



HARTLEY DODGE MEMORIAL
BOROUGH OF MADISON
MADISON, NEW JERSEY
07940

Request for Proposals for Mobile Parking Payment & Enforcement Systems
Document Review and Selection Report
June 21, 2018

The review committee consisted of Borough Administrator Raymond Codey, Chief Financial Officer James Burnet, Lieutenant Joseph Longo, Director of Business Development Lisa Ellis and Qualified Purchasing Agent Linda Sawyer.

Six proposals were received.

- Passport Inc., Charlotte, NC
- MPay2Park, Wallingford, CT
- Parkmobile, Atlanta, GA
- Devo & Associates, Voorhees, NJ
- PayByPhone, Vancouver, BC, Canada
- SEPP Parking, Fort Lee, NJ

The proposals were evaluated on the firm's background and applicable project experience especially within the State of New Jersey, the ability to comply with the requirements of the RFP, the ability to provide the service in a timely manner, project management, personnel qualifications, understanding of the services requested and clarity of the proposal, and finally the cost to the Borough as well as parking patrons.

The evaluation was split into three areas.

A. Firm's background which included proven record of experience, references, ability to comply with the general requirements of the RFP and the ability to provide the service in a timely manner. (60%)

B. Management which included personnel qualifications, experience of key personnel, knowledge of the services requested and clarity of the proposal. (25%)

C. Cost and price for services to the Borough as well as parking patrons. (15%)

Scoring results totals:

Passport Inc., Charlotte, NC	80%
MPay2Park, Wallingford, CT	95%
Parkmobile, Atlanta, GA	77%
Devo & Associates, Voorhees, NJ	85%
PayByPhone, Vancouver, BC, Canada	88%
SEPP Parking, Fort Lee, NJ	78%

All the vendors met the basic requirements for the firm's background and project experience as well as the qualifications and understanding of the services requested. The costs were all within the expected parameters.

Lieutenant Longo and other police department parking enforcement personnel visited Chatham, Morris Township, Summit and Millburn. They were able to see those parking solutions first hand. Chatham and Summit utilize Parkmobile and Millburn and Morris Township uses mPay2Park. They were impressed with mPay2Park.

The recommendation is to award a contract to mPay2Park on the basis:

1. mPay2Park scored the most points in the evaluation process;
2. Four other towns on the Morris/Essex line currently utilize mPay2Park and parking patrons may already be familiar with the app;
3. The ease of the mPay2Park mobile app for parking patrons; and
4. The possibility of a shared service agreement with Millburn Township - currently a client of mPay2Park.

The parking patron will download the free mPay2Park app on their smart device. mPay2Park will charge a \$0.30 user fee to the parking patron for each parking transaction. The Borough will incur no cost.

Note: This is an alternative method of payment. It is not mandatory that any of our parking patrons use this mobile service for parking payment.