1: pay from safety and privacy of car
 - security 2: reduce risk of credit card fraud & ID theft
 - easier expense management
 - it's quicker
- to the parking operator
 - fewer machines
 - highly cost effective means of introducing credit card payment
 - increase in revenue
 - eliminates theft
 - lower cash collection costs
 - Improve service to customers



enforcement

three levels of enforcement

- level 1: Blackberry or other wireless device
- level 2: existing enforcement handheld unit (required to be wireless capable & approval of manufacturer)
- level 3: enforcement at the meter (Digital Payment or Parkeon)



1. PAGE 11

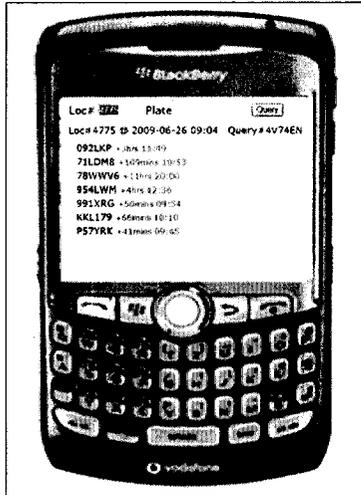
paybyphone
work & learn



enforcement

pay & display

- license plate based
- search by plate or zone
- plate returns individual vehicles
- zone returns all valid vehicles on the block/lot



paybyphone
work & learn



PAGE 12

paybyphone

enforcement

pay by space

- space number based
- search by lot or meter #
- shows all validly parked vehicles

1 Paid	26	06:11 pm
2	27	Next
3	28	Location #:
4	29 Paid	
5 Paid	30	Brew 251-409
6	31 Paid	Refrsh 5453
7 Paid	32	Tamar 1-50
8	33 Paid	Lamar 51-91
9	34 Paid	Lamar 92-122
10 Paid	35 Paid	Canton 1-50
11	36	Canton 51-91
12	37	Gd-Lat 1-51
13	38 Paid	Gd-Lat 51-100
14	39	Gd-Lat 101-199
15	40 Paid	Main 1-49
16	41	W End 1-50
17	42 Paid	Next
18	43	Green = paid
19	44 Paid	Route: 2
		To change route enter * for Loc #



1. PAGE 13

paybyphone
works with



paybyphone

additional services

text reminders – sent 5 minutes before the end of the parking session

Email receipts – sent at the beginning of the parking session

All transactions recorded at verrus.com

Print receipts

"Parking for location 8448 expires at 1:57pm. To add more time call 555-555-5555" (text sent at 1:52pm)

Pay By Phone Cashless Parking Receipt . Location 8448.
Start Parking: 2010/09/24 1:47PM
Stop Parking: 2010/09/24 1:57PM
Cost: \$4.30 incl. service charge.



"Confirmed. Parking at location 8448 until 1:57pm for \$4.30"

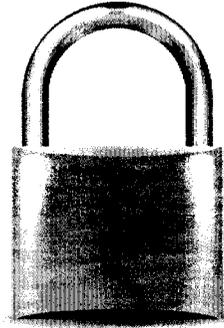
paybyphone
works with





security

- all payments pre-authorized – no credit risk to parking operator
- all registration data entered over secure encrypted channels
- all payments flow directly from customers bank to parking operator's merchant account
- PCI-DSS Level 1 certified (Payment Card Industry Data Security Standards)
- not one fraudulent transaction in over 15 million UK transactions ...



payment process - cards

- all payments pre-authorized
- payment details passed through Verrus' PSP to parking operator's merchant acquirer each night
- not one fraudulent transaction in 15 million transactions





financial process

- transactions authorized in real time
- declined authorizations
 - stops customer from parking
- successful authorizations
 - settled next business day - cut off is typically 11pm or midnight
- reports batch incorporate cut off time

LOT ID	STANDARD	ADDITION	SEX	PLAS	AMOUNT	STATUS	PASSM-	POST CENTER	MOBILE ACCOUNT	TAXABLE	SECURITY	ZONE
3000	3000		ME	1	\$1.50	\$25	\$1.25	11412	5482	N	N	412
3000	3000	BELDEN ST BETW 12TH TERR & 13TH ST	WIS	1	\$1.00	\$1.00	\$2.50	11421	5482	N	N	421
3007	3007	DRUMWAY BET S MAIN & E & BRUNNELL AVE	S/S	1	\$1.00	\$1.35	\$1.25	11421	5482	N	N	421
3014	3014	DARWIN ST BET TERBIAK & S BAYSHORLICK	WIS	1	\$1.25	\$2.25	\$1.00	11408	5482	N	N	408
3027	3027	MARY ST BET DAY AVE & DAY AVE	WIS	1	\$5.00	\$1.00	\$4.00	11408	5482	N	N	408
3028	3028	MARY ST BET ALDRIDGE & DAY AVE	WIS	1	\$5.00	\$1.00	\$4.00	11408	5482	N	N	408

1. PAGE 17



support by Verrus

- Verrus can provide 1st line customer support where required
Usually train and equip the parking operators' call centre staff
- Verrus provides 2nd line telephone and email support during normal working hours:
 - access to call log
 - access to text log
 - refunds
- Verrus provides 24/7 technical support



patroller support

the patroller support module allows those managing the patrolling process to:

- support EOs by accessing the patrol interface via a web interface
- monitor individual EO performance
- access various historical reports on patroller activities

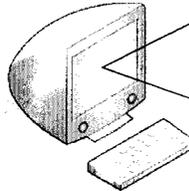


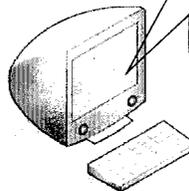
PLATE	PLATE
AA000ER +1000000000	AA000ER +1000000000
BB000ER +1000000000	BB000ER +1000000000
CC000ER +1000000000	CC000ER +1000000000
DD000ER +1000000000	DD000ER +1000000000
EE000ER +1000000000	EE000ER +1000000000
FF000ER +1000000000	FF000ER +1000000000
GG000ER +1000000000	GG000ER +1000000000
HH000ER +1000000000	HH000ER +1000000000
II000ER +1000000000	II000ER +1000000000
JJ000ER +1000000000	JJ000ER +1000000000
KK000ER +1000000000	KK000ER +1000000000
LL000ER +1000000000	LL000ER +1000000000
MM000ER +1000000000	MM000ER +1000000000
NN000ER +1000000000	NN000ER +1000000000
OO000ER +1000000000	OO000ER +1000000000
PP000ER +1000000000	PP000ER +1000000000
QQ000ER +1000000000	QQ000ER +1000000000
RR000ER +1000000000	RR000ER +1000000000
SS000ER +1000000000	SS000ER +1000000000
TT000ER +1000000000	TT000ER +1000000000
UU000ER +1000000000	UU000ER +1000000000
VV000ER +1000000000	VV000ER +1000000000
WW000ER +1000000000	WW000ER +1000000000
XX000ER +1000000000	XX000ER +1000000000
YY000ER +1000000000	YY000ER +1000000000
ZZ000ER +1000000000	ZZ000ER +1000000000

administrative support

the administration support module provides the parking operator with a number of real-time financial reports

- daily report - all transactions by date, value, duration, location
- periodic report
- summary report

all reports can be exported into MS Excel



DATE	TIME	PLATE	AMOUNT	DURATION	LOCATION
2007-07-09	09:20:26	AA000ER	10.00	15	1000000000
2007-07-09	09:20:26	BB000ER	10.00	15	1000000000
2007-07-09	09:20:26	CC000ER	10.00	15	1000000000
2007-07-09	09:20:26	DD000ER	10.00	15	1000000000
2007-07-09	09:20:26	EE000ER	10.00	15	1000000000
2007-07-09	09:20:26	FF000ER	10.00	15	1000000000
2007-07-09	09:20:26	GG000ER	10.00	15	1000000000
2007-07-09	09:20:26	HH000ER	10.00	15	1000000000
2007-07-09	09:20:26	II000ER	10.00	15	1000000000
2007-07-09	09:20:26	JJ000ER	10.00	15	1000000000
2007-07-09	09:20:26	KK000ER	10.00	15	1000000000
2007-07-09	09:20:26	LL000ER	10.00	15	1000000000
2007-07-09	09:20:26	MM000ER	10.00	15	1000000000
2007-07-09	09:20:26	NN000ER	10.00	15	1000000000
2007-07-09	09:20:26	OO000ER	10.00	15	1000000000
2007-07-09	09:20:26	PP000ER	10.00	15	1000000000
2007-07-09	09:20:26	QQ000ER	10.00	15	1000000000
2007-07-09	09:20:26	RR000ER	10.00	15	1000000000
2007-07-09	09:20:26	SS000ER	10.00	15	1000000000
2007-07-09	09:20:26	TT000ER	10.00	15	1000000000
2007-07-09	09:20:26	UU000ER	10.00	15	1000000000
2007-07-09	09:20:26	VV000ER	10.00	15	1000000000
2007-07-09	09:20:26	WW000ER	10.00	15	1000000000
2007-07-09	09:20:26	XX000ER	10.00	15	1000000000
2007-07-09	09:20:26	YY000ER	10.00	15	1000000000
2007-07-09	09:20:26	ZZ000ER	10.00	15	1000000000



integration partners

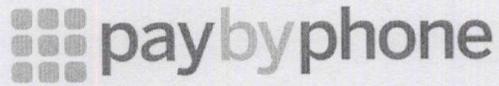
Item	Partner	Description
1.	PARKEON	Integration with Parkeon's ParkFolio real time parking information system. Transactions pushed bi-directionally in real time. Allows unified handheld and visual enforcement. Also enables centralized rate calculation from the Parkeon platform. Active with City of Sacramento, CA and in deployment in Paris France.
2.	DIGITAL	Integration with the DPT EMS. Transactions pushed bi-directionally in real time. Enables visual enforcement at pay station, unified meter / pay by phone enforcement via handheld. Enables extension of meter transactions. Active with 9 customers in Canada and the US.
3.	SIEMENS	Integration with Siemens / APARC back office systems for unified enforcement and unified access to customer data for meter and phone payments through Verrus Service Manager system. Verrus platform acting as data warehouse for all transactions. In use with City of Vancouver.
4.*	CALE	Signed agreement in place to build bi-directional real time interface to enable visual enforcement and handheld enforcement. *Not yet deployed in a production environment



promoting a branded solution

- Verrus can deliver a fully client-branded solution – with branding applied to:
- IVR/touchtone prompts
 - text messages
 - email receipts
 - all signage and marketing materials
 - customer facing website
 - call centre greetings

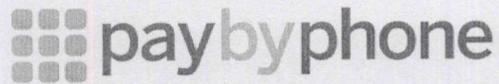
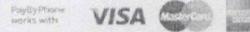




WHISTLER SIGN - 18" x 24"



New paybyphone branding and layout 2010.



Branding & signage





In closing: Pay By Phone a proven solution

customers find easy to use

- 85% of users find it easy to register, and 95% find it easy to park

EO's find it easy and efficient

- Majority of EOs think it has made enforcement easier

reliable, secure & scaleable technology

- 99.95% uptime over last 12 months
- PCI Level 1 accreditation

proven project management skills

- operating in 180 cities across the world in four languages

paybyphone
powered by

VISA



Exhibit 3



Exhibit 3

