



2600 Fresno Street, Room 4019  
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(559) 621-PARK  
www.fresno.gov/parking

**Jennifer K. Clark, AICP, HDFP**  
Director

August 6, 2020

**MEMORANDUM**

**TO:** WILMA QUAN, City Manager  
Office of the City Manager

**FROM:** JENNIFER K. CLARK, Director  
Planning & Development Department

THOMAS W. GAFFERY IV, MBA, CAPP  
Deputy City Manager  
Office of the City Manager

**SUBJECT:** FINDING PARKEON, INC UNIQUELY QUALIFIED TO PROVIDE HARDWARE, TECHNOLOGY AND BACK END SOFTWARE SUPPORT FOR PARKING

The purpose of this memorandum is to request authorization for sole source acquisition of goods and services from Parkeon, Inc. (dba "Flowbird"). Parkeon is a market leader in the US when it comes to multi-space parking meters. With more than 60 years of experience in design and building systems to improve urban mobility.

The Strada Pay Station combines ergonomics, robustness, scalability, high connectivity and customization capabilities to create a one-of-a-kind user experience. It supports the most recent innovations, including the first integrated Chip & PIN/contactless card readers for unattended terminals. Combining processing speed, power, autonomy, reliability, and security, Flowbird's cloud-based platform enables the Strada to support a wide range of innovations in terms of functionality.

In conjunction with mobile and fixed LPR cameras, implementation of self-service pay-on-foot machines will allow for the removal of staffed payment booths at Roeding and Woodward Regional Parks, similar to those in Downtown Fresno. The City of Fresno Parking Division currently provides pay-on-foot payment systems at seven off-street parking lots. Implementation of these pay stations have provided customers with multiple payment methods; credit card, cash, coin, validation codes supported by City Departments, and provided the City with various analytics to plan for improvements of the customer parking experience.

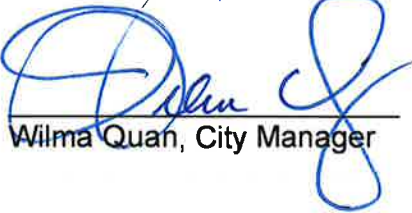
Parkeon's existing service agreement for hardware and office software services was approved in August 2019 and is effective for three years with two one-year extensions. Using the same software reporting platform for both the Parking Division and the Parks & Recreation

Department will provide operational efficiencies for both units.

The Planning & Development Department believes Parkeon is uniquely qualified and request the City Manager's authorization to enter into an agreement for hardware, software and services for pay on foot pay station technology under the sole source competitive bidding exception.

Approved

Denied

  
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Wilma Quan, City Manager

8/12/2020  
Date