

NORTH BEACHES P

Mobility Management Program (Pay for Parking) Implementation Plan



Stefen Wynn, M.P.A.
City Manager



Mobility Management Program

Timeline of Events: *Studies, Planning, Testing, and Enforcement*



01

Timeline of Events:

Workshops, Roundtables, and Council Meetings

Timeline of Events

The following information was gathered from meeting minutes for special council meetings, council workshops and regular council meetings. The evolution of the Mobility Management Program is detailed through these minutes. A proposed action plan for enforcement is also included in this timeline.

Aug. 21, 2017	Council Workshop, Vendor Discussion for Program - Parkeon Identified as Vendor
Oct. 2, 2017	Council Meeting, Parking Program draft plan presented; partnership with local businesses established; parking should be charged, but residents should have free spaces available.
Nov. 11, 2017	Atlantic Beach Council Meeting, Resolution passed to move forward with the parking program and to begin negotiating details of the program with Neptune Beach.
Feb. 12, 2018	Special Council Meeting, discussion revolved around the Parking Program; Atlantic Beach reported as on-board & ready to move forward; unity between the two cities was identified as necessary in ensuring that residents were protected & the desired outcome of turnover downtown is met; outline of how the program operates is discussed; separate resident free-parking zone discussed.
Apr. 16, 2018	Council Workshop, discussion was held on bringing a third-party on board to enforce the parking program; direction was given to staff to move forward with the mobility program, and to present a plan for approval.
Sep. 17, 2018	Council Special Meeting, City Manager given the authorization to move forward with the mobility management plan & hiring a mobility manager.
Nov. 28, 2018	Update on hiring Mobility Manager, and implementation urged to begin.
Feb. 19, 2019	Council Workshop, presentation from Elite Management Services on acting as a third-party enforcement for the Mobility Program.
Feb. 27, 2019	Council Roundtable, RTA Consulting (BTCA parking consultant), considered for Mobility Manager as a third-party.
Apr. 15, 2019	Council Workshop, RTA Consulting, has been working to implement the mobility program.
May, 2019	1 st installment paid for Passport Software, parking software is being written and created.
Jun. 17, 2019	Council Workshop, Interlocal Agreement and Parking Ordinance are being worked on simultaneously.

Mobility Management Program

Timeline of Events: *Studies, Planning, Testing, and Enforcement Cont.*



Timeline of Events

01

Timeline of Events Cont.:

Workshops, Roundtables, and Council Meetings

Jul. 1, 2019	Council Meeting, Ord. 2019-07 Controlled & Metered Parking Passed.
July - Aug., 2019	Parkeon Parking Kiosks purchased and Installed.
Sep. 9, 2019	Council Meeting, Interlocal Agreement with Atlantic Beach approved.
Nov., 2019	Mobility Program soft-start, revenue is being generated.
Jan. 16, 2020	CM-Wynn has an initial meeting with RTA Consulting and Atlantic Beach about the Mobility Management Program. RTA gives an update on registered license plates for AB & NB residents (this is the permit aspect), so that the free program & discount program can be implemented.
Jan. 24, 2020	After multiple council meetings and coordination between cities, the framework for the Mobility Program is set. CM-Wynn implements a new cash-management program that complies with the City's internal controls policies.
Feb. 2020	Enforcement was scheduled to begin, but the consultant and enforcement software was not ready.
Feb. 6, 2020	CFO & CM test a random sampling of discounted license plates at kiosks, all tested work.
Feb. 24, 2020	Damaged Parking Kiosks are repaired.
Mar. 2, 2020	Council Meeting, Council directs staff to focus on environmentally friendly vehicles and fossil-fuel vehicles should not be considered for the enforcement vehicle.
Mar. 3, 2020	Polaris GEM vehicle arrives for RTA Consulting
Apr. 20, 2020	Council Meeting, Council approves CM recommendation to purchase enforcement vehicle from RTA Consulting for \$25,000.
Apr. 21, 2020	City purchases Polaris GEM from RTA Consulting & schedules free repairs due to damage from shipping.
Mar. - Apr. 2020	Resident License Plates are registered and software is implemented for discounted rates.
Mar. - Jun., 2020	COVID-19 caused delays in implementation, and NuPark software company couldn't get employees to install the LPR system.
Jun. 8, 2020	Ord. 75-20-24, Atlantic Beach approved 3 hrs. free for residents.

Mobility Management Program

Timeline to Enforcement & Punch-List



02

Timeline to Enforcement:

Implementation Tasks & Milestones

Timeline to Enforcement

The following dates are critical milestones that must be accomplished before enforcement is live. The proposed enforcement date may be later if there are delays in completing the critical milestones listed below. Accompanying this timeline is an implementation punch-list that provides more detail about critical steps needed before enforcement begins.

Jul. 8, 2020	Educational Video is recorded by <i>Vollmer Visuals</i> .
Jul. 24, 2020	Educational Video is finished & made public.
Jul. 31, 2020	New easy to understand Signage designed by <i>Vollmer Visuals</i> is sent to manufacturer.
Aug. 7, 2020	LPR Cameras shipped from NuPark.
Aug. 12, 2020	New Signage is installed around the Town Center area.
Aug. 14, 2020	LPR Cameras installed and operational.
Aug. 31, 2020	Mobility Program Enforcement is live and operational, this is the final test day.
Sep. 1, 2020	Mobility Program Enforcement is active.

03

Timeline to Enforcement:

Punch-List

Punch-List:

As the City gets closer to implementing the final phase of the Mobility Management Program; Enforcement, there are critical tasks that need to be completed. Due to multiple vendors, consultants, and agreements between AB & NB, the following few pages show a punch-list of activities that need completed before September 1, 2020.

The punch-list is intended to show the critical tasks that need completed, who needs to complete them, and when they need to be completed.



Project Name: Mobility Management Program Implementation

Contractor: North Beaches Parking

Consultant: RTA Consulting

Owner: City of Neptune Beach

PROJECT COMPLETION PUNCH LIST

Item Description	Work Needed & Location	STATUS	Completed		Approved	
			Date	Initials	Date	Initials
50% Discount - AB Residents	Registered License Plates act as Validation Code, Parkeon and NBP Staff need to make sure it works with software	Completed	2/7/2020	DG, TH	2/20/2020	SW
App Droplet Locations / Update	Move Blue Droplet to West of Red Daisy, to actual geo-location of Courtyard Lot (\$10.35 fee)	Approved	2/11/2020	DG	2/20/2020	SW
App Droplet Locations / Update	Add a Yellow Droplet in the Geolocation of the kiosk on the Northeast Corner of Lemon and 1st Street	Approved	2/11/2020	DG	2/20/2020	SW
App Droplet Locations / Update	Change the color of the 0 Lemon Lot Droplet to BROWN just like all on-location advertising from Southcoast Capital	Approved	2/11/2020	DG	2/20/2020	SW
Kiosk Splash Screen Update	After a validation code (Registered AB Resident license plate) is entered, the next screen should read: Where did you Park? 1.) Atlantic Beach Side 2.) Neptune Beach Side	Approved	2/11/2020	TH	2/20/2020	SW
Sample Test Random Validation Codes	CONB Staff to field test 80 random registered license plates from AB.	Approved	2/6/2020	PK	2/7/2020	SW
Provide Login Credentials to CONB Staff	Provide the CONB Finance Director and IT Director with full-administrator login credentials for any software that the City of Neptune Beach has purchased or has leased, to include intellectual property for the website of North Beaches Parking	Approved	2/11/2020	DG	2/12/2020	PK

UTV	<i>Provide the CONB City Manager with all information relative to the purchase of a UTV for outfitting with License Plate Readers - CONB Staff Coordinating</i>	Approved	3/4/2020	MR	4/21/2020	SW
License Plate Readers	<i>Provide CONB City Manager with all information relative to the purchase of License Plate Readers for outfitting a UTV - CONB Staff Coordinating</i>	Approved	3/4/2020	MR	4/21/2020	SW
Employee Handbook	<i>Provide CONB City Manager an editable digital copy of the Employee Handbook used by all North Beaches Parking Staff</i>	Approved	2/12/2020	MR	3/4/2020	SW
Policies and Procedures	<i>Provide CONB City manager with an editable digital Copy of any and all Policies and Procedures</i>	Approved	2/12/2020	MR	3/4/2020	SW
Educational Materials	<i>Provide CONB City Manager with an editable digital copy of any educational materials in design or produced - CONB City Staff Coordinating</i>	Approved	2/12/2020	MR	2/20/2020	SW
Marketing Materials	<i>Provide CONB City Manager with an editable digital copy of any marketing materials in design or produced - CONB City Staff Coordinating</i>	Approved	2/11/2020	MR	2/20/2020	SW
Subcontractor Contact Information	<i>Provide CONB City Manager with a list of all subcontractors, a relevant contact person for each subcontractor, and their direct phone numbers and email addresses, list to include: Parkeon, NuPark, Vehicle Dealerships, and any others</i>	Approved	2/11/2020	MR	2/20/2020	SW
Educational Video	<i>Vollmer Visuals scheduled to record 7/8/2020; editing and final approval 7/20/2020</i>	Open				
Educational Video Sent to Public	<i>Upon final approval, Educational Video available for public consumption on 7/24/2020</i>	Open				

Easy to Understand Signage	<i>Vollmer Visuals to create easy to understand signage and submit to City by 7/24/2020 for review with key stakeholders; City send to manufacturer on 7/31/2020</i>	Open				
New Signage Installed	<i>City to Install Signage around Town Center on 8/12/2020</i>	Open				
Polaris Gem outfitted with LPR System	<i>North Beaches Parking to coordinate with NuPark & its subcontractors for delivery and installation of LPR Camera System by 8/14/2020</i>	Open				
Integration of Interfaces	<i>North Beaches Parking to coordinate with NuPark & its subcontractors to integrate all necessary parts of the NuPark/Parkeon Interface - completion including testing should be completed by 7/15/2020</i>	Open				
Citation Hardware	<i>North Beaches Parking to coordinate with NuPark for delivery of the citation printing device by 7/3/2020.</i>	Approved	6/30/2020	DG	7/3/2020	SW
Registered License Plate Update	<i>North Beaches to coordinate with NuPark to upload all registered "permit" users for Atlantic Beach by 7/10/2020</i>	Open				
Instruction from NuPark - Employee Parking Plate Registrations	<i>NuPark to provide detail instructions/manual for North Beaches Parking to be able to create accounts for local businesses to enter employee/church "permits" (Register License Plates) by 7/10/2020</i>	Open				
Citation Pay at Kiosk	<i>North Beaches Parking to coordinate with NuPark to implement the citation payment feature at all kiosks by 8/7/2020</i>	Open				
Training for Mobility Manager	<i>NuPark to provide North Beaches Parking Manager with relevant training on all aspects of NuPark management software by 8/7/2020</i>	Open				

Mobility Management Program

Initial Startup Costs & Ongoing Expenses



04

Initial Startup Costs:

Software & Hardware Purchases, and Consultant Fees

Initial Startup Costs:

The Mobility Management Program needed to purchase a subscription to the software necessary to utilize the mobile app features from *flowbird* as well as the financial management software and kiosk software from *Passport & Parkeon*. The city also invested in kiosks from *Parkeon* & enforcement hardware from *NuPark*. All capital expenses are in addition to monthly fees and labor costs paid to the parking consultant: RTA Consulting/Parking 411/North Beaches Parking.

The initial purchases and funding came from the Better Jacksonville ½ cent sales tax fund, but since the beginning of 2020, the program has been largely self-sufficient. Revenues have paid for the monthly labor costs, and consulting costs as well as the purchase of the Polaris GEM car.

Total Passport Expenses	\$ 52,367.50
Total Parkeon Expenses	\$ 107,773.00
Total RTA Expenses	\$ 143,679.28
GRAND TOTAL Expenses	\$ 303,819.78
** All Expenses are based on invoices that have been received & paid	

Mobility Management Program

Initial Startup Costs & Ongoing Expenses Cont.

04

Initial Startup Costs:

Software & Hardware Purchases,
and Consultant Fees - Detail



Company	Purchase Description	Amount
<u>Passport Labs, Inc.</u>	1/2 Pay for Parking Program Software	\$ 35,492.50
<u>Passport Labs, Inc.</u>	50% Hosted Scout	\$ 16,875.00
<u>Parkeon</u>	Parking Kiosks	\$ 100,623.00
<u>Parkeon</u>	Installation Parking Kiosks	\$ 7,150.00
<u>RTA Consulting</u>	2020 Polaris GEM	\$ 25,000.00
<u>RTA Consulting</u>	3/14/2019 Consulting Svcs. & Opening	\$ 12,000.00
<u>RTA Consulting</u>	3-5/2019 Consulting Fees	\$ 3,000.00
<u>RTA Consulting</u>	6/2019 Reimbursements & Operational Expenses	\$ 5,072.39
<u>RTA Consulting</u>	7/2019 Reimbursements & Operational Expenses	\$ 6,931.25
<u>RTA Consulting</u>	8/2019 Reimbursements & Operational Expenses	\$ 8,598.28
<u>RTA Consulting</u>	9/2019 Reimbursements & Operational Expenses	\$ 9,031.00
<u>RTA Consulting</u>	10/2019 Reimbursements & Operational Expenses	\$ 12,232.07
<u>RTA Consulting</u>	11/2019 Reimbursements & Operational Expenses	\$ 16,092.05
<u>RTA Consulting</u>	12/2019 Reimbursements & Operational Expenses	\$ 14,513.60
<u>RTA Consulting</u>	01/2020 Reimbursements & Operational Expenses	\$ 16,120.78
<u>RTA Consulting</u>	02/2020 Reimbursements & Operational Expenses	\$ 15,087.86

Mobility Management Program

Revenues from November 2019 to June 2020



05

Revenues:

How much revenue is the program generating?

Revenues:

Revenue for Neptune Beach averages \$30,371.01/month, this amount was derived from revenues received between Nov. 2019 and June 2020. April 2020 was not considered in the calculation because of the lockdown due to COVID-19.

In accordance with the Interlocal Agreement, NB pays 70% of revenue generated on the AB side to Atlantic Beach. 30% of the revenue generated on the AB side is retained by Neptune Beach to go towards the cost and expenses of operating the program.

Total revenues generated by this program since Oct. 2019 are: \$267,376.44; Neptune Beach's share of that is: \$220,200.84; and Atlantic Beach's share of that is: \$47,175.60.

Month	Revenue NB	Revenue AB	Transactions
Prior to Nov. 2019	\$ 3,795.75	\$ 751.75	<i>Unknown</i>
Nov. 2019	\$ 23,008.50	\$ 3,923.55	11,086 total; 10,079 (Paid)
Dec. 2019	\$ 24,082.85	\$ 6,493.25	12,772 total; 11,589 (Paid)
Jan. 2020	\$ 26,390.50	\$ 8,846.00	14,147 total; 12,864 (Paid)
Feb. 2020	\$ 27,497.05	\$ 7,031.95	13,549 total; 12,499 (Paid)
Mar. 2020	\$ 27,055.95	\$ 5,858.15	12,134 total; 10,903 (Paid)
Apr. 2020	\$ 3,808.00	\$ 1,185.50	2,633 total; 2,138 (Paid)
May. 2020	\$ 44,207.62	\$ 6,570.18	17,287 total
Jun. 2020	\$ 40,354.62	\$ 6,515.27	16,339 total

Mobility Management Program

Financial Analysis & Recommendations



06

Financial Analysis:

City's investment and ROI

Financial Analysis:

On the Expenses section of this plan, the City of Neptune Beach has realized: \$303,819.78 in expenses. An anticipated and approximate \$32,000 will be submitted by *RTA Consulting* as a request for *Reimbursements & Operational Expenses* for the months of May & June.

On the Revenues section of this plan, the City of Neptune Beach realized: \$220,200.84 in revenue. Revenues are less than what was anticipated for two reasons:

- 1.) The program is not fully-enforceable and relies on the honor-system to pay;
- 2.) The restrictions put in place due to COVID-19, and the general fear surrounding the virus has slowed revenue generation significantly.

Staff recommends adjusting the revenue submitted to Atlantic Beach in Obligations 6, 7, & 8 of the Interlocal Agreement. Alternatively, the City of Neptune Beach could ask for a special distribution to cover the cost of the purchase of the kiosks located on the Atlantic Beach side of Town Center.

As the year progresses and the effect that COVID-19 had on the local economy diminishes, it's expected that revenues will average closer to \$35,000/month. The mobility program will successfully offset the cost of maintaining the Town Center & generate enough revenue to offset the difference at the sunset of the Better Jacksonville ½ cent sales tax.

07

Recommendation:

DPO recommendation

District Parking Operator Recommendation:

Pages 8 & 9 of this plan detail the expenses and costs incurred by the City of Neptune Beach. There are more expenses that have yet to be submitted for consideration from *RTA Consulting & Passport Labs, Inc.*

Due to the ongoing costs of retaining the consultant & the duplicative nature of accounting & management tasks between the City and the consultant, Staff Recommends terminating the consultants contract after the LPR Cameras are installed.

Staff further recommends the following: Creating a Mobility Management Department within the City; Hiring a Mobility Manager and (3) Part-Time Mobility Ambassadors to run the program as a direct city department.

Changing the DPO would require the City of Atlantic Beach to agree prior to the dismissal of the DPO.

