



SFMTA

Contracts for Mobile Parking Payment and Related Services

SFMTA Board of Directors

May 20, 2025

Meter Payment Options

- Mobile-app payment added as a payment option in Fiscal Year (FY) 2012
- Meter revenue collected via mobile app has increased each year

Payment Method	FY 2019	FY 2025
Credit Card	66%	57%
Mobile App	17%	36%
Cash	14%	7%

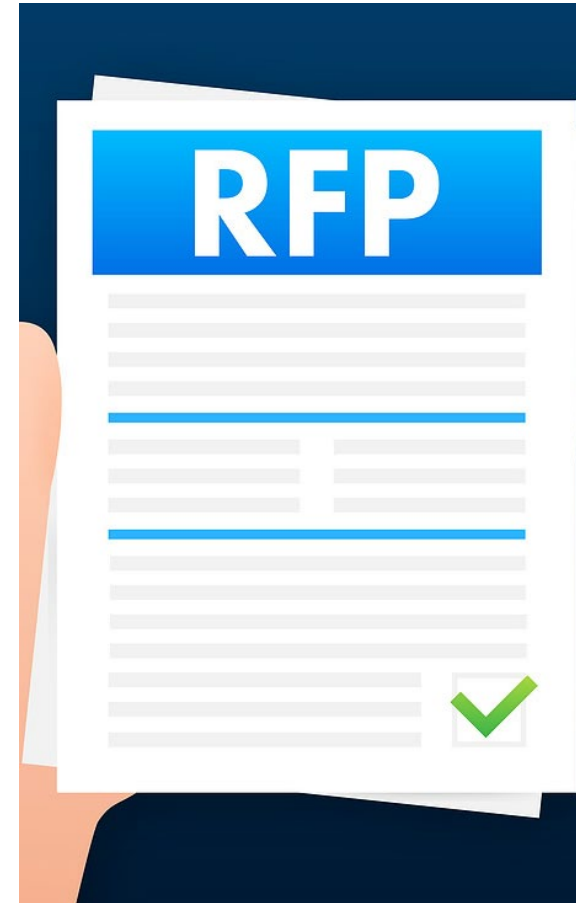


Request for Proposals (RFP) Process

- RFP issued in July 2024
- Outlined a next phase of the mobile-payment program that will support multiple vendors
- Supporting multiple vendors will:
 - Provide built-in competition for users that will encourage high-level customer service and support
 - Maintain another available mobile payment option if one vendor's service goes offline
 - Support continued growth in mobile payment usage

Request for Proposals Results

- RFP evaluation process scored two proposers significantly ahead of six others
- Arcadis U.S., Inc. and ParkMobile, LLC were selected to enter contract negotiations
- Incumbent vendor, PayByPhone Technologies, Inc., was not selected



Arcadis (HotSpot)

- Arcadis' mobile app is HotSpot
- HotSpot is a newer entrant to the US market. Its origins are in Canada
- Current municipal clients
 - Newport Beach, CA (multi-vendor city)
 - Oregon City, OR (Portland suburb)
 - Sheboygan, WI
 - Edmonton, AB, Canada
 - Halifax, NS, Canada



ParkMobile

- ParkMobile is a well-known mobile parking app with many California installations
- Current California municipal clients
 - Sausalito
 - Stockton
 - Monterey
 - Fresno
 - Santa Ana
 - Arcata



New Contracts

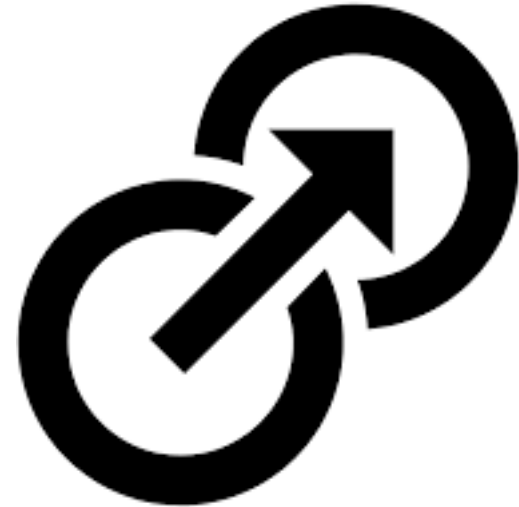
Contract details for both Arcadis and ParkMobile

- Four-year initial term beginning in June 2025 with optional two-year extension term
- Max value of \$8.37 million for each contract based on latest projection of mobile-app usage growth
- Actual contract expenditures are contingent on discretionary user adoption of each company's app



Transition to New Vendors

- Preparing a multi-pronged communication plan to notify customers as we transition vendors
- PayByPhone service will continue through June 2026 to facilitate a smooth transition
- ParkMobile and HotSpot will launch in Summer 2025 and operate in parallel to PayByPhone



Convenience Fee Policy

- RFP development process identified need to increase the fees paid to vendors to support growing costs required to develop and operate mobile-payment apps
- Effective 5/20/2025, users will pay a \$0.10 convenience fee. The new contracts with Arcadis and ParkMobile include a \$0.35 transaction fee
- To offset this cost to the Agency, staff requests SFMTA Board support to increase the convenience fee within the Transportation Code to \$0.35. Board will be asked to formally approve this code change at its meeting of 6/3/2025
- Users would pay the \$0.35 and the transaction cost to the Agency would be a net zero
- Charging a user convenience fee is an industry standard. Convenience fees of other municipalities are referenced at right

Convenience Fees

- Oakland \$0.30
- Sacramento \$0.35
- Los Angeles \$0.25
- Fresno \$0.49
- Houston, TX \$0.25
- Fort Worth, TX \$0.45
- Minneapolis, MN \$0.25
- New Orleans, LA \$0.35
- New York City \$0.35
- Philadelphia \$0.40
- Washington, DC \$0.45

Next Phase of Mobile Payment

Approval of the proposed contracts with Arcadis and ParkMobile, along with approval of the \$0.35 transaction fee, will set the stage for a next phase of mobile payment in San Francisco that will serve customers well with minimal impact to the SFMTA budget.

Thank you

