




DEPARTMENT OF PARKS AND RECREATION

16161 Flight Path Drive ☐ BROOKSVILLE, FLORIDA 34604

P 352.754.4027 ☐ www.parks@co.hernando.fl.us

MEMORANDUM

TO: Alisa Pike, Procurement Coordinator

FROM: Chris Linsbeck, Community Services Director 

DATE: October 2, 2024

SUBJECT: RFP No. 24-RFP00847/AP Automated Parking Management Solution for Hernando County Parks

The Procurement Selection Committee (PSC) met on October 2, 2024 to review proposals from six (6) proposing firms and has completed ranking of the respondent's proposals for RFP No. 24-RFP00847/AP Automated Parking Management Solution for Hernando County Parks.

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The Committee consisted of:

Christopher Linsbeck, Community Services Director
Gordon Onderdonk PE, Director of Utilities
Robert Talmage, Parks and Recreation Administrator

The firms were ranked in order as follows:

	Points (maximum score 100):
1. ParkMobile, LLC	78.3
2. Premium Parking LLC	75.7
3. CivicSmart	65.7
4. Direct Technology Holdings Inc.	63.0
5. Arcadis (dba HotSpot Parking USA)	62.3
6. The Car Park, LLC	62.0

Staff requests the Procurement Department move forward with initiating contract negotiations.

County of Hernando
15470 Flight Path Drive
Brooksville, FL 34604

September 9, 2024

Dear Hernando County,

I am writing to provide a reference for ParkMobile and to share our positive experience with their services in the City of Pensacola. As a valued partner, ParkMobile has been instrumental in transforming our parking operations, bringing enhanced convenience and efficiency to residents and visitors.

Since ParkMobile's implementation in Pensacola, we have seen a significant increase in user adoption and satisfaction. The mobile payment system has simplified the parking experience, allowing users to easily find, pay for, and extend parking sessions through their smartphones. This has reduced reliance on traditional meters and streamlined enforcement efforts by enabling real-time monitoring of paid parking sessions based on license plate credentials.

ParkMobile's team has been highly responsive and proactive in supporting our city's unique needs. Their ability to seamlessly integrate with our existing infrastructure, coupled with their commitment to ongoing innovation, has ensured that our parking system remains state-of-the-art.

Furthermore, ParkMobile's presence in Pensacola has contributed to reducing congestion and improving the overall traffic flow, as drivers no longer need to search for change or rush back to their vehicles to extend parking time. The service's digital nature has also provided us with valuable data insights that have informed better decision-making for future parking policies and infrastructure planning.

I highly recommend ParkMobile as a reliable and effective partner for any city or organization looking to enhance its parking services. Their track record in Pensacola is a testament to their dedication to customer service and operational excellence.

Please contact me directly if you require further information or details about our experience with ParkMobile.

Sincerely,

Lissa Dees

Parking and Constituent
Services Director
City of Pensacola
850-436-5646



To: County of Hernando

Date: September 6, 2024

Subject: ParkMobile Reference Letter

ParkMobile handles several different parking solutions for our operations. This includes our online parking reservations for event parking, our validation system for off-street parking, and our online payment solution for on-street meters. The event reservations solution allows us to sell pre-paid parking online and provides the customer with a QR code ticket to scan at our Amano McGann PARCS equipment. The validation system allows local businesses to pre-purchase validations online for customers to use upon exit at our facilities. The City of Orlando has hundreds of events annually with a robust and demanding night-time economy which requires attention to detail and strong support. The ParkMobile support team helps us maintain our inventory and provides solutions upon request to help with any parking programs that will benefit our community. We have been working with Parkmobile for several years though integrations with Amano-McGann and IPS Group. The working relationship has exceeded standards and remains flexible to any challenges we face.

Joshua Alves
Parking Assistant Division Manager
City Of Orlando
Transportation Department, Parking Division
407-246-3765, Joshua.Alves@orlando.gov

County of Hernando
15470 Flight Path Drive
Brooksville, FL 34604

September 6, 2024

Please accept this letter as a reference for ParkMobile, a vendor of parking technology solutions. We have had the pleasure of working with them since April 23, 2023.

ParkMobile has provided us with a comprehensive mobile parking solution that has significantly improved our parking management efficiency, user adoption ratio, and overall customer satisfaction. ParkMobile's established presence in Pinellas County enabled a seamless integration that fully accommodated our unique needs. Their user-friendly app allows our customers to pay for parking quickly, ultimately increasing customer satisfaction.

Furthermore, the ParkMobile team is highly responsive and dedicated to addressing our needs and providing support whenever necessary. Their commitment to continuous improvement and adaptation to emerging technologies makes them a valuable partner.

It is with great pleasure that I recommend ParkMobile for your mobile parking technology needs. Should you require any further information, please feel free to contact me directly.

Sincerely,

Islanda Jordan

Department Administrative and Fiscal Manager

iljordan@pinellas.gov

727-582-2541

Jacksonville, FL

117 W. Duval St., Suite 210, Jacksonville, FL 32202

Contact Name:

Mark Schofield, Parking Services Supervisor

Phone Number:

(904) 630-1500

Email:

marks@coj.net



Background:

ParkMobile began our partnership with the City of Jacksonville in 2022 after a competitive RFP process. Our mobile parking payment system is available in over 1,400 spaces citywide. The city averages over 15,000 ParkMobile transactions per month, with already nearly 100,000 lifetime users.

City of Miami Beach, FL

1755 Meridian Avenue, Suite 100, Miami Beach, Florida 33139

Contact Name:

Monica Beltran, Parking Director

Phone Number:

(305) 673-7505

Email:

monicabeltran@miamibeachfl.gov



Background:

ParkMobile has partnered with the City of Miami Beach since 2014. ParkMobile has continued to invest in the development of our system to ensure ParkMobile fully supports Miami Beach's unique needs, including SKIDATA gated integrations and an innovative residential discount program that has influenced cities across the country to deploy similar programs. The city averages over 400,000 ParkMobile transactions per month with over 3.5 million lifetime users.

City of Tampa, FL

107 N Franklin St, Tampa, FL 33602

Contact Name:

Fednet Revolte, Parking Operations Chief

Phone Number:

813-274-8482

Email:

fed.revolte@tampagov.net



Background:

ParkMobile began our partnership with the City of Tampa in 2013 and our mobile parking payment system is available in over 9,400 spaces citywide. The city averages over 170,000 ParkMobile transactions per month, with more than 1 million lifetime users.

City of Tallahassee, FL

300 S. Adams St., Tallahassee FL 32301

Contact Name:

Shanna Walker, Parking Administration

Phone Number:

(850) 891-8130

Email:

shanna.walker@talgov.com



Background:

ParkMobile began our partnership with the City of Tallahassee in 2012 and our mobile parking payment system is available in over 2,800 spaces citywide. The city averages over 17,000 ParkMobile transactions per month, with more than 151,000 lifetime users.
