REQUEST FOR PROPOSAL • NO. DOMX-190023-DS

Gainesville

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Integrated Parking Management & Mobile Ticketing Solution

Integrated Parking Management & Mobile Ticketing Solution
RFP Number DOMX-190023-DS
Redacted Document

Due: January 30, 2019 @ 3:00 PM

For:
City of Gainesville
200 East University Avenue, Room 339
Gainesville, FL 32601

From:
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Technical Proposal

Passport is excited to present its solution to the City of Gainesville, FL ("City") for an Integrated Parking Management & Mobile Ticketing Solution. Since October 2017, Passport has been providing the City with its services including the Passport Parking mobile payment application and permitting platform. Through this partnership Passport has been able to acquire an intimate knowledge of the City's current environment in addition to its needs. Given those conversations, Passport is particularly excited for this procurement as Passport has evolved into a complete technology solution and can offer a full integrated suite of parking and transit solutions. Passport is the only company that can provide a fully integrated system including a mobile payment application for parking, transit, a digital permit platform, and an enforcement platform, which all tie into Passport's new backend system - the Portal.

Passport uniquely stands alone at the intersection of parking payments, permit management, enforcement, and mass transit payments. Passport has taken this unique solution set and combined it with the services it provides throughout Florida (City of Ocala, City of St. Augustine, University of Florida, Jacksonville Transportation Authority, and Miami Dade Transit) and the nation to put together the best possible solution for the City of Gainesville. Among other things, this solution not only features a single backend for all of the products being offered but also fully integrated citation management system and complementary, mobile-optimized payment portals.

Additionally, Passport is particularly well suited to work with the City in delivering this solution because of its significant presence throughout Florida and alignment of goals between Passport and the City which will all be used to continue providing a set of solutions flexible enough to shift as the needs of the City change. Below, Passport has further described the aspects that make it best suited to provide the Parking Management & Mobile Ticketing Solution to the City.

Knowledge of Client & Growth

Passport's first product was its mobile pay application, which has been largely responsible for the evolution of Passport's entire suite of products. Over the years, Passport has been fortunate to have had fruitful conversations with the City of Gainesville's team and take that feedback to improve the mobile pay product and continue to iterate on the permits, enforcement, and mobile ticketing platforms. Passport has continued to build its suite of products based on the feedback provided through strong clients like Gainesville.

These interactions also have allowed Passport to fully understand the goals and initiatives of the entire department, which are to enhance the parking program efficiency and improve the customer experience through optimized parking and transportation services. Passport is appreciative of the time Trish Everett and the team have spent with Passport over the years, and the goals of the City closely align with Passport's mission to provide future-proof urban mobility solutions for municipalities. Passport's efforts are centered on enabling greater operational and economic efficiencies for municipalities while providing best in class end user mobile applications to make these services more accessible.

Trusted Partner

In the same way 650 clients allow Passport to process hundreds of thousands of transactions annually, the City of Gainesville trusted Passport to successfully process in excess of $91,000 across 50,000 transactions throughout 2018. This effectiveness should give the City confidence that Passport can not only handle the additional volume that would come with handling citations and mobile ticketing for transit but that payments and information will be handled securely and via the same tools currently being used today. Passport is excited to continue processing the City of Gainesville's transactions and looks forward to increasing utilization on the existing mobile payment and permitting applications while bringing new customers onboard with Passport's citation management and mobile ticketing platforms.

Strategic Alignment: Utilizing the Portal

Passport is especially excited about the City's procurement because it directly aligns exactly with Passport's vision of creating more livable and equitable communities by bringing innovative solutions to cities. By choosing to work with Passport, the City is choosing to make its city more accessible through our easy to use products. Passport is the only company that can provide the fully integrated parking management and mobile ticketing solution with one backend system - the Portal. Once launched, the Portal will provide more control over the entire operation through one central hub. Additionally, the insights provided will drive efficiencies for the city like reducing costs, improving productivity, and making informed decisions. The Passport Portal will become the City's mobility control center and enable the City to make data-driven decisions. By choosing to work with Passport, the City is choosing one, innovative vendor to partner with on their entire platform.

Sincerely,

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Scope of Work

It is the intent of the City of Gainesville to obtain proposals for an Integrated Parking Management & Mobile Ticketing Solution to address: (1) the needs of the City's parking program including provisions for hourly parking, parking permits, and citations; and, (2) the integration of transportation modes and enhancement of the overall customer experience by providing a mobile ticketing solution for transit.

Approach to Work

Passport is committed to the continual innovation of its products and services, adhering to lean methodologies to conduct all work that ensures each feature is marketable, practical, and increases adoption. Over the past few years, Passport has demonstrated its commitment to that approach by working with Gainesville in innovation -- introducing new products and functionalities that have since been adopted by competitors in order to try to keep pace. Passport is releasing it's latest iteration of its parking payment application, which will be implemented in Gainesville if selected. Passport will work with the City to provide all new signage and decals and roll out the new iteration of Passport Parking. Passport's newest application design   is built on cutting-edge technology that paves the way for future advancements. The new application is part of an upgraded platform that will continually evolve over the term of the contract, provide enhanced analytics to the City, and be fully supported by Passport's vast experience implementing its solutions, increasing user adoption rates, and marketing with Passport's award-winning team. Passport will deliver this solution using SaaS best practices and remote implementation.

GENERAL DESCRIPTION OF PASSPORT'S PROPOSED SOLUTION

As is the current set up in Gainesville, the newly designed Passport Parking front-end application is a native application that is available for free on the Google Play and Apple App stores, which will be used by parkers to initiate and purchase parking sessions. In four clicks, the parker will start a session, identifying the zone, space number, and duration of the parking session. To streamline this experience further, all clicks occur on the same main page, with the exception of one: the confirmation. Prior to completing their purchase, the parker will be asked to confirm the session and the itemized charges, including parking and convenience fees. The parker will have the option of adding means of payment including a debit or credit card, PayPal account, Apple Pay, Android Pay, Visa Checkout, or a dedicated wallet. If the parker adds more than one payment method, they will be asked to select a default payment, which may be changed at any time, but which will streamline the initiation process. After the session has been started, the parker will be able to track when their session expires, receive a notification at a custom-set time prior to expiration, see a map of where their car is parked, and extend their session remotely without incurring additional convenience fees.

While Apple and Android control 98.2% of the smartphone market[1], there are still 1.8% of the population who will not be able to download the native application in the Google Play or Apple App stores. To accommodate these users, Passport has developed a mobile optimized companion website, which mimics the Passport Parking application. This website is accessible on any internet-connected device and provides the same user experience, allowing parkers to initiate and purchase a parking session. This website is also a convenient way for parkers to manage their account from laptops or desktop computers.

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[1] Sarah, Perez, *iOS and Samsung market share now tied in the US*, TechCrunch, October 13, 2017, https://techcrunch.com/2017/10/13/ios-and-samsung-market-share-now-tied-in-the-u-s/

If the parker doesn't have a smartphone at all, is impaired, or prefers not to use applications, Passport also offers an interactive voice recognition service (IVR). The IVR system allows the parker to call a toll-free number and use the number pad to access their account, enter the zone number, space number, duration, and payment information. Similar to the application, at the end of the process the parker will be asked to confirm their purchase and have both the parking and convenience fees clearly communicated to them. After initiating a session, the parker will call back into the IVR system and extend their parking session.

Accompanying Passport Parking is Passport's backend system, which the City is currently utilizing: Operator Management ("OpsMan"). OpsMan will remain the main analytics dashboard for the City's parking management in addition to being the control board for transit operations. OpsMan aggregates data from all front end interfaces (native application, mobile-optimized website, and IVR system), which is accessible in real time for enforcement, analytics, and management. Included in OpsMan is Passport's Rate Builder 2.1, which is able to handle the most complex rates imaginable. Rate Builder 2.1 powers **over 600 combined rates** in Chicago, Toronto, and with Vancouver's EasyPark mobile payment systems and recently was upgraded to enable demand-based pricing, directly controlled by the City. All data will be easily accessible, digestible, and manipulable for the City's exact needs.
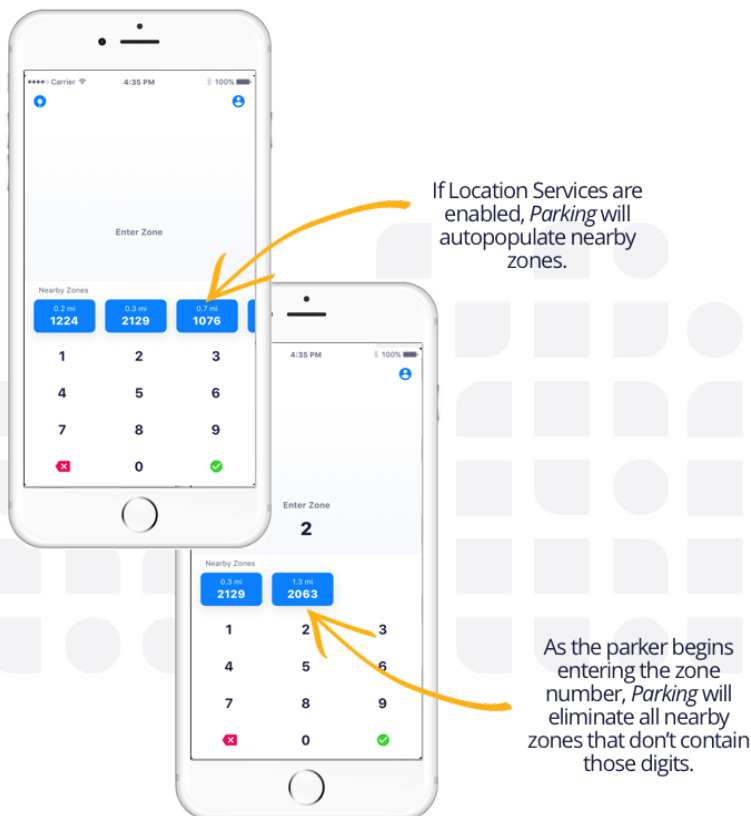
In addition to providing the Passport Parking platform, Passport is also a payments company, allowing it to facilitate all payment processing. As a merchant processor, Passport can handle the electronic payment transactions for the City if the City desires. Passport will obtain sales information from the application, receive authorization and funds from the issuing banks, and send payment to the City. Passport is on the national registries of both Visa and Mastercard as a merchant service provider and undergoes annual PCI-DSS compliance audits.

As a merchant processor, Passport also offers gateway services, which the CIty is currently utilizing and can continue to provide. . Passport's gateway services tokenize the credit card data and transfer it using secure socket layers, providing additional security. Passport's gateway facilitates three merchant services functions: authorization, settling, and reporting while limiting fraud. The City may opt to use any of the 15+ gateways that Passport is integrated with or continue to utilize its current Gateway with Chase Paymentech/Orbital.

USER EXPERIENCES

Passport Parking

Passport Parking is currently the mobile payment application of record in the City of Gainesville, and has seen high utilization throughout the partnership. As discussed,

If Location Services are enabled, *Parking* will autopopulate nearby zones.

As the parker begins entering the zone number, *Parking* will eliminate all nearby zones that don't contain those digits.

Passport is currently in the middle of a phased roll out of a newly designed application. The new application design is outlined below.

After downloading Passport Parking, the parker will be greeted with an elegant, progressive onboarding experience. The application will walk parkers through key actions so they can readily use the app with minimal issues, as well as expose them to Passport's new branding. Once familiarized with the application, the sign-up flow will assume that the parker is signing in with a mobile phone number. Email and Facebook login are also available as an alternative. The account will be authenticated using a 6-digit SMS verification code to the individual's contact number. Once created, the parker may begin their session.

Once the parker registers for an account, she will be ready to begin her first parking session. Passport revamped its user flow with Passport Parking adding shortcuts at each step, which streamlines the user experience and makes the process much more enjoyable. Depending on whether the City operates as an LPN-based or space-based environment, starting the first Passport Parking session takes only five steps:

Enter Zone: During implementation of the entire proposed system, Passport will reevaluate the current system setup in consultation with the City and focus on achieving particular goals. Each zone can be updated if the City is interested in making a transition to a new numbering system. The zones trigger the correct rates for that area in the system. The zone number will be printed on signs throughout the City as well as on a decal, which will be affixed to each parking meter.

If the parker has location services turned on, Passport Parking will suggest nearby zones for the parker to easily select. The parker may either select the pre-populated zone or enter the full zone if they feel so inclined. Regardless of whether location services are turned on, the Zone Selection tool is dynamic in that it will filter through all possible zone numbers and eliminate zones based on each digit entered by the parker. For instance, if the parker is in zone 2041 and begins to type in "2," the system will remove all zones that don't begin with the number "2." As each subsequent digit is entered, the system will continue eliminating zones until the parker sees their zone in the pre-populated list or enters the full zone number. Having such a dynamic offering diminishes the opportunity for the parker to mistype the zone number, only being able to choose from actual zones within the Passport system.

Enter LPN:
Select Vehicle: Once the zone is selected, the parker will select which vehicle he is parking on that day from the list created at registration or may enter a new vehicle. Similar to entering a vehicle at registration, the parker only needs to enter his LPN and the state that issued the license plate. The parker can store as many vehicles as necessary in Passport Parking, assign each a unique nickname, and can also assign a unique icon color for each vehicle to make selection easier.

Select Time: Passport has revamped its rate engine to accommodate a better time selection experience. From the Select Time screen, the parker can either select from "Quick Times" or a sliding parallax. The Quick Times buttons allow the parker to select the maximum time, minimum time, or 1 hour. If the parker requires a different time period, she can select that by moving the sliding parallax. This slide allows the parker to easily navigate to their time in set increments.[2] If there are

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[2] Increments will be customized and configured to the City during implementation.

increasing parking rates tied to specific times of day or the number of hours parked, these will be clearly defined above the sliding parallax.

Add Payment: The first time the parker uses the app to start a session, she will be required to enter payment information prior to confirming the session. Passport accepts payment in the form of credit and debit cards, PayPal, and a dedicated wallet. To enter a new credit or debit card, the parker can either manually enter the card number, zip code, and expiration date or she can take a picture of the credit card with her smartphone. This will capture the credit card number and expiration date. Then, the parker only needs to enter the zip code for payment. All cards can be given a unique nickname to easily distinguish between multiple cards, such as corporate and personal.

If the parker only has one payment method stored, this will be her default payment method for all future sessions. However, if the parker has multiple payment methods stored, she will have the option to designate one method as the "default." Default payment settings can be changed at any time, including on the confirmation page.

Confirm Session: Once the parker has selected the zone, entered the LPN, duration, and added payment, Passport Parking requires that she confirm the session. The confirmation page clearly shows the location, zone number, selected vehicle, start time, end time, parking fee, convenience fee, total charged, and payment type. If the parker has a validation code, she may enter this now or at any point during the parking session.

Once the parker has started her session, she will be brought to the Active Session page. From this page, the parker will have a map showing where her car is parked and the end time of her parking session. The Active Session screen is the parker's main dashboard once the session has been initiated, allowing the parker to add time, set up receipts, see an estimate of the time it would take to get back to the car from the parker's current location, and have a complete breakdown of all transaction details. Further down on the screen, the parker can also see any parking rules for that zone as well as hourly rates based on the time of day and pictures of the zone, if available.

PARKING FEATURES

Merchant Validation

Passport Parking allows local merchants to subsidize parking session of their customers using discount codes. Passport's merchant validation program puts all of the tools necessary to create, manage, and track validations directly into the hands of the merchant, ridding the City of the burden of such management. Within the merchant portal, each merchant will create an account, add a balance, and then generate and distribute validation codes. The validation codes are entered into an existing parking session within Passport Parking, which will subsidize the cost of that parking session. As Passport does not charge the parker's card until the end of the parking session, redeeming a validation code during the session will only reduce the total amount charged to the parker and does not require voids or refunds. Once redeemed, the subsidized amount will be simultaneously deducted from the merchant's account, making the City whole.

a) **Payment Options**
   i) **Mobile Pay**
      The vendor must provide smart phone applications with the following requirements:

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- ➢ **Mobile applications need to support existing and new Android and iOS operating systems.** Comply. Passport currently supports all operating systems from iOS 9.3 and Android 4.4 to the present system. Passport is a Software-as-a-Service (SaaS) product, which constantly updates.
- ➢ **Applications can be downloaded from the Android Marketplace or Apple Store,or equivalent.** Comply. Passport is a native application available for download in the Apple App and Google Play stores.
- ➢ **Applications can be downloaded or redirected from the vendor's website.** Comply. Parkers may use Passport Parking in three ways: native mobile application, mobile-optimized website, and an interactive voice recognition ("IVR") systems. The native mobile application is available on all Android and Apple operating systems. The mobile-optimized website can be used by any smartphone owner with a similar UI/UX as the native application. Finally, for those without a smartphone or that are disabled, they may call a local toll-free number to go through an automated, secure touch-tone registration and payment flow.
- ➢ **When a user launches the application, it must:**
  - ○ **Prompt for the username and password (for registered users). The application must have the ability to save the username and password to expedite future logins.** Comply. Passport enables the user to save their username and password for future login ease.
  - ○ **Provide an interface to sign up as a new user.** Comply. Passport's [3] front-end application is a native application that is available for free on the Google Play and Apple App stores. Once the user downloads the app and registers for an account, she will be ready to begin her first parking session. Passport revamped its user flow with Passport Parking adding shortcuts at each step, which streamlines the user experience and makes the process much more enjoyable.
- ➢ **Upon logging in, the application must have the following options:**
  - ○ **Begin parking via GPS, QR Code, NFC or manual entry.** Comply. Passport Parking incorporates GPS mapping into its functionality. Users will have the ability to view geo-locations of the City's full meter inventory in map format within the application. Additionally, Passport is working on rolling out predictive availability for all Mobile Payment clients.
  - ○ **Extend parking.** Comply. If a parker initially chooses to park for less than the allotted time, they will be able to extend up to the maximum time offered.
  - ○ **Check account balance.** Comply. Parkers can easily check their account balance from the mobile dashboard.
  - ○ **Recharge account with credit card on file.** Comply. Parkers can store multiple credit cards within Passport to recharge their account. Parkers can only add or delete payment methods and cannot edit the numbers of any stored cards. The parker may leave the payment method as the default name (card issuer + 4-digit tail) or can give each payment method a nickname, making it easier to distinguish between personal and corporate cards or joint and individual accounts.

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[3] In keeping with PCI DSS Level 1 standards, Passport does not store any credit card numbers in its main database. All payment data is tokenized and stored in a separate database, leaving only a 4-digit tail to help identify different payment methods when using the Parking application or OpsMan's Customer Service portal.

➢ **In addition, the application must also have the following functionality:**

    ○ **Manage account: Add, remove, or edit a credit card. Comply.** Passport accepts payment in the form of credit and debit cards, PayPal, and a dedicated wallet to pay for a specific period of parking time with a single action of selecting the payment method. The parker can add, remove, or edit a credit card at any time. The first time the parker uses the app to start a session, she will be required to enter payment information prior to confirming the session. To enter a new credit or debit card, the parker can enter the card number, zip code, and expiration date.All cards can be given a unique nickname to easily distinguish between multiple cards, such as corporate and personal. If the parker only has one payment method stored, this will be her default payment method for all future sessions. However, if the parker has multiple payment methods stored, she will have the option to designate one method as the "default." Default payment settings can be changed at any time, including on the confirmation page.

    ○ **Manage account: Add, remove, or edit a vehicle. Comply.** The parker can store as many vehicles as necessary in Passport Parking, assign each a unique nickname, and can also assign a unique icon color for each vehicle to make selection easier. Parkers can also remove or edit vehicle information at any time.

    ○ **Manage account: Select a primary vehicle. Comply.** Parker's can register multiple vehicles and assign one vehicle as their primary vehicle.

    ○ **Manage account: Add funds to the account from a credit card. Comply.**

    ○ **Transaction history showing all paid parking sessions by: Date and time, Duration, Rate, Total amount, Payment method, License plate number, Meter/block/zone ID. Comply.** The parker can view their parking history using the app or website. Clicking the "Parker History" on the menu provides a real-time view of previous parking transactions, receipts, and any account details including rate, payment method, total amount charged, vehicle and license plate number, zone, date and time, and duration.

➢ **For new or extended parking sessions, the application must remind the customer that the session is about to expire with a push notification on the phone. The user must be able to turn this feature on or off. Comply.** As the session nears its end time, the parker will receive a push notification from Passport Parking. The notification will show up in the parker's notifications page on their smartphone, reminding the parker that the session ends in 15 minutes. Timing of notifications is customizable by the parker and they have the option to turn the feature on or off as desired.

➢ **The application must have industry-level standards to encrypt and secure credit card and other personal data. Comply.** The application utilizes AES-256 encryption for data storage related to personal data. Passwords are stored via a one way hash with a salt to prevent any ability to decrypt. All encrypted data is transferred using Secure Socket Layer ("SSL") protocols, which establish an encrypted link between a server and client. In order to send and receive the data, both servers must have an SSL Certificate, which includes a private and public key. SSL protocols determine variables of the encryption for both the link and the data being transmitted between the two SSL Certificate holders, making it a highly secure method to transfer sensitive information such as credit card numbers and login

credentials. No credit card data is stored in Passport's databases. This information is all stored in an isolated card storage database per best practices.

Credit card numbers are encrypted with AES-256 with a rotating encryption key. All information is stored in an isolated card storage database per best practices. All transactions are tokenized at the point of transaction, meaning that credit card information is encrypted from the time a user inputs data into the system. Passport's server then reads the tokenized information and sends the proper data to the merchant processor. Tokenization reduces the risk of credit card fraud in the event of a breach since there are no actual credit card numbers every stored or transferred in the system.

ii) **Web Pay**
The system must provide a website with the following requirements:
➢ **Vendor must have the option to have a customized website or use the vendor's standard website.** **Comply.** Passport can provide the City with a customized website to drive utilization of the application. Passport pioneered the private label movement in parking and can use this experience to provide the City with a custom website if they are interested in that option. .
➢ **Support desktop and mobile browsers. Comply.** In choosing Passport, the City not only gets a redesigned, modern, user-friendly front-end application, it also gets a mobile optimized website that mimics the application; which works on desktop and mobile browsers. .
➢ **When a user launches the website, it must:**
  ○ **Prompt for the username and password (for registered users). The website must have the ability to save the username and password locally on the device (PC or phone) to expedite future logins. Comply.** Passport enables the user to save their username and password for future login ease.
  ○ **Provide an interface to sign up as a new user. Comply.** Passport's front-end application is a native application that is available for free on the Google Play and Apple App stores. Once the user downloads the app and registers for an account, she will be ready to begin her first parking session. Passport revamped its user flow with Passport Parking adding shortcuts at each step, which streamlines the user experience and makes the process much more enjoyable.
➢ **Upon logging in, the website must have the following options, with identical functionality to that of the mobile application: Comply.** When the parker logs in to the website, they have access to the identical functionality as the mobile app.
  ○ **Begin parking. Comply.**
  ○ **Extend parking.Comply.**
  ○ **Check account balance. Comply.**
  ○ **Recharge account with credit card on file. Comply.**
  ○ **Manage account. Comply.**
  ○ **Transaction history. Comply.**

The website has the same capabilities as the mobile app. All of these functions are available on both platforms.
  ➢ **The application must have industry-level standards to encrypt and secure credit card and other personal data. Comply.** Passport Parking receives payments

from cardholders to pay for parking time. Payment registration occurs through a mobile application and/or through https://ppprk.com. Passport Parking ensures that transmissions are secure by transmitting only AES-256 bit encrypted card information over an SSL connection. After the data processing has been completed the card verification value is purged from memory. The PAN is encrypted by the application and stored in the AWS RDS database using AES 256-bit encryption. At the conclusion of end of day processing the PAN is truncated and only the truncated card number (last 4 digits), cardholder name, and expiry date are stored.

Passport's cryptographic architecture is maintained by Brad Powers (CTO) and Steven Shelby (Senior Software Engineer). All cryptographic keys are stored securely and adequately protected with strong access controls. All cardholder data is encrypted and never stored on Passport's system. Cryptographic keys can only be accessed by Brad Powers and Steven Shelby and are stored within a secure cryptographic device. Cryptographic keys are changed before the defined period of time of the cryptoperiod, as defined by PCI best practices.
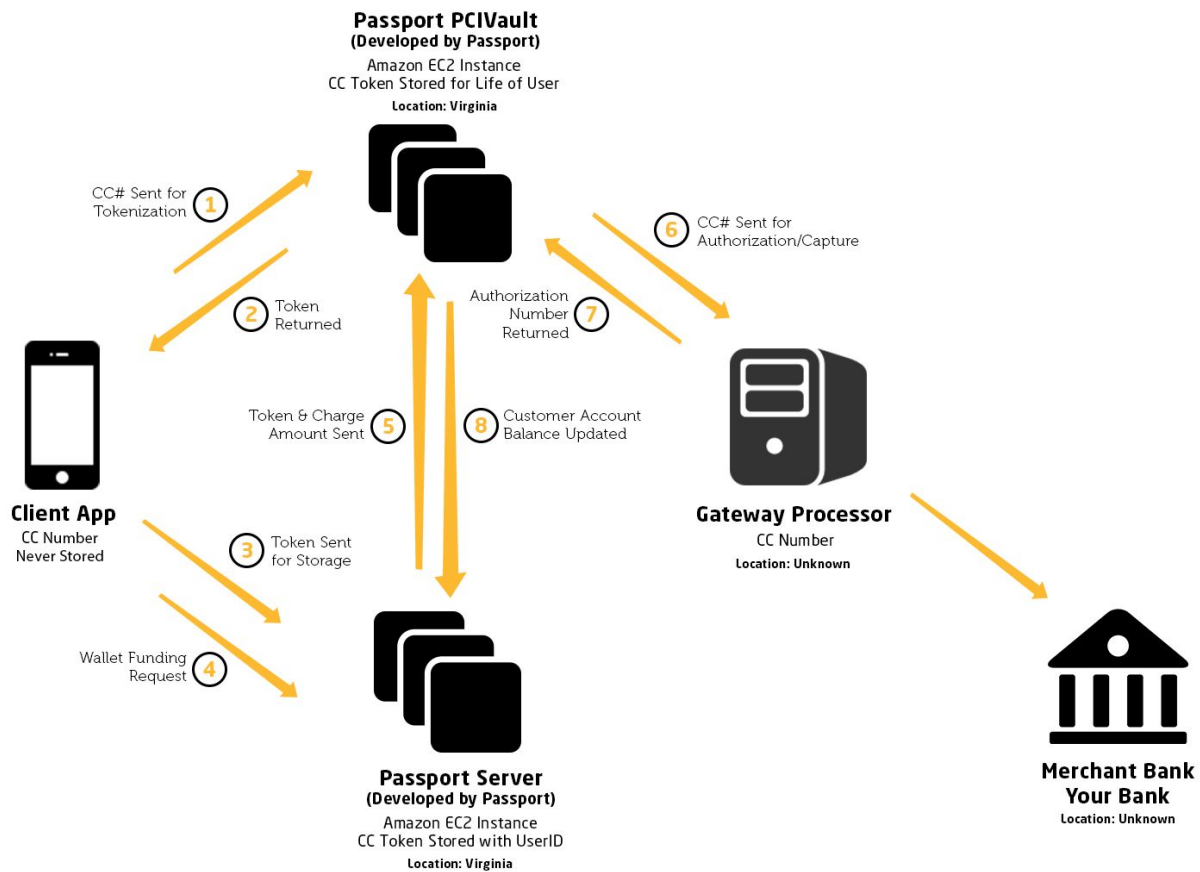
iii)   **Pay by Phone (IVR)**
         In order to extend access of the system and address equity concerns a pay-by-phone / interactive voice response (IVR) option must be provided including the requirements listed below. Alternative options that meet the

intent may also be considered. Comply. Customers will be able to pay for parking using the proposed application, a mobile optimized Parking.io website, and toll free IVR system.

➢ **Users can call a toll free or local number. Comply.** If the parker does not have a smartphone, is impaired, or prefers not to use applications, Passport also offers an IVR system that allows the parker to call a toll-free number and use the number pad to access their account, enter the zone number, space number, duration, and payment information. Similar to the application, at the end of the process the parker will be asked to confirm their purchase and have both the parking and convenience fees clearly communicated to them. After initiating a session, the parker will call back into the IVR system and extend their parking session.

➢ **The system recognizes the user (account) based on the incoming number. Comply.** Registered parkers will be able to manage their entire account from either the mobile application or the Passport website. Passport's database is housed in a cloud, meaning that the parker will have real-time access to their account, regardless of whether they access it from the website or application. When logging into their account with their phone number, email address, or Facebook profile and the 4-digit PIN created at registration, the system recognizes their account. Once they have accessed their account, the parker will be able to see their full parking history, email receipts to themselves or third parties, change their vehicle, update their payment methods, and delete their account.

➢ **One account can be associated with multiple landline or cellular phone numbers.** Users are able to associate just one telephone number with an account.

➢ **The IVR system must recognize user inputs by touch tones and speech. Comply.** Passport offers an interactive voice recognition system that recognizes user input by both touch tone and speech.

➢ **The IVR system must have menu options and dialog, including:**
   ○ **Begin parking - One account can hold multiple vehicles (license plate numbers). The system must allow the user to choose a vehicle if multiple vehicles are on the account. Comply.** The parker can store as many vehicles as necessary in Passport Parking, assign each a unique nickname, and can also assign a unique icon color for each vehicle to make selection easier. The parker will select which vehicle he is parking on that day from the list created at registration or may enter a new vehicle. Similar to entering a vehicle at registration, the parker only needs to enter his LPN (or take a picture of it) and the state or province that issued the license plate.
   ○ **Extend parking - The system must have the ability to restrict extensions that are beyond the maximum length of stay. Comply.** Parkers will be able to extend their parking sessions via their phones up until the maximum time allowed. If they have exceeded their maximum length of stay, they are restricted from extending the session.
   ○ **Sign up as a new user Comply.**

➢ **If a user selects the option to begin parking, the system must:**
   ○ **Prompt for a meter/block/zone ID. Comply.** If the parker has location services turned on, Passport will suggest nearby zones for the parker to easily select. The parker may either select the pre-populated zone or enter the full zone if they feel so inclined. Regardless of whether location services are turned on, the Zone Selection tool is dynamic in that it will filter through

all possible zone numbers and eliminate zones based on each digit entered by the parker. For instance, if the parker is in zone 2041 and begins to type in "2," the system will remove all zones that don't begin with the number "2." As each subsequent digit is entered, the system will continue eliminating zones until the parker sees their zone in the pre-populated list or enters the full zone number.

- ○ **Query the parking system inventory to confirm that parking is permitted at the current time. Comply.** See question below.
- ○ **Prompt for the time to park - The system must have the ability to impose a minimum time purchase. The system must have the ability to restrict purchases to increments of time. The system must reject an entry greater than the length of stay. Comply.** Increments can be customized and configured to the City's preferences during implementation. Passport has revamped its rate engine to accommodate a better time selection experience. From the Select Time screen, the parker can either select from "Quick Times" or a sliding parallax. The Quick Times buttons allow the parker to select the maximum time, minimum time, or 1 hour. If the parker requires a different time period, she can select that by moving the sliding parallax. This slide allows the parker to easily navigate to their time in set increments. If there are increasing parking rates tied to specific times of day or the number of hours parked, these will be clearly defined above the sliding parallax. The system rejects an entry larger than the City-designated length of stay. If a customer has purchased the maximum time allotted for a parking spot, they will not have the option to extend their parking time. However, if they initially choose to park for less than the allotted time, they will be able to extend up to the maximum time offered.
- ○ **Confirm that the purchase is complete. Comply.** Once the parker has selected the zone, space number of vehicle, duration, and added payment, Passport Parking requires that she confirm the session. The confirmation page clearly shows the location, zone number, space number or selected vehicle, start time, end time, parking fee, convenience fee, total charged, and payment type. If the parker has a validation code, she may enter this now or at any point during the parking session.
- ○ **Prompt whether to remind the user that the parking session is set to expire with an automated SMS or email. Comply.** When the session is 15 minutes away from expiring, the parker will be notified automatically via a message on their phone via SMS or email. Notification messages can be customized by the City.
- ○ **Prompt for the number of minutes before the expiration to send the reminder. Comply.** The customer can customize when they receive the notification message (5, 10, 15 minutes before parking expires).
- ➢ **If a user selects the option to extend parking, the system must:**
  - ○ **Verify that there is a currently active parking session. Comply.** After initiating a parking session, the parker is free to go about their day without concern for their parking session. When the session is 15 minutes away from expiring, the parker will be notified by their phone. Upon receiving this notification the parker has three options: (1) return to their car, (2) ignore the notification and risk a ticket, or (3) extend their parking remotely. Using the

same phone number that the parker used to initiate the session (regardless of method), the parker may easily extend their parking session.

- ○ **Prompt for the time to extend. Comply.** The City can control how many times and for how long the parker may extend their time, ensuring that this convenience is not abused. What sets Passport apart is that this extension does not incur an additional convenience fee, nor does the City incur additional merchant processing costs -- the parker will only be charged for the cost of the extra parking time. In addition to notifications reminding parkers that their session is about to expire, the new Passport Parking includes widgets (iOS) and persistent notifications (Android). Widgets and persistent notifications are accessible from the lock screen and will have details about the parker's session readily available. The parker is able to easily interact with the application through these features, without opening the full application. For instance, from the widget, the parker will be able to share their parking location, get directions to their car, extend the session, or view the parking history.
- ○ **Confirm that the extension is complete. Comply.** Once the extension is entered, the parker receives a confirmation of the extension, time, and cost.

iv) **Cash Payment**

To ensure accessibility of the system to all users, an additional payment method is desired that would allow for users to pay by cash at major retailers and obtain a code or similar method to interact with the system. Comply. Passport enables local businesses to participate in the mobile payment program by incorporating them into the downtown parking environment. Passport's solution allows merchants and retailers throughout the City to subsidize and validate the parking costs of its customers on all municipal metered spaces. The advantages of this feature are seen on every level: the City turns community leaders into advocates for the mobile payment platform, the business incentivizes parkers to visit their store fronts, and the parker has money put back in their wallet.

Research has shown that by offering merchant validation, a customer's duration in a store increases by 13%, parker satisfaction with the application increases, and more parkers adopt the mobile application as their primary means of purchasing parking.

To ease the burden on the City, Passport operates this program completely independently of the City's portal. When a business signs up for the discount program, the system will generate unique coupon codes, which the City can distribute to participating businesses. The merchant may choose to distribute the codes via email, text, or printed handouts in store. The codes can be used prior to payment or retroactively, acting as a credit against the next parking session. Every code is unique and may only be used one time to prevent fraud and abuse.

b) **Account Management**

The system must provide multiple ways for a user to manage his or her mobile payment for parking system account. Comply.

- ➢ **All interfaces for account management must have industry-level standards to encrypt and secure credit card and other personal data. Comply**. The application utilizes AES-256 encryption for data storage related to personal data. Passwords are stored via a one way hash with a salt to prevent any ability to decrypt.

All encrypted data is transferred using Secure Socket Layer ("SSL") protocols, which establish an encrypted link between a server and client. In order to send and receive the data, both servers must have an SSL Certificate, which includes a private and public key. SSL protocols determine variables of the encryption for both the link and the data being transmitted between the two SSL Certificate holders, making it a highly secure method to transfer sensitive information such as credit card numbers and login credentials. No credit card data is stored in Passport's databases. This information is all stored in an isolated card storage database per best practices.

➢ **Users must be able to create and manage accounts through a website (desktop and mobile versions), mobile application, IVR system, and through a live customer service representative. Comply.** As detailed in our proposal, parkers can create and manage accounts via the website, mobile app, IVR, and and customer service.

➢ **Users must be able to create new accounts with the following parameters:**
  ○ **Username (email). Comply**
  ○ **Password Comply**
  ○ **Phone number(s) Comply**
  ○ **Licence plate number(s) Comply**
  ○ **Credit card number Comply**
  ○ **Billing name and address Comply**

➢ **Users must be able to access a history of all transactions made on an account and be able to view reports and receipts showing: Comply.** After entering the appropriate registration or parking session information, parkers will be met with a confirmation screen that will clearly show all parking details and fees. Users will also be able to view their history through the application or online that will hold details including a map of the location, the written location, zone, space number or vehicle, start time, end time, block or zone, parking fee, convenience fee, total fees, validation codes, and the payment type/method used for all past parking sessions.
  ○ **Date and time Comply.**
  ○ **Duration Comply.**
  ○ **Rate Comply.**
  ○ **Total amount Comply.**
  ○ **Payment method Comply.**
  ○ **Licence plate number Comply.**
  ○ **Meter/block/zone ID Comply.**

➢ **Users must able to configure reminders for session expirations, including the ability to: Comply.**
  ○ **Enable to disable reminders. Comply.**
  ○ When the parker logs in to their account, they can select 'Options' checkboxes to enable/disable the reminders.
  ○ **Configure the type of reminder (SMS or email) Comply.**

➢ **When funding an account, the system must have the ability to impose a minimum charge/recharge amount. Comply.**

➢ **The system must have the ability to automatically notify a user and/or recharge the account if the account balance falls below a certain amount.**

➢ **The system must be able to support both pay per transaction and payout of a "mobile wallet" models. Comply.** Passport supports both pay per transaction and pay out of a mobile wallet. Passport developed the industry's only closed-loop wallet as an option for municipalities that want to either lower their merchant processing costs or want to offer an alternative payment option to parkers. A closed loop wallet is dually advantageous to the City and the parker. It allows the City to save on

merchant processing costs as the City will only be responsible for costs associated with the initial load, as opposed to paying interchange and percentage fees on each small transaction.

c) Administrator Requirements
The system must provide a website/administrator portal accessible only to designed system administrators.

➢ **Customer service representatives must be able to create and manage user accounts.** **Comply.** Customer Support Representative can look up the parker by their phone number, customer ID, name, or email address. Once the parker's profile is selected, the Customer Support Representative will be able to see the full transaction history for that parker, edit the parker's profile, send a text message, send a voice log, deactivate the account, or suspend the account.

➢ **Customer service representatives must be able to activate or deactivate mobile payment system user accounts.** **Comply.** To deactivate the account, the Customer Support Representative will click "Deactivate" and then provide a reason for the deactivation. Deactivating the account permanently deletes the account and the parker will have to go through full registration should they decide to download the application again.

➢ **Administrators must be able to run reports on transactions and accounts.** **Comply.** OpsMan comes preloaded with financial, ticketing, and administrative reports.

➢ **Administrators must have an interface to query transactions for ticket adjudication purposes.** **Comply.** The Ticket Density Report report returns a heat map of citations issued. Each report can be filtered by the zone and dates as well as specific times, officers, citation types, and status of the citation (paid, unpaid, partially paid, voided, or accepted appeal).

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e) **Data Export and Integration**
  ➢ **The system must allow data in item 1d) to be exported in a standard computer readable format such as csv, text,Excel and pdf.** **Comply.**The Reports tab allows the administrator to run predefined, ad hoc, and custom reports on the data collected within the City's operations. OpsMan allows all reports and raw data to be exported in either CSV, Excel, or LPR format for further analysis.
  ➢ **It would be preferred if the system would also allow data export and integration via direct database connection, web services or APIs.** **Comply.**
1. **Parking System Inventory**
  ➢ **The system must have the option for a web-based tool to manage the inventory of the parking system. The inventory must hold information on each meter/block/zone, including its:** **Comply.** Passport Parking incorporates GPS mapping into its standard functionality. Users will have the ability to view real time geo-locations of the City's full meter inventory in map format within the application.
    ○ **ID** **Comply.**
    ○ **Address** **Comply.**
    ○ **Status (active or inactive)** **Comply.**
    ○ **Rate** **Comply.**
    ○ **Hours of operation** **Comply.**
    ○ **Hours of restrictions** **Comply.**
    ○ **Maximum of length of stay** **Comply.**
  ➢ **Once a change is made to the inventory, the system must be either updated immediately or queued for update at a set time.** **Comply.**
  ➢ **An administrator must be able to use the tool to manually update the attributes of a single meter/block/zone.** **Comply.**
  ➢ **An administrator must be able to import a file to update the entire inventory.** **Comply.**
2. **Parking Enforcement**

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The desired system must be able to provide a parking enforcement solution. The system must have the following requirements:

➢ **Allow a device to query the payment status of a vehicle through its licence plate number using an API provided by the vendor that is compatible with:**
- **Android ✓**
- **iOS X**
- **Windows Mobile X**
- **A platform-agnostic web service. X**

Passports enforcement software has the ability to query the payment status of a vehicle through a licence plate number via an Android handheld device. For more information on Passports enforcement software, please see a complete breakdown on pg. 21.

➢ **Allow a device to query a list of paid vehicles through a meter/block/zoneID. Comply.**

➢ **Allow a license plate recognition system to query the payment status of a vehicle through its license plate number. Comply.** Partnering with Genetec, Passport is able to offer enhanced LPR technology with a direct link to OpsMan Mobile for violation issuance. This feature allows the City to improve the efficiency and speed of a single parking enforcement officer in a car outfitted with Genetec's LPR cameras.

Integrating LPR technology with Passport's suite of products, clients can quickly scan license plates and gather all pertinent information associated with that license plate number. The driver will patrol and be notified when the LPR software determines that a vehicle is in violation. When the LPR system determines that a vehicle is in violation, the driver will verify the plate number scanned to the image of the LPN and if it matches they will click an "Enforce" button on the laptop (after reviewing the pertinent information on the violation). This is where the integration between Genetec and Passport can take place to allow Passport to use the data from the Genetec LPR system and make the parking enforcement officer's job easier and mistake free.

With this integration enabled in OpsMan Mobile, the parking enforcement officers will have a side menu item that will read "Violations from LPR" which will show the officer the number of violations queued up that need to be issued from LPR enforced hits. The officer can click the "Violations from LPR" menu item and view a list of the scanned LPR violations that need to be enforced. They can then select the one they want to issue and it will jump the officer into the ticket issuance with all of the available information prefilled. The officer will then finalize writing like normal and proceed to print the violation.

Specific information that can be pulled from the LPR system to OpsMan Mobile includes:

- License Plate Number
- License Plate State
- LPR Read Date and Time
- GPS Coordinates
- LPR Images
- Chalking Marks

Passport's system assumes that violations from the LPR system that are not issued through OpsMan Mobile within 12 hours will not be able to be enforced. This assumption stems from the fact that the vehicle may not be in the same location after this 12 hour period. As such, the LPR enforced hits sent to Passport will drop off of the Violations from LPR listing after 12 hours if not issued through OpsMan Mobile. Authority administrators will be able to pull reports in OpsMan that display violations from the LPR system that were not actually issued. This allows performance to be measured to see why a particular set of enforced hits were not issued.

The graphic below demonstrates the flow for issuing a citation initially identified using the LPR system.
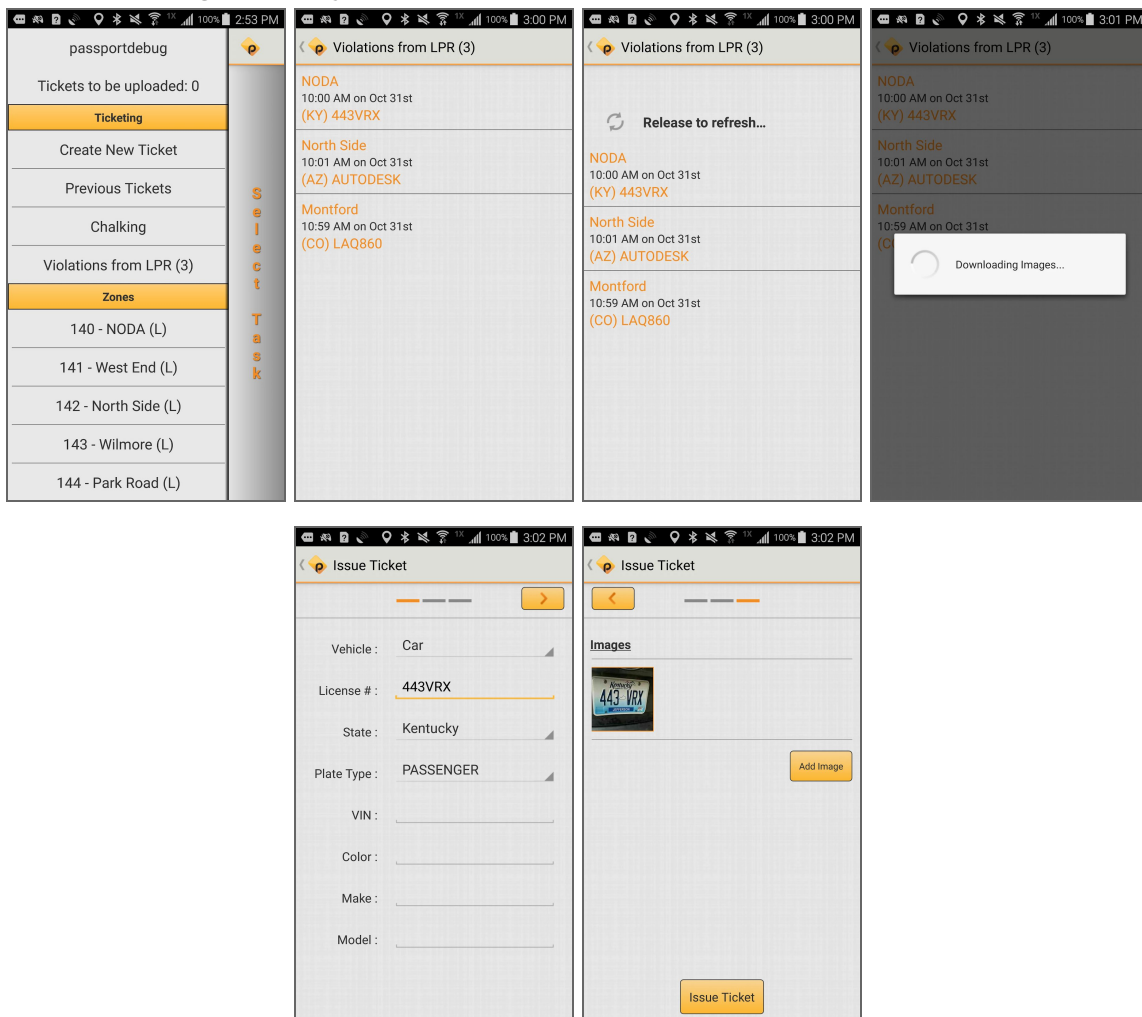
➢ **Pull or receive a list of license plate numbers flagged by law enforcement. Comply.** Passport is integrated with NLETS vast network of law enforcement data. Through this integration, OpsMan Mobile is able to instantly pull data associated with an LPN, including scofflaw and boot and tow information. Access to NLETs by Passport on the City's behalf is contingent on the City providing Passport its ORI number and a written letter indicating Passport has this authority.

OpsMan Mobile will alert the parking enforcement officer if an LPN is associated with a scofflaw. If the LPN does return a positive scofflaw alert, they will be prompted to take appropriate action, such as booting or towing the vehicle. The Town can also grant limited OpsMan access to a designated towing company or the administrators responsible for booting, so they will have access to the data and can take action immediately. With this limited access, the towing or booting administrator will be able to tag a vehicle as "booted" or "towed" in OpsMan, which will also update to OpsMan Mobile in real time.

➢ **The system must be able to send an alert when a matching vehicle makes a parking transaction. Comply.** Clicking "Scofflaw" returns a drop down menu of Boot and Tow and Export Scofflaw. Export Scofflaw allows the City to quickly export a complete list of all Scofflaw offenders in either CSV, Excel, or LPR format. Boot and Tow allows administrators to search Scofflaws by name, LPN, Boot/Tow cross streets, make and model, or Boot/Two number. This will return the Scofflaw's name, LPN, make and model, total outstanding fine, and the total number of citations associated with that violator. By clicking on an individual violator's name, the administrator will see a complete list of all outstanding citations, update the status to Towed, Boot or Tow, Impounded, Disposed, Released, and Outstanding. To assist this program, Passport recommends giving limited administrative access to OpsMan to boot and tow companies, allowing them to see which vehicles need to be booted or towed, where they are, and updating when the vehicle has been released.

➢ **The system must be able to issue citations. Comply.** In addition to Mobile Payments for Parking, Passport has also developed a proprietary Citation Management Platform that streamlines the issuance, processing, and collection of parking citations. Parking Enforcement Officers use a native Android application, OpsMan Mobile, to easily issue citations in less than a third of the amount of time it takes on competitor's systems. OpsMan Mobile uses dynamic LPN lookups, pre-populated fields, streamlined photography functionality, and drop down menus to streamline the issuance process, providing a much more inventive and intuitive experience. All data related to citations is aggregated in the same backend management portal as Parking data, OpsMan. For Citations, OpsMan provides heat-mapping and real-time route tracking of all officers, which allows cities to optimize officer routing based on hard data. Once a citation reaches a point of escalation, OpsMan will also automatically generate and mail out a notice of delinquency to the violator with clear instructions on reconciling their account.

➢ **In addition to issuance, processing, and collections, Passport's Citation Management Platform also allows violators to pay their citations immediately.** Once a citation is issued, it will be available for Payment on a city-branded, Passport-powered payment portal: RMCPay. RMCPay allows violators to look up citations based on LPN or citation number pay all or one of their outstanding citations or appeal a citation. All data collected from RMCPay is immediately available in OpsMan, reconciling accounts, and providing further insight into the system.

➢ **Violators also have the option of paying their parking citations directly within the Parking application. Using the same payment method used to pay for parking (or not as the case may be), the violator will be able to pay for their citation directly within the app. Comply.** In addition to providing a convenient way to pay for parking sessions, Passport also offers a convenient way for parkers to pay

for parking citations: directly in the Parking application. Passport is the only mobile technology solution provider in the parking industry that is able to offer this feature and does so in conjunction with its own Enforcement platform as well as with other industry-leading providers like T2. This feature allows parkers to click on "Pay Citation" directly within the main Passport screen and select which citations they would like to pay. Then, using the same stored payment method in the application, the parker can pay for the citation immediately.

➢ **The vendor must provide examples of their enforcement integration models with other clients.** Passport is currently integrated with all major enforcement companies including the following:

Passport (in house enforcement and LPR system)	gTechna
Conduent	AIMS
Turbodata	Genetec
T2	Duncan
Clancy	Complus

Passport is able to both push and pull information to and from desired enforcement providers.

➢ **System must be compatible with Genetec platform and applications.** **Comply.** Passport's in house LPR system uses Genetec LPR cameras, and has deployed integrations with Genetec in 11 markets, including the New York City Housing Authority; Salt Lake City, UT; and Durham, NC. For more information on Passport LPR system, please see pg 18.

Passport Enforcement Breakdown

Passport Enforcement is a citation management solution that was wholly informed by parking enforcement officers and parking managers. The application streamlines the issuance process, incorporates GPS mapping, leverages other technologies, and improves the overall issuance experience, enabling payment to be made immediately after issuance. Cities will realize increased revenue, increased compliance, and expansive datasets.

Accompanying Enforcement in 2018 will be Passport's reimagined backend system: City Stack. City Stack will become the main analytics dashboard for the City's parking management in addition to being the control panel for parking operations. All data will be easily accessible, digestible, and manipulable for the City's exact needs. City Stack will build upon the extensive reporting capabilities already found in OpsMan and will be available for the City in the next year. Though they go hand in

hand, the Passport Pay-by-Phone system is not dependent on, nor does it work exclusively with Passport Enforcement.

Passport has a strong Florida present, and currently provides an Enforcement Platform in several locations across the state including Delray Beach and Fort Myers, and currently have an integration with the Florida DMV in place. Passport's Citation Management Platform ("Enforcement by Passport") delivers a flexible and dynamic solution to the City's parking system, allowing the City to easily take advantage of cloud-based software technology to streamline services, reduce time and cost, and increase collection rates. Enforcement by Passport is a cloud-based, SaaS solution that is accessible from any internet-connected device. The platform is broken down into several components: Issuance, Processing, Collections, and Reporting. Each component is seamlessly integrated with the others, providing real time data collection and retrieval. Additionally, Passport's suite of products is all built on an open Application Program Interface ("API"), which means that it is capable of integrating with any other software provider within the City's ecosystem.

Enforcement's front-end application ("OpsMan Mobile") is a native Android application that is available for free on the Google Play store, which will be used by enforcement officers to issue citations. In less than 2.5 seconds the enforcement officer will be able to enter a license plate number ("LPN"), check whether the vehicle is illegally parked, and begin a new citation. Passport is able to streamline this process so much by using dynamic lookups of each LPN, checking each character against a continually updated database. Prior to issuing the citation, OpsMan Mobile will double check the LPN against the most recent database to confirm that a parking session has not been initiated during the issuance process. Once issued, all citation data will be pushed to the cloud-hosted database and be made available to both the violator for payment and the City for tracking in real time.

OpsMan

Management
Lookups
Appeals
User Management
Reporting
Collections
Boot/Tow
Fleet Management

Citation Data · Violator Data · Payments Data · Customer Data

Citation Issuance
Printer
Streamlined
Fast & Easy
Cover 50% more ground

Customer Site
Convenient
Increase compliance
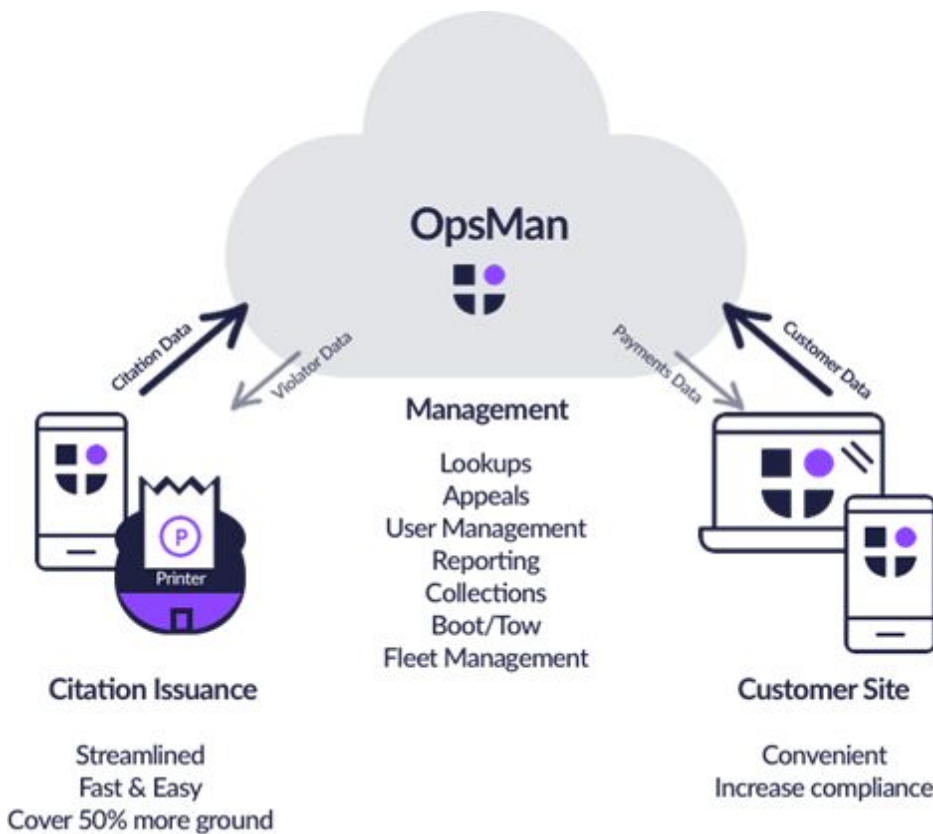
Using Passport's proprietary payment portal, Resolve My Citation ("RMCPay"), the violator will have immediate access to pay for their citation -- even receiving an email update upon issuance, if this feature is activated. RMCPay is PCI-DSS (v. 3.2) Level 1 certified and keeps all personally identifiable and confidential information secure, tokenizing and storing credit card data in a separate, isolated database. If the violator doesn't have access to the internet either through their phone or a computer, is impaired, or prefers not to use RMCPay, Passport also offers an interactive voice recognition service ("IVR") for payment. The IVR system allows the violator to call a toll-free number and use the number pad

to access and pay their citation. Similar to RMCPay, at the end of the process the violator will be asked to confirm their purchase and have both the citation and convenience fees clearly communicated to them.

Accompanying *Enforcement* is Passport's backend system: Operator Management ("OpsMan"). OpsMan will become the main analytics dashboard for the City's parking management in addition to being the control board for parking operations. OpsMan aggregates data from all front end interfaces (OpsMan Mobile, RMCPay, and IVR system), which is accessible in real time for enforcement, analytics, and management. Included in OpsMan are Passport's exclusive reports: Officer Routing and Citation Heat Mapping. These two reports allow the City to track where each of their enforcement officers are currently, the routes they have walked, and which areas of the City incur the highest percentage of citations. The reports are updated in real-time and can be used to look back at past days to analyze trends and predict future progress.

User Experience

OpsMan Mobile

Once the system has been built by Passport's Service Delivery team, the City's parking enforcement officers will be provided with a unique username and password to access OpsMan Mobile. Once logged in for the first time, the enforcement officers will then update their passwords, which can be reset at any time by the City's main administrator or by Passport. Each time the enforcement officer is on duty, they will sign into OpsMan Mobile with these unique credentials. Once logged in, every citation issued by that enforcement officer will have the officer's name, badge number, and signature auto-populated on each citation, reducing the number of steps required to issue a citation.

From the main screen, the enforcement officer will walk their regular beat, entering in the LPN of each vehicle in the zone. Each LPN is checked against the master database of all valid parking sessions, which Passport pulls from meter, pay station, and mobile payment providers in real-time.[4] Passport utilizes dynamic lookups within its system, which check each character against the database, eliminating all valid sessions that don't contain the same array. To account for human error, Passport also uses Fuzzy Matching when an officer enters the LPN. Fuzzy Matching uses character replacement to show exact LPN matches and also matches where the character has been replaced. For instance, if the LPN is "0AZ L5Z" and the enforcement officer mistakenly types an "O" instead of "0," Passport's Fuzzy Matching system will account for this common mistake and return all LPNs with an active session that begin either "OAZ" or "0AZ." The Fuzzy Matching system accounts for common mistakes when using O and 0; I and 1; S and 5; and Z and 2.

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[4] Where possible given the provider's ability to send such data.

As the Enforcement Officer enters the LPN, OpsMan Mobile will dynamically search the database for matches with valid parking sessions.

In addition to searching for exact matches, OpsMan Mobile will also return similar matches, based on pre-programmed Fuzzy Logic.

O ⟷ 0
I ⟷ 1
S ⟷ 5
Z ⟷ 2
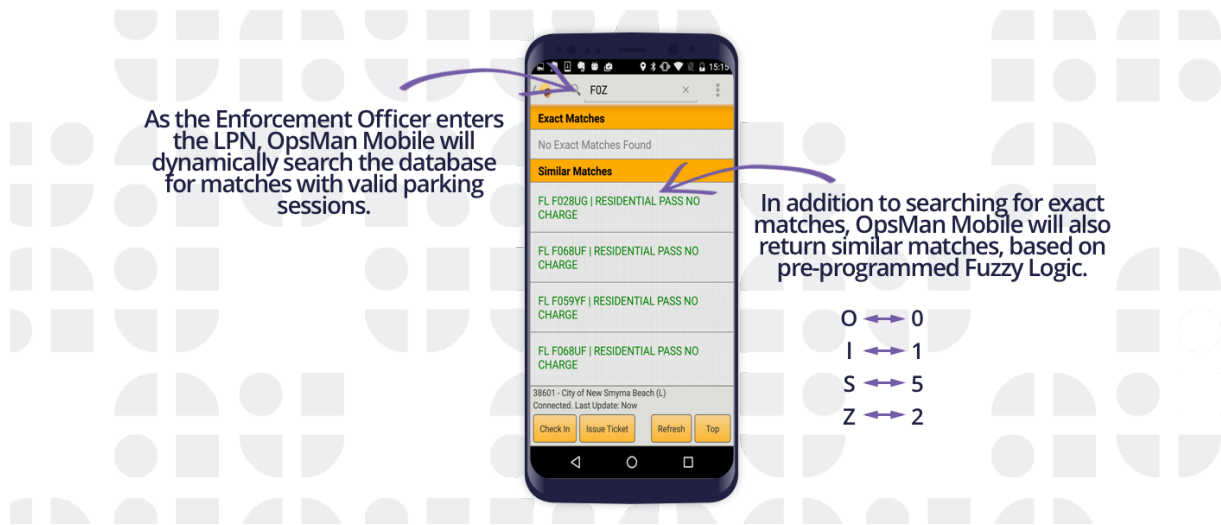
If the LPN does not match any valid sessions within Passport's database, the enforcement officer will be prompted to issue a citation. When the officer is on the correct page, Passport will again check the database to see if the LPN is associated with a known scofflaw. At the bottom of the first screen, OpsMan Mobile will display the number of unpaid citations associated with the LPN, which may impact the fine amount or the type of citation issued, depending on City rules and regulations.

When issuing a citation, the LPN will be populated based on the officer's previous search. The state of registration will be automatically populated as the state of issuance, but can easily be changed using a drop down menu. The officer will then enter the other required fields, which will be configured to the City during implementation. Passport maintains options for almost all possible data points, but has also allowed for the City to add custom fields, if needed. Once all fields have been filled out, Passport will automatically double check the LPN against the database of valid sessions to ensure there was no payment, then enforcement officer will be required to confirm the citation and either select "Print," "Update," "Reissue," or "Void," as appropriate.

In zones that allow free parking for a set period of time, enforcement officers can use OpsMan Mobile to electronically chalk each vehicle and receive updates about timing. To electronically chalk a vehicle, the enforcement officer will select "Chalking," then enter the LPN, the cross streets[5], and a time limit for the vehicle. This data will be stored in the cloud and accessible by any officer, so if another enforcement officer comes across the same vehicle and enters the LPN, they will see that it was chalked 35 minutes ago, for example, in a 30 minute free zone. That second officer will be prompted to issue a ticket for that vehicle. If a citation is required, the chalking information will also be printed on the issued citation, strengthening the City's argument on appeal.

If the enforcement officer does not have access to the internet while walking their route, they will still be able to issue and print citations. Once the officer regains a connection to the internet, all issued citations will be batch uploaded to the cloud and be accessible on OpsMan. Even if the citations were not uploaded when the violator received the citation and would like to pay immediately, they will be able to do so using Skeleton Citations (see *supra*).

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[5] Chalking can be based on either cross streets, a specific address, or the entire zone.

Reports

The Reports tab allows the administrator to run predefined, ad hoc, and custom reports on the data collected by Passport Enforcement. Passport Enforcement aggregates all data related to the issuance, processing, adjudication, and collection of citations and available integrations within the City's parking operations. OpsMan comes preloaded with financial, ticketing, and administrative reports, though all reports and raw data may be exported to Excel for further analysis.

Using the Reports tab, the administrator will be able to select a predefined report, such as Daily Citation Payments. Using filters, the administrator will select the zone or zones as well as the relevant dates. After clicking "Submit" OpsMan will return a report with a line-item summary at the top and a bar graph below. The summary will tally up the total Number of Citation Payments, Citation Payment Revenue, and Average Payment Amount for the time period selected. The bar graph will show the daily revenue collected. By hovering over a particular bar within the graph, a popup box will show the total revenue and number of transactions for that day. When downloaded to Excel, this report breaks down the data in the initial summary by day for further analysis.

Passport's most popular report for Passport Enforcement is its Ticket Density report. This report returns a heat map of citations issued. Each report can be filtered by the zone and dates as well as specific times, officers, citation types, and status of the citation (paid, unpaid, partially paid, voided, or accepted appeal). On the returned report, the color spectrum goes from a light green to a deep red, depicting least dense to most dense. Combining this report with the officer routing report can be used to adjust each officer's route to either increase compliance with parking regulations or increase revenue, depending on the City's goals.

Heat map of citation density in area

Filter By:

Zone

Date

Time

Officer

Citation Type

Status of Citation: Paid / Unpaid

Passport is constantly iterating and updating its products, including the reporting functions in OpsMan. If the City requires a report that is not already created, Passport will work with the City to develop that report and, if it provides utility to other clients, will make the report available to other clients. Similarly, if other clients request a report with high utility, it will be made available to the City through regular updates.

Ticketing

From the "Ticketing" tab, the administrator will be able to manage the entire citation management program. By clicking on "Ticketing" there will be a drop down menu with options including "Write a Citation," "Manage Citation," "Void Queue," "Violation Types," "Settings," and "Appeals." Write a Citation allows an administrator to write a citation without downloading OpsMan Mobile. This is most often used by police officers who don't usually enforce parking regulations, but needs to write a citation and print it from their in-car printer.

"Manage Citation" allows the City to lookup specific citations or a group of citations issued by a specific officer and see a complete file on each citation. By clicking on a specific citation, the administrator will see the general information about the citation (where it was issued, by whom, total fine amount, total paid, LPN, vehicle make and type) as well as all associated pictures. This detailed view will also return information about the offender, including last known address, the exact location where the citation was issued, any appeals, whether the LPN is eligible to be classified as a scofflaw, and a full audit train related to that citation.

Pay, Void, Freeze, Adjust, Edit, or Manage Appeals directly from OpsMan

Track escalation schedules, including automatic fine increases
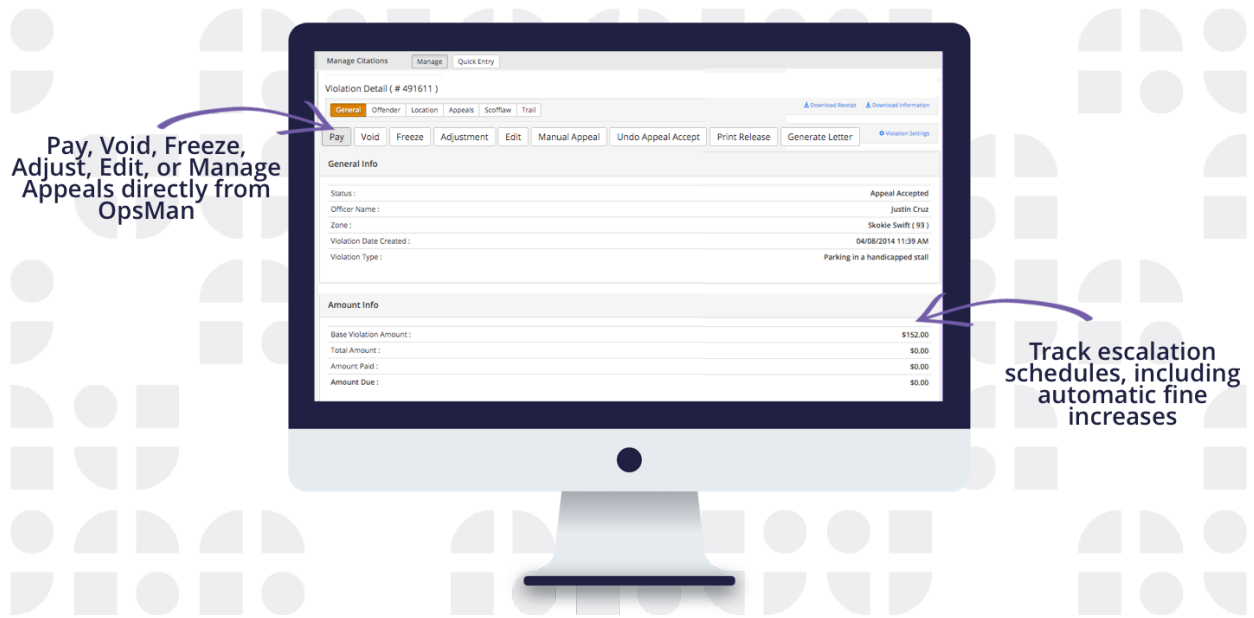
The "Void Queue" will return a full list of all citations that were voided after issuance. "Violation Type" allows the administrator to add, edit, or delete types of citations and their associated fines. From the "Settings" drop down menu, the City will be able to make adjustments to the overall system, including to Citations, Chalking, Street Names, Common Notes, Void Types, Common Appeal Responses, and Custom Fields.

The "Appeals" drop down menu will give the City increased control over the adjudication of parking citations. Process Appeals returns a list of all citations that have been appealed through RMCPay, the appeal reason, the appeal date, and a description of the action. By clicking on an individual appeal, the administrator will be able to view the full citation detail and respond to the appeal. The administrator can accept or decline the appeal or adjust the fine amount. To streamline this process, OpsMan has a drop down list of Common Appeal Responses. Once the response is selected or

written the administrator may attach any supporting attachments and change the status of the appeal. Each action will be stored with the citation for future use and reporting by the City.

The Appeal Follow Up selection, allows administrators to respond to appeals that were received through other channels, including emails. Processed Appeals returns a complete list of all of the appealed citations that have already been processed. Process Hearing Requests allows the City adjudicator to see which appeals have requested hearings for tracking and scheduling.

Users

Clicking on "Users" will return a drop down menu with "Roles" and "Users." "Users" is only accessible to a Main Administrator and will be used to create a user, edit access to OpsMan, reset a password, or delete an account. The Main Administrator can filter based on the Role or search for an individual administrator.

The "Roles" page allows the Main Administrator to change OpsMan access for an entire role. During implementation and thereafter in account creation, the Main Administrator will assign a role to each user. Based on those roles, the Main Administrators can set access controls. Commonly defined roles include "Accounting" and "Customer Support."

Scofflaw

Clicking "Scofflaw" returns a drop down menu of Boot and Tow and Export Scofflaw. Export Scofflaw allows the City to quickly export a complete list of all Scofflaw offenders in either CSV, Excel, or LPR format. Boot and Tow allows administrators to search Scofflaws by name, LPN, Boot/Tow cross streets, make and model, or Boot/Two number. This will return the Scofflaw's name, LPN, make and model, total outstanding fine, and the total number of citations associated with that violator. By clicking on an individual violator's name, the administrator will see a complete list of all outstanding citations, update the status to Towed, Boot or Tow, Impounded, Disposed, Released, and Outstanding. To assist this program, Passport recommends giving limited administrative access to OpsMan to boot and tow companies, allowing them to see which vehicles need to be booted or towed, where they are, and updating when the vehicle has been released.

Behind the Scenes

While the City is managing its parking operations from OpsMan, the system will be diligently working behind the scenes. OpsMan will automatically escalate fines according to the City's escalation schedules and mail out delinquency notifications on the appropriate dates. As citations approach an escalation milestone day, OpsMan will generate a delinquency notification from a preset template and mail the letter to the violator to arrive on the date of escalation. The City can customize as many letter templates as necessary to meet the escalation schedule. Each letter is triggered by different dates and will automatically adjust each fine. Passport maintains an integration with every state DMV through NLETS, which allows it to find the address on file for each registered vehicle owner, regardless of the state. OpsMan will continue to mail notifications until payment is made or state rules dictate that additional intervention is required.

RMCPay

Passport's solution not only offers the City a best-in-class citation issuance platform, it also provides an extremely convenient end user experience. After a parker is issued a citation, they become a violator, at which point they have two options: appeal the citation or pay the citation. Passport's

Resolve my Citation ("RMCPay") feature allows the violator a single platform to accomplish both of those tasks.

When a violator receives a citation, they will go to the City-branded RMCPay website to pay or appeal the citation. The violator will lookup their citation based on either the citation number or their LPN and state of registration. Passport uses a relational database, so every citation associated with the LPN will be returned, regardless of the method used to look up a single citation. Once a full list of all outstanding citations is returned, the violator will select which citation(s) they want to either pay or appeal.

Branded specifically for each client

Mobile optimized for use on any smart phone
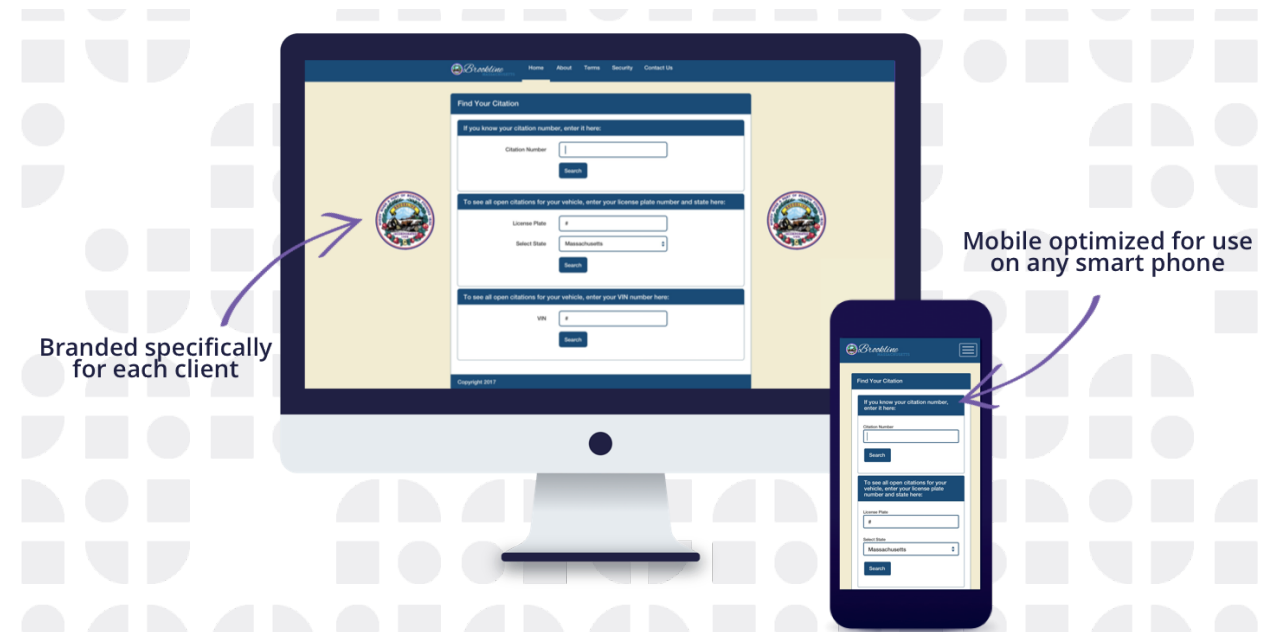
To pay a citation, the violator will click "Pay Citation," which will return a payment form. To ease the payment process, Passport autofills certain data fields, such as state, based on the state of issuance. The violator is able to pay their citation using a credit or debit card. When paying for their citation, the violator can also opt into receiving email alerts if and when they receive another citation. To appeal a citation, the violator will click "Appeal" instead of "Pay Citation." On the Appeal page, the violator will be asked to enter a reason for the appeal, provide an argument, and upload supporting documentation. Once a violator submits their appeal, it will be available for processing in real time. The violator will be able to check the status of their appeal at any time by visiting RMCPay.

Passport Enforcement Features

Harvester

During the transition to *Passport Enforcement*, there will be a number of outstanding citations that will need to remain in the collection process. To facilitate this process, Passport uses its proprietary collection software: Harvester Citation Collection ("Harvester"). Harvester aggregates legacy citations and pulls the registered owner's address from the DMV and other vehicle registration data sources. These sources will skip trace the current address of a vehicle owner that received a citation in a different state with a different home address at a different point in time. Once the address is obtained, the system will automatically mail out a delinquency notice to the owner. If the citation is still unpaid, Harvester will continue sending notifications, in accordance with local ordinances, until

the citation is paid, the delinquency requires state intervention, or Harvester determined the vehicle owner to be unreachable. This innovation allows the City to recover unpaid citations, prevent collection letters from being sent to the wrong person, and only share revenue for citations that are successfully collected. Using Harvester, cities have seen an 20%+ increase in collection of delinquent citations, which have otherwise been abandoned.

3. **Other Technical Requirements**
   a. **Data Security**
   The system must exercise industry standard protocols to ensure the protection of any data stored and transmitted in the system, including:
   - ➢ **Securing physical servers, storage, etc.** **Comply.** The platform utilizes Amazon's RDS Multi-Availability Zone deployment, which includes automated backups. Automated backups are set to enable point-in-time recovery of database instance. RDS performs a full daily backup of data between 3:00AM and 3:30AM, and captures transaction logs for point-in-time recovery. Each backup is saved for 7 days, with a weekly backup pushed off-site for indefinite storage.

     Passport's database is also replicated across multiple regions. In the event of a failure, the standby replica is converted into the master and a new standby replica is generated.

     All sensitive data is stored utilizing RDS (Amazon's database, mySQL platform). Parker information and payment information is transmitted over SSL to Passports private servers.

     Passport's service is designed to maintain continuous utility in the event of a data center failure. Should the primary data center fail, the system will continue to operate. Every effort is made in the Passport system to ensure the parker experience is unharmed by potential downtime.

     To accommodate a large volume of data and take a proactive approach to potential malfunctions, Passport utilizes multiple, identical replicated production servers. Snapshots are taken of each current application server and stored across multiple facilities and on multiple devices within each facility. Passport's solution is designed to move each client's higher volume activity to a redundant server with excess capacity. When the demand reaches a lower or more normal level, the backup server will then replicate the data and push it back to the original hosting server.
   - ➢ **Firewalls to protect against unauthorized access**. **Comply.** Passport stores all data on Amazon Web Services. These servers are hosted in multiple sites across the United States. Only Passport has access to this data, which is encrypted and protected by firewalls. Passport utilizes Secure Socket Layer (SSL) to securely transfer sensitive data between the application and servers. SSL is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain privileged and confidential.

➢ **Data encryption at transport using TLS 1.2 or TLS1.3 for the website. Comply.** Passport has implemented additional security features such as TLS 1.2 to protect insecure services.

➢ **PCI PA-DDS level 1 compliant on all applicable data. Comply.** Any merchant that stores, processes, or transmits cardholder data is required to maintain payment security of that information. PCI security standards lay out the technical and operational requirements for software developers and manufacturers of applications and devices used in payment transactions. PCI Data Security Standards (PCI-DSS) provide actionable framework for developing a robust payment card data security process -- including prevention, detection, and appropriate reaction to security incidents.

➢ **Passport maintains PCI-DSS Level 1 (V. 3.2) compliance. Comply.** Passport maintains PCI-DSS Level 1 (V. 3.2) compliance. No sensitive information is stored or transferred on the Passport database. The only information that is stored in the database are names, phone numbers, and email addresses. All credit card information is stored in an isolated card storage database. That data is encrypted and tokenized to reduce the risk of credit card fraud in the event of a breach.

➢ **SAS 70 Type II certified before the Notice of Award. Comply.**

➢ **The vendor must minimize the City's exposure to sensitive data, such as:**

    ○ **Credit card numbers. Comply.** Passport only stores the name and email address of the parker, violator, permit holder, or rider on the application while all other sensitive data is stored on a secured, firewall protected server.

    ○ **Personal Information of users. Comply.** No sensitive information is stored or transferred on the Passport database. The only information that is stored in the database are names, phone numbers, and email addresses. All credit card information is stored in an isolated card storage database. That data is encrypted and tokenized to reduce the risk of credit card fraud in the event of a breach. All data sent across the web via Passport's APIs uses https to communicate, keeping all personally identifiable information ("PII") encrypted between servers. Access to this informatIon in Passport's database is restricted by password and IP address, and only specific employees have access to the database, which is monitored by TLO, a branch of Experian.

    ○ **The vendor must describe its data security plan and disclose any breaches of security. Comply.** The solution complies with PCI Data Security Standards. Passport maintains PCI-DSS Level 1 (V. 3.2) compliance. No sensitive information is stored or transferred on the Passport database. The only information that is stored in the database are names, phone numbers, and email addresses. All credit card information is stored in an isolated card storage database. That data is encrypted and tokenized to reduce the risk of credit card fraud in the event of a breach. Please see pg. 78 for Passport's PCI certificate.Passport has never lost customer data or had a security breach.

  b. **System Availability**

The system must provide redundant/failsafe servers which ensure at least 99.9% uptime of all components of the system, including: Comply. Passport's guaranteed uptime of 99.999% meets the City's uptime requirements. Passport is able to guarantee this uptime by utilizing Amazon Web Services (AWS) which hosts servers on multiple sites across the United States. The system is designed to maintain continuous utility in the event of a primary data center failure. Should the primary center fail, the system will continue to operate. Every effort is made in the Passport system to ensure the consumer experience is unharmed by potential downtime.

➢ **IVR, including the availability of live customer service representatives. Comply**

➢ **Mobile applications. Comply**

➢ **User and administrator websites.Comply**

➢ **Integration with existing multispace meters (only for the integration part for which the vendor is responsible). Comply**

➢ **Integration with existing enforcement systems (only for the integration part for which the vendor is responsible). Comply**

➢ **The Proposed system must be able to handle up to 50 million mobile payment transactions per year, including up to 12,000 transactions per hour. Comply.** Passport processes over 2.2 billion transactions annually between parking sessions and citation payments.

➢ . **The system must provide system uptime reports from the past 4 years and also provide a plan to scale the system to support additional users and transactions.Comply.** Technology changes so rapidly that it is imperative to choose a partner committed to the long-term success of the program. In order to deliver long-term success, the technology partner chosen by the City must scale with the City in terms of geographic, technological, and population growth. Passport's suite of products manages more than 25 million transactions annually and is built to successfully manage more than 2 billion transactions per year.

Passport is able to accommodate such a large volume of transactions due to the help of Amazon Web Services ("AWS"), which houses Passport's database. AWS allows Passport to add new clients to its system every day, with the same level of security. This means that the City can add more geographic regions to the system or double the population size without worrying about the functionality of the citation management system.

Additionally, Passport's product development roadmap is largely influenced by the requests and feedback of its clients. All Passport products are developed according to this roadmap by 25+ in-house software engineers. While Passport continues to develop features that will disrupt the parking industry as a whole, it understands that the City is best positioned to know where the pain points currently are. Therefore, client feedback and requests play an integral role in the development and time is built into the roadmap to build custom solutions for cities. Partnering with Passport means the City will receive a living, breathing solution that is continuously evolving, while easily growing alongside the success of the City's parking enforcement efforts.

    c. **Integration**

    The system must be able to communicate with the back office system of any existing multi-space meters. The system must have the following requirements:

        ➢ **Send each transaction to the existing back office system or a 3rd party system as it happens in real-time. Comply.**

        ➢ **Accept transactions sent from the back office system or a 3rd party system. Comply.**

        ➢ **The vendor must provide examples of data formats and delivery methods used to communicate transactions to and from external systems. Comply.** Passport provides reporting in Excel and PDF formats.

Passport's Mobile Technology Suite is built on an open API, allowing it to easily integrate with other providers in the City's landscape. Passport maintains active integrations with 40+ software and hardware providers in the parking, enforcement, and transit industries as well as all major multi-space meter providers.

    4. **Marketing**

    The vendor must provide examples of marketing plans used in other cities or markets. In addition:

        ➢ **The vendor must provide an initial marketing plan to promote the use of the system, including details on the message, medium, location, and frequency of marketing. Comply.** Please see details below.

        ➢ **The vendor must provide a comprehensive recurring marketing plan.** Passport's marketing team will work closely with the City throughout the implementation process to develop a streamlined marketing plan that drives an impactful launch and long-term results. During the kickoff call, the marketing team will leverage its deep understanding of the parking industry, consumer preferences, and large-scale marketing plan execution to formulate a launch strategy that incorporates the City's unique needs and characteristics. To ensure that the market is targeted most effectively, Passport will determine the ideal marketing mix from its spectrum of marketing capabilities which include signage, public relations, print & digital marketing, and experiential marketing. To maintain consistent alignment between Passport and the City, Passport's Client Lifecycle Marketing Manager will hold weekly status calls with the City.

        To implement the solution, Passport will work with the City to determine the appropriate number of signs to effectively market the solution. At the very least, Passport will provide 1 sign for every 50 parking spaces. Installing signs, including providing hardware accessories, will be the responsibility of the City, unless the City and Passport negotiate an agreement to the contrary. Signage will be the only physical installation associated with Passport's product and is significantly more cost effective than installing hardware throughout the City.

        Every meter head and pay station will have a decal on it with directions on how to download the app, the zone number, and the space number (where applicable). These are the necessary data that the parker will have to enter in order to initiate a parking session and will be provided to the City for free.

Passport Parking Marketing Packages

	STANDARD	SILVER	GOLD Most Popular	PLATINUM	CUSTOM
Signage					
Signs	✓	✓	✓	✓	
Decals	✓	✓	✓	✓	
Best Practices Guide	✓	✓	✓	✓	
Public Relations					
Press Release (post on website and social media	✓	✓	✓	✓	
Press Kit	✓	✓	✓	✓	Custom Marketing Plan
Press Conference / Demo				✓	****
Print Marketing					Consultation Required for Features and Pricing
How-to Flyer (3"x5")	Design File	Qty: 2,000	Qty: 3,000	Qty: 5,000	
Benefit Poster (8.5"x11")	Design File	Design File	Qty: 500	Qty: 1,000	
Validation Code Cards (3.5"x2")		Qty: 2,000 *$5,000 promo codes*	Qty: 3,000 *$5,000 promo codes*	Qty: 5,000 *$7,000 promo codes*	
Digital Marketing					
Client Website Content & Consultation	✓	✓	✓	✓	
Website & Social Media Banners	✓	✓	✓	✓	
How-to Video (30sec)	Standard	Standard	Personalized	Personalized	
Radio					
Radio (FM) Spots				✓	
Experiential Marketing					
Street team		One Event	Two Events	Three Events	
ONGOING SUPPORT					
Dedicated Client Lifecycle Marketing Manager	✓	✓	✓	✓	

*One round of design revisions are permitted, additional revisions are subject to the hourly rate of $175.

The Standard Marketing Package is complementary for Passport Parking clients. Premium marketing packages can be purchased, or tailored marketing plans can be prepared at your request. The Client Lifecycle Marketing Manager will work closely with the City to determine the appropriate marketing plan based on your needs.

➢ **The vendor must supply all promotional and operational graphics, excluding the street signage used to identify meter/block/zone IDs. Comply.** Passport will work with the City to determine the appropriate number of signs to market the solution effectively. At the very least, Passport will provide 1 sign for every 50 parking off street spaces and 1 sign per block face on street, although more are recommended. Signage will be consistent with industry standards for on-street integrated payments. Passport will not push the production of any designs without the approval of the City, though will require the signage to adhere to Passport's best practices for design, location, and size. Passport's marketing team acts as an extension of the City's marketing efforts and all work is done collaboratively, per Passport's best practices, to ensure the materials are tailored correctly for each client. Additionally, Passport will assist in the installation of the signs, based on the City's needs.

All marketing plans and materials shall be approved by the City prior to implementation. Comply. As described in the Scope of Work section/Marketing, all marketing plans and materials are approved by the City prior to implementing.

5. **Customer Service**
    a. **The vendor must provide the following customer services to end users:**
        ➢ **Live operators available 24/7 to create accounts and resolve issues. Comply.** For customers, Passport will offer live support, via the telephone, for any technical issues that the parker may encounter. However, when the parker has questions or issues with the actual parking structure, they will be directed to contact the City. To manage this influx of calls, Passport created a live chat support function between the parkers' app and OpsMan. City administrators will be able to speak directly to parkers and solve problems, from any location with internet access. This improves the parker's experience using the application and it releases the City from tying customer service to a particular call-center location. In regards to customer problems, support is also offered through the application and website, and end users will have unlimited access to parking history and self help in the form of an FAQ page.

        Passport also provides 24/7 emergency support in the event an incident arises that requires urgent and immediate attention.

        After-Hours Emergency Support

        866.815.3043

        ➢ **Language support for English and Spanish (if available). Comply.** Passport provides language support in English and Spanish. Additionally, the application is currently available in three languages: English, Spanish, and French. However, the application does have extensive language capabilities

and can add additional languages as needed, in consultation with the City. The application will automatically detect the language settings on the parker's phone and automatically select to run the corresponding version of the application. If the phone's language is set to something other than English, French, or Spanish, the application will default to English.

➢ **Customers looking to establish contact with a live operator must be provided the option at the start of a parking action.** Every customer will have the ability to to connect to live support from the application at any time.

➢ **Callers seeking alive operator must not be on hold for longer than 2 minutes.** Passports average hold time is under 20 seconds.

➢ **Music and updated messaging must be provided during calls on hold.** Passport offers both music and messaging while calls are on hold.

➢ **Customers looking to find parking must be provided a web-based or mobile app based map, or other method of locating metered parking.** Passport has roadmapped a Find Parking option that would allow parkers to find available parking within the app by choosing "Find Parking" and viewing all parking lots, garages, and blocks that can be paid for with the application.

The vendor must provide a customer support plan that includes projected call volumes and number of support staff available. For end users, Passport averages around 4,000 cases per month. Around 20 front line and escalation agents working from 8AM - 9PM Eastern Time, seven days a week. 24 hours support is also offered.

b. **The vendor must provide the following services to the City:**
   ➢ **Technical support during normal business hours of 8:00 am to 6:00 pm (EST).** **Comply.** Passport's Product Support Team will be responsible for all of the City's technical support issues related to the entire Passport Platform. Product Support Specialists ("PSS") can be reached via email or phone. The City can expect to receive clear communication from the PSS explaining the problem and what has been done to both fix the issue and prevent it from happening again. The PSS will serve as the intermediary between the City and Passport's Product and Development teams. Passport's Product Support team is available Monday through Friday between the hours of 8am and 7pm EST. Passport also provides 24/7 emergency support in the event an incident arises that requires urgent and immediate attention.

   Product Support Team

   🕐 Monday - Friday 8AM - 7PM EST

   📱 980.939.0990

   📧 Help@passportinc.com

   ➢ **Engineering staff to perform development, testing, and deployment.** **Comply.** The Lead Engineer is responsible for the development and

operation of the Parking Platform. Kevin leads a team of ten+ engineers, whose sole responsibility is to develop and maintain features and functionalities for the Mobile Payment for Parking solution. Kevin will be involved with any custom feature development and implementing custom branding. The Lead Engineer is also responsible for the deployment of a well-tested, bug-free free application. To help achieve these goals, he works closely with both the Product Manager for Enforcement Products, the VP of Engineering, and Chief Technology Officer.

➢ **Response times of less than 30 minutes for urgent issues.** Passport will work to respond to urgent issues within 30 minutes of detection.

➢ **Resolution of urgent issues in less than 2 hours.** Passport will work to resolve urgent issues in less than 2 hours.
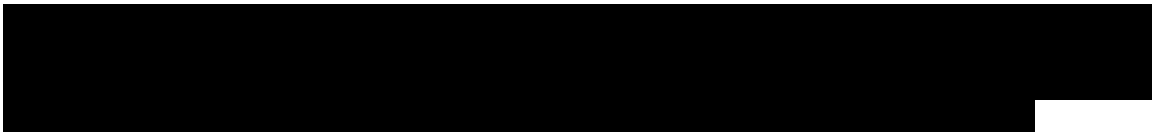
6. **Additional Integrated Services**
   The vendor must incorporate additional integrated services and pricing to their proposal, including but not limited to:
   a. **Digital virtual permit management system for monthly, residential, visitor and other parking related permits: Comply.**

Digital Parking Permits

Customer registration for virtual resident and other non-resident commuter parking permits is a simple process that can be completed in under 1 minute. The permit applicant will go to the City's newly created, fully branded RMCPay website. This website will be in the format of https://<CityName>.RMCPay.com and can also be linked to from the City's official parking website. Once on the City's portal page, the permit applicant will have the option of signing in or registering for an account.

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To register for an account, the applicant will enter either their email address or phone number. Once that is entered, Passport's system will automatically generate a 3-digit verification code. Depending on which method of registration the applicant used, they will receive an email or text message with the code. Once entered, the applicant will be asked to create a 4-digit PIN. The combination of phone number (or email address) and PIN will be the only login credentials needed to create an account.

Once registered, the permit applicant will select which type of permit they would like to purchase. The application process will vary based on the City's individual requirement, but a sample user experience for applying for a residential permit is as follows:

Permit Information

To register for an account, select "Sign Up" and then follow the screen prompts to enter and verify a phone number or email address. Once verified, create a PIN and start an application.

The first box of the application will outline the permit information, specifically the type (residential, guest, employee, etc.), zone, cycle, dates of validity, price, and availability. The zone relates to which

area within the City the permit will be used. For residential permits, the zone will correspond to specific streets using cross streets for easy reference. The cycle details whether the permit is a one-time permit or recurring (monthly or annually) and whether it is prorated based on the date purchased or not. Availability will only appear where there is a cap to the number of permits that can be purchased within that zone. If the limit has been reached, this section will appear as "unavailable" and the applicant will either be placed on a waitlist or simply be denied the permit and have to apply again at a later date.

Vehicle Information

Once the specifics of the permit have been detailed, the permit applicant will input their vehicle information. The permit will be linked to the vehicle's LPN, but to avoid fraudulent activities, such as sharing a license plate, Passport will also ask for the vehicles make, model, and color. Passport's Digital Permitting solution can be configured to allow multiple vehicles to use the same permit. To accurately enforce multiple permits, Passport recommends the use of its Enforcement solution as well, though it is not necessary to activate this feature.

Customer Information

The next section of the application is customer information. As all of Passport's systems are managed by the same back office, if the permit applicant has a valid Passport account with the City (through the *Parking* application) and has filled out their profile, then the permit applicant's name, phone number, and email address will prepopulate in the appropriate fields. This information can be edited or updated at any time using either the parking application or the profile section of the RMCPay website. Additionally, the state will be pre-populated to the state in which the City is located. This leaves only the street address, city, and zip code to be entered.

Proof of Residence

If verification of status (residential, employee, etc.) is required to purchase a permit, the system can be configured to require documentation. The permit applicant will drag and drop the appropriate files to be uploaded to their application. The application will be sent to the approval queue, where a City administrator will be required to view, verify, and confirm the documentation. Once approved, the permit applicant will receive an email informing them of the approval and directing them to complete their purchase.

Address Validation

Once the application has been completely filled out and the applicant has acknowledged the terms and conditions, the system will validate the address entered with USPS's database of address. This normalizes the address, putting it into a standard format. If the City has configured the system such that a household may only purchase a limited number of permits, this normalization will be integral to the feature's operation.

Order Summary

Following address validation, the permit applicant will be brought to an order summary page. This page will outline all permit details and the fees associated with the permit. Fees will appear as separate line items for the permit itself and credit card processing fees.

If the permit applicant has stored payment methods in their Passport account (via the *Parking* application), these same payment methods will be available to complete the permit purchase. However, if there are no saved payment methods, the permit applicant will enter all relevant payment credentials in order to complete purchase. The permit applicant can manage their stored payment methods at any time within the Payment tab of RMCPay. For security purposes, only a 4-digit tail will be visible and the parker will not be able to edit the credit card number, but may delete cards and add new ones as necessary.

Subsequent Applications

If the permit applicant already has an existing permit and would like to add a second permit or renew their existing permit, they will visit the same RMCPay website either through the City's parking website or by visiting the site directly. The permit applicant will login using either their email address or phone number and unique PIN. Once logged in, they will have a view of all current permits with the options to renew, manage, change, or add a new permit.

> ➢ **The whole lifecycle of a permit must be automated. Comply.**
> ➢ **Registration, application, (auto renewal) payments, approval (if applicable), and issuance must be performed online. Comply.** Passport's Digital Permitting platform is comprised of an online portal for applicants, RMCPay; a backend management portal to manage the entire permitting platform, reconcile accounts, and automatically mail renewal notices.
> ➢ **Permits can be assigned to the vehicle's license plate number, send to the permit holder's smartphone or other mobile device or printed at home. Comply.** Permits are tied to License Plate Numbers (LPNs) and the permit is available on the permit holder's smartphone or mobile device.
> ➢ **Online personal account for permit holder to update information and manage their account. Comply.** The permit holder can manage their account and update their information once registered and their address is validated.

➢ **Waiting list and mass email functionality. Comply.** Passport's Digital Permitting Solution allows the City to automate its permit waitlist, while still leaving critical functions in the City's control. To set up a waitlist, the City will set a limit to the number of permits that may be purchased. The limit can be based on the permit type or zone. Once the limit is hit, the permit applicant will see that there is "No availability" when applying. The applicant may still fill out the application and upload documentation for verification, but instead of being issued the citation, they will be added to the waitlist. The waitlist can be configured to show the applicant where they are on the waitlist, otherwise it will just inform the applicant that they are on the waitlist generally. Once a permit becomes available, the next available applicant on the list will be sent an email informing them that they have been issued a permit and asking the applicant to logon to their account to complete purchase. The City may control how many days the applicant has to complete purchase before losing the permit. If the applicant fails to complete purchase in that time, they will be bumped to the bottom of the waitlist.

Within the OpsMan Approval Queue for City Administrators, once a permit is approved, they click "Accept." Once clicked, the applicant will receive an email with directions on how to login and complete purchase.

➢ **System must allow for more than one vehicle license plate to be associated with one permit. Comply.** Passport's Digital Permitting solution can be configured to allow multiple vehicles to use the same permit.

b. **Central database repository for aggregated parking data (analysis), central enforcement and integration of several parking methods and technologies, such as but not limited to: Comply.** All data is aggregated in real time in OpsMan, which is accessible at any hour of the day from any internet connected device. The City will always have its finger on the pulse of its parking management, regardless of the time of day. Passport does backup all data between the hours of 3:00-3:30 AM EST, but this will not impact the City's access to data.

Constant access to data (including mobile payments, pay-by-plate, digital permitting, and enforcement, means that the City will always be able to run queries, schedule parking ate changes, and view heat maps of parking enforcement officers when it is most convenient for that administrator. Aggregated data is available through Passport Mobile Payment for both pay-by plate- and pay by space in different zones. The goal of Passport's solution is to put all of the tools necessary to effectively manage the entire parking environment in one, easy-to-use location.

➢ **Mobile payments for parking system. Comply.**
➢ **Pay by plate. Comply.**
➢ **Digital permit system. Comply.**
➢ **Enforcement. Comply.**

c. **System should have the capability to provide future implementation of access for mobile payment users to gated parking facilities via the methods outlined below if the need arises: Comply.** Though not currently on the roadmap, Passport has aimed to have the following available to clients with gated parking facilities in the future:

In gated parking lots and garages, parkers will also be able to use the Passport Mobile Payment for Parking platform. In gated environments, the Passport platform essentially operates as a mobile pay station. The parker will take a ticket and enter the lot as normal. However, instead of taking their ticket with them to either pay on their way out, the parker will take a scan the barcode on the ticket using the camera on their smartphone. Passport's platform will capture all necessary data related to the parking session: time of ingress and hourly rate. The parker will then select their preferred method of payment, which is stored on the application as a 4-digit tail.

When the parker returns to their car, they will insert the ticket into the station at the egress gate. Once the ticket is entered, the gate will open, the selected card will automatically be charged for the appropriate amount, and the parker will receive a receipt on the application, confirming payment.

If a local merchant validates parking for that garage, the parker will be able to take full advantage of that benefit through Passport's platform. The merchants will have individual codes that are tied to that individual merchant. When a parker patrons that merchant, the merchant will provide the parker with their unique code. In the "Payment" section of the app, the parker will also have the option of discounting their parking. The parker will then enter the validation code into the application.

The merchant will preload funds into OpsMan, which are held by the merchant of record. When a parker redeems a validation code, that transaction is logged into OpsMan, tagged to the individual merchant. The funds to cover the parking session are then debited from the merchant's prepaid account and paid to the City.

➢ **QR Code, either via scanning within a mobile app or scanning at the gate. Comply**. See response above.
➢ **Near Field Communication (NFC). Comply.** Based on the needs of the City, Passport could assist with offering the City NFC capability either by integration or future buildout based on need and scope.
➢ **RFID or Proximity Cards. Comply.** Based on the needs of the City, Passport could assist with offering the City RFID capability either by integration or future buildout based on need and scope.
➢ **License Plate Recognition (LPR). Comply.** Passport's Enforcement solution was designed to improve the efficiency of municipal parking operations from issuance to appeals. Each feature of the platform is aimed towards either increasing the speed of the activity or providing more convenient options to accomplish that action. Leveraging License Plate Recognition ("LPR") technology serves both purposes: issuance is streamlined with pre-populated fields and optionality is increased by allowing cities to issue from the vehicle or by deploying targeted routes.
➢ **Event permit system, either via mobile payments for parking system (temporary event rate override of regular parking rates). Comply.** Passport has full control of City parking rates with its Rate Builder tool, which makes creating and changing rates very easy. The City has complete access to all its rates, can override them for events, and can create new rates through their Product Support Specialist. The City can add free times, allow overflow minutes, save rate structures to use as a template, and schedule rates to take effect in the future.
In order to adjust rates, the City will reach out to Passport's Product Support

Specialist to make the adjustments. Typically, rate changes can be made within a few days. However, more complex changes (i.e. a system wide increase) may require additional time. The Product Support Specialist will provide the City with an estimated completion date and updates throughout the process.

d. **Integrations with all major meter equipment, ticket software applications and sensor technology providers. Comply.** Passport maintains active integrations with 30+ software providers in the parking, enforcement, and transit industries as well as 15 major merchant processors.

1. Mobile Ticketing Solution

The City desires to promote the integration of modes by facilitating access to transit for all users. At a minimum the desired system should:

➢ **Provide multiple options to register or login; Comply.** Riders will be able to register or login by entering entering either their *phone number* or *valid email*. This is the only amount of information that rider will have to provide in order to create an account. This collection process adheres to the concept of *progressive profiling*, or only collecting data as it is needed.

➢ **Provide server-based time settings; not locally set according to phone time; Comply.** The time within the application will reflect that of the server for security purposes.

➢ **Operate in both Android and iOS platforms; Comply.** Passport Transit is a native application available for download in the Apple App and Google Play stores. Passport currently supports all operating systems from iOS 9.3 and Android 4.4 to the present system.

➢ **Auto-recognize language of phone and default to that language; Comply.** Passport's entire suite of products is designed to recognize the native language setting on a smartphone and adjust accordingly. Passport currently offers its mobile ticketing product in both English and Spanish. If the language setting is neither one of these languages, the system will default to English.

➢ **Be able to handle international users; Comply.** For example, should a user have their phone set to Spanish, the application will auto detect and adjust to match the language on the users phone.

➢ **Be ADA compliant; Comply.**

➢ **Provide a minimum of two (2) dynamic elements such as QR codes, countdown timers, timestamps, etc; Comply.** Each active ticket has four animated security features and one static security features for visual validation. Each mobile ticket is composed of two pages, which the rider will flip through for visual validation. Both pages contain the *time since activation* and the *current date and time*, as pulled from Passport's servers, which remains in the same location to ease the inspector's experience. On the first page there is a graphic demarcation of the fare type, a written description of the *fare type*, the *fare cost*, the *expiration time*, and a *live button* for "Ticket Details." During implementation, the Agency will select a unique color and single letter abbreviation to accompany each fare type. The name of the fare type will also appear below the color block as well as the cost of the fare. The second page contains a *dynamic QR code*. These features are shown in the image on the following page.

➢ **Provide for electronic validations:** Based on the addenda released along with this RFP, Passport understands that Gainesville is not currently interested in purchasing pricing at this time. As such, Passport has *not* provided pricing for the validators described. If the Agency is interested in learning additional information regarding validation pricing, please reach out to

Passport's Transit Sales Lead, Tom Wiese, by phone at (704) 837-8066 or by email at tom.wiese@passportinc.com. For additional information on Passport's electronic validation options, please refer to Appendix B on pg 112.

- ○ **Validators must be able to read and authenticate tickets via NFC and QR codes;** **Comply.** Passport offers several types of electronic validation are separated into two categories: mounted validators and handheld validators. All validator options have the ability to read and authenticate tickets via NFC and QR codes.
- ○ **System must be able to extract live data from the validators and create reports in the back-end system; Comply.** All information collected from the validators will be communicated in real-time within OpsMan. The information will be aggregated and built into reports for the Agency to use for planning purposes.
- ○ **Validation of fares should be accomplished within 600ms or less regardless of the method used. Comply.**

➢ **Enable the purchase and management of multiple passes. The application must have a dynamic ticket manager to view purchased and stored tickets; and which should be able to activate one or many tickets at a given time; Comply.** Within the application, a rider will be able to purchase to purchase multiple tickets of varying fare type in a single transaction. The rider will be given the option to activate the tickets immediately, or to use the tickets for later. Additionally, the rider will be able to activate multiple tickets at a single time to pay for a travel companion.

All active and pending tickets will be available within the Ticket Manager page of the application, with all active tickets at the top of the page for easy accessibility. The Ticket Manager arranges by fare type, and will show the number of tickets available for use. To activate a ticket, the rider simply has to click on the fare type desired, select the number of tickets they'd like to use, and select "use now". The ticket inspector will be able to determine the number of active tickets on a single device by the small dots on the bottom of the screen, as described on the image below.

➤ **Provide multiple fare options; provide for agency-specific fare structures for specific groups (i.e., students; seniors; veterans; etc); provide for the implementation of a couponing system wherein an entity can issue digital codes to subsidize or discount transit fares through the application;** **Comply.** During implementation, Passport will fully configure the fare structure to mimic the current environment. Thereafter, the City will be able to activate or deactivate specific fare structures through OpsMan. With access to a fare builder tool, the City will have complete control over the fare structures in the system. This free tool will be similar to Passport's Rate Builder for transit, which allows administrators to create and save rates, schedule rates for specific times (i.e., special events), and manage complex structures.

Access to this tool, like all of OpsMan, is fully controlled by the City. Using limited administrative access, the City will be able to limit access to tools based on the job function of different administrators. Furthermore, any change made within OpsMan, including the creation or activation of a fare, will be tagged with the administrator's username and a timestamp.

➤ **Provide for a closed-loop stored value accounts where riders may load and deduct funds as rides are purchased; and the stored value account system should allow the City the option to set minimum load requirements as well as automatic recharge thresholds.** **Comply.** Passport's Digital Wallet allows riders to pre-load a larger sum of money onto their account, which will then be debited against every time the rider pays for a transaction. The Digital Wallet is dually advantageous as it saves the City money on merchant processing fees and it allows the rider to avoid multiple small transactions for multiple tickets. The City can choose to offer the wallet as an option or may require one. By requiring a wallet with a minimum, the City will realize increased savings in merchant processing fees almost immediately.

Passport's system stores a rider's payment credentials as a tokenized data set. As such, the system can be set to notify a rider that their pass or wallet balance is running low so they can immediately renew the funds in one click. Passport recommends against true auto reloads so that riders will always be aware of any charge on their credit cards. Additionally, the Passport solution can be set a minimum required amount on a wallet. Using the wallet, the rider will then be able to purchase any number of fares. When the wallet dips below a certain level, the balance can be restored with the payment information on file.

Payment Processing, Reporting, Reconciliation and Cashier System (INOVAH) Interface

1. **Customer Support**
   The vendor shall provide timely and accurate technical advice and sales support. The vendor shall respond to such requests within one (1) working day after receipt of the request.

   The proposed solution must include a user-friendly, secure, online permit purchasing portal as well as a mobile app. These features should accept credit, debit, and more. Wait list capabilities must also be provided. Parker status should be controlled through the back office system, so that VIP, scofflaw, or parking privilege rules can be configured and automated within the system. The envisioned system must also allow administrators to set pre-qualification requirements for permit purchases, where parkers can upload requested documentation for specific parking privileges.

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Support should be immediately available over the web or by telephone and should be guaranteed for the tenure of the contract. Support services included in the implementation part of the contract are to include, at a minimum, the following:

➢ **Seamless portage of all existing data into the new system and satisfactory parallel testing.**

- ○ Passport's experienced implementations team has transitioned many partners to its enforcement platform from other providers in the marketplace, including Duncan Solutions, T2, Complus, and Cardinal. Passport is experienced in transitioning data from previous providers into its enforcement system with no data loss. Passport has continually evolved and improved its implementation process to mitigate risks and create a seamless transition to the new platform.

  Passport uses a phased rollout approach. If the City implements Passport's Enforcement system, Passport will transfer all historical citation data into the system to be processed and collected. For this migration, Passport's Engineering Team will write a test script to account for how many citations are outstanding, how many unique citation codes are contained in those outstanding citations, and how those outstanding citations will fit into the new Citation Management Platform. With the transition script written, Passport will test a sample batch of outstanding citations. After the script is run, Passport will cross check the sample batch from the old system to the new. The transferred data will be pushed to a non-production environment.

  Two days before the Go-Live date, Passport will transfer all outstanding citations over to the new system. This will transfer all data up to the date of the transfer. Once the new system is live, Passport will then transfer the data from the two day transfer over to the new system. All data will be transferred without any lossage. Please see the sample implementation timeline on page 63.

➢ **Creation of import/export files to Florida DMV and multistate jurisdictions for vehicle ownership information and license plate tagging.**

- ○ Passport is currently building it's integration with the State of Florida to identify vehicle ownership and license plate information. Passport is awaiting final approval as a vendor with the State of Florida. Once that is complete, Passport will then build and test the integration. Passport has integrated with DMVs for several states and is confident in it's process to complete this integration.

➢ **Creation of export files to City's website for our online payment system and any modifications necessary to accept the currently structured import files. We use INovah cashiering system from Systems Innovators and we do not plan to change our cashiering arrangement. Data upload into INovah will be in the following format:**

- ○ Passport does not currently work with iNovah, however, upon award, Passport will fully scope the system and any integration or export of files needed. If an integration is needed, in order to fit seamlessly into the existing parking environment and in the best interest of the operations future state, Passport is well suited to do so. Passport built its operating system on an open application programming interface ("API"), which is a set

of subroutine definitions, protocols, and tools that allow various software components to communicate with each other. Passport currently maintains 40+ integrations.

Detail Record	Characters
Citation Number	10
License State	2
Licence Number	10
Payment Date	8 yyyymmdd
Actual Payment Date	8 yyyymmdd
Payment Sign	1 + or -
Payment Amount	6 xxx.xx
Register ID	3
Receipt #	6
Method of Payment	1
Check #	6 xxxxxx
Total Record	**Characters**
Record Type	10
Number of Tickets	5
Total Payments	9
Total Payment	9 xxxxxx.xx

2. **Sales and Cashiering**
   All receipts should have the ability to be configured and printed or electronically sent to a customer. A web-based interface must allow for easy processing of many types of transactions. Customer payment options should include, but are not limited to, phone (interactive voice response [IVR]), mobile app, computer, kiosk for walk-in payments. Alternative payment method shall be included for non-technical customers.

   A built-in cashier closeout system must be included and provide the following:
   - ➢ **Start of shift cash count**
   - ➢ **End of shift cash count**
   - ➢ **Automatic reconciliation between cashier transactions and recorded revenue**
   - ➢ **Second level cash count recount and review**
   - ➢ **Overall cashier revenue summary and review**
   - ➢ **Bank deposit reconciliation**
   - ➢ **Spot check audit support**
   - ➢ **Support for coin collection from meters**

Passports platform includes a simple cashiering system through OpsMan, that enables City administrators to accept payments in-person from City designated officers.

Violation payments will be entered in to OpsMan through the Manage Citations module either in a batch interface (for rapid data entry, such as Lockbox) or an individual violation interface.

The Quick Entry batch interface allows rapid entry of violation payments by requiring only the violation number, payment amount, payment type, and reference codes. The payment amount will automatically be included once the violation number is entered, pulling in the accurate violation price.

The cashiers will open a batch when they are using the Quick Entry interface. Once the batch is open, the cashier will dictate the payment date that should be associated with the violations within

the batch. From here, the cashier will enter in specific violation numbers, select the payment type, verify the payment amount and then include the check or card reference number. Clicking Pay marks that violation as paid throughout the system and moves the cashier directly into the next record.
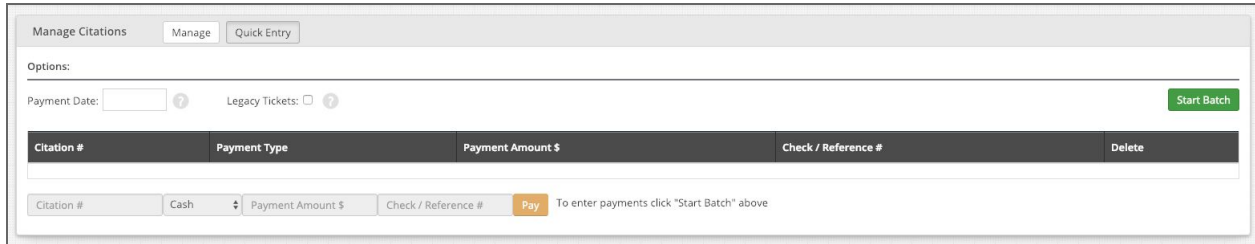
Once all violations are included in the batch, the cashier will end the batch. Full reporting is available through the Violation Batches Report. In addition, batch filters can be pulled in for other enforcement reports.

When a cashier is accepting payment for a single violation, the cashier has the option to directly mark the violation as paid within the violations record. The cashier will locate the violation with in Manage Citations and select Pay under the General tab. This will open a pop-up to include specific information about the payment:
- Payment Type
- Check / Reference Number
- Payment Amount - the pop-up will open populated with the violation price.
- Short Pay indicator
  - Short Pays refer to a cashier accepting less than the full violation amount in order to satisfy the violation.
  - Short Pay permissions will be set when setting up The Authority's OpsMan roles.
- Description - text based dialogue box to include nots
- Print Receipt indicator - when checked, once the payment is executed a PDF will be provided to the Cashier to print.
- Email Receipt - this allows the cashier to input an email address to email the receipt to the customer
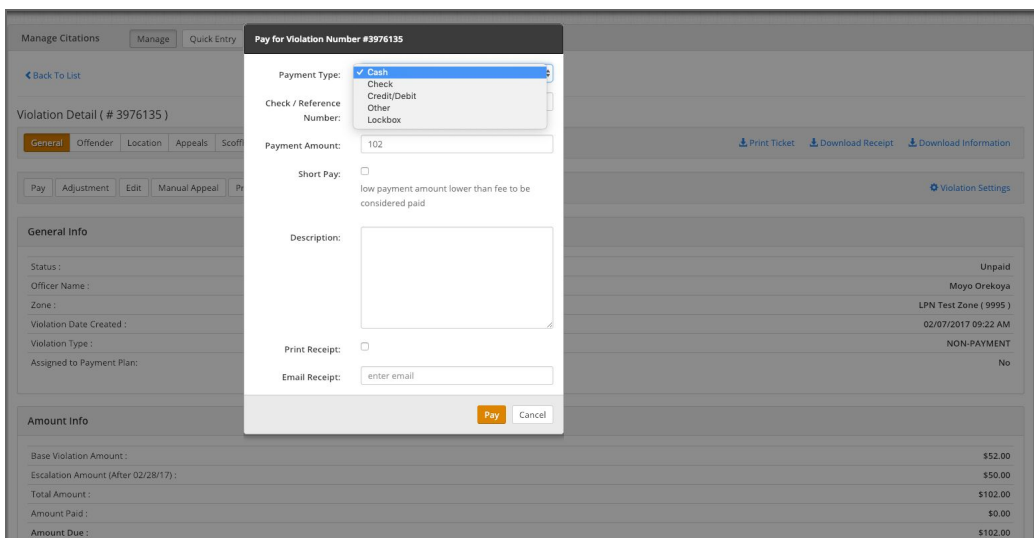
➢ **Refunds:** To highlight again, all activities performed in OpsMan will be based on the user / role setups that Passport will work with the City to define. As such, if it is the City's policy not

to offer refunds through the system, then this permission can be entirely removed for all users. Alternatively, if it's the City's policy that only supervisors can perform refunds, then the supervisor role will include the granting of the refund permission.

- ○ Reversals - refers to cash and card payments. As money will be returned physically to the customer, reversals simply remove the payment record from the violation, re-marking the violation as unpaid.
- ○ Refunds - refer to card payments. As money will be returned to the processed card, the refund button will automatically refund the payment amount back to the card.

➤ **Adjustments:** In accordance with City policy, similar to refunds discussed above, users can be granted the ability to perform violation adjustments to the violation amounts. Adjustments can be for either a reduction or increase in violation amount.

Typically this feature is used to remove late fees or reduce the price in order to promote immediate payment by the customer.

Adjustments can be for either a reduction or addition to the violation price:
- ● Reduction - typically this feature is used to remove late fees or reduce the price in order to promote immediate payment by the customer.
- ● Addition - this feature can be used, for example, for adding fees such as an insufficient funds fee

All executed adjustments are including in the violations trail history as well as included in the violation refunds report.

The City will collect all mail and walk-in parking citation and permit payments directly, while the successful Vendor will be responsible for all website payments. All monies received by the Vendor will be transmitted and interfaced daily with the City's iNovah cashier system. Comply.

The Vendor will be responsible for mailing failure to pay follow-up collection notices, and be responsible for issuing DMV vehicle registration holds on unpaid parking tickets based on the City's established policies. Comply.

3. **Online Submissions**
   The System shall have capability of allowing residents to request passes on-line and provide electronic copies of City approved verification documents for administrative approval. Comply.

4. **Queries and Reports**
   A robust Reporting Module must be included that provides user-friendly methods to retrieve, display, and utilize system data, including queries, reports, and dashboards. Authorized staff should have the ability to modify, edit, and create reports with any data stored within the system. Queries and reports should be able to be saved for the future and exported in any standard format. Training on the reporting features should be provided during implementation and on an as needed basis. Audit control of all permits types shall be performed from activations, deactivations, or suspensions. Comply. The backbone of Passport's Mobile Technology Platforms is its backend management tool: Operator Management ("OpsMan"). OpsMan is the only tool that the City will need to manage all parking operations. When a client onboards to Passport, the system will be configured to meet the specific needs of the City. Part of that configuration is selecting which specific reports the City needs. There are more than 35 reports that the City may choose from (or all of them!) These reports span finance, user data, audit reports, and event summaries.

   The Reports tab allows the administrator to run predefined, ad hoc, and custom reports on the data collected by Passport Parking. Passport Parking aggregates all data related to paid parking sessions, as well as available integrations within the City's parking operations and parking changes. OpsMan comes preloaded with financial, event, user, and administrative reports.

   Among the predefined reports is a Custom Report that allows the City to select which filters and datasets are necessary for the report. Aside from the predefined reports, the City will also be able to request ad hoc reports that are unique to its environment. Each report (predefined and ad hoc) may be scheduled to run on a recurring basis and can be exported to Excel for additional analysis.

   Using the Reports tab, the administrator will be able to select a predefined report, such as Daily Total Summary. Using filters, the administrator will select the zone or zones as well as the relevant dates. After clicking "Submit," OpsMan will return a report with a line-item summary at the top and a bar graph below. The summary will tally up the total Gross Transaction Revenue, Transaction Revenue, Validation Revenue, Convenience Revenue, Fee, Net Revenue, Transaction Count, and Average Transaction Amount for the time period selected. The bar graph will show the daily revenue collected. By hovering over a particular bar within the graph, a popup box will show the total revenue and number of transactions for that day. When downloaded to Excel, this report breaks down the data in the initial summary by day for further analysis.

   The Ticket Density Report report returns a heat map of citations issued. Each report can be filtered by the zone and dates as well as specific times, officers, citation types, and status of

the citation (paid, unpaid, partially paid, voided, or accepted appeal). On the returned report, the color spectrum goes from a light green to a deep red, depicting least dense to most dense. Combining this report with the officer routing report can be used to adjust each officer's route to either increase compliance with parking regulations or increase revenue, depending on the City's goals.

Passport is constantly iterating and updating its products, including the reporting functions in OpsMan. If the City requires a report that is not already created, Passport will work with the City to develop that report and, if it provides utility to other clients, will make the report available to other clients. Similarly, if other clients request a report with high utility, it will be made available to the City through regular updates. Any system-wide improvements or modifications / new features made by Passport to the Software will, when available, be provided to Provider at no charge to Provider and will automatically be subject to the terms of this Agreement. Provider may request new features or functionality to be built into the system, and, to the extent that Passport plans to incorporate such requested new features or functionality into the Software, Passport will develop such features and functionality at no cost to the Provider, pursuant to Passport's development timeline.

Remote training on reports is included with the total cost of implementation. As part of the service offering, the City will have access to Passport's Client Success Center, an online repository of training materials, frequently asked questions, and industry articles. The Client Success Center is informed by existing client recommendations for materials which help amplify their understanding of the system.

In addition to the reporting needs outlined in previous sections, the preferred system will:
- ➢ **Provide online report generation capability to create reports daily, monthly, quarterly, and annually as may be needed by management and/or auditors. Comply.**
- ➢ **Provide reports listing types of permits sold by type, amount, payment type, date, location, permit holder,and active status. Reports should cross reference multiple data sets. Comply.**
- ➢ **Provide reports in graphical display of report holders by type based on permit holder locations and permit reads in the field. Reporting should include mapping and geo-locations. Comply.**
- ➢ **All reports shall be converted or exported in CSV, Excel,or PDF formats. Comply.**
- ➢ **The system should have a number of built-in reports,to include the following: Comply.**
  - ○ **Accounts receivable Comply.**
  - ○ **Monthly transactional totals by location Comply.**
  - ○ **Monthly transactional totals by issuer Comply.**
  - ○ **Monthly transactional totals by date Comply.**
  - ○ **Revenue reports – daily, weekly, monthly, quarterly Comply.**
  - ○ **Late notices and dunning letters in 8 1/2 x 11 format Comply.**

5. **User Query Functions**
   The System shall provide search and inquiry capabilities that allow authorized users to retrieve parking permit data by entering the appropriate data into fields such as license plate or permit number, resident name or permit holder, address, telephone number, type of permit, street names, and address ranges that are eligible for permits.
   - ➢ **Keyword Search: Users should be able to make inquiries by street name and number, and the System should clearly indicate whether or not the address is**

included in a permit area and eligible for permits. The System should also be able to note any exceptions or restrictions to addresses included in the database and shall include the days of enforcement. **Comply.**

➢ **Query Results:** Cross-reference information should be displayed for the permit and permit holder, such as the license plate, name and address of the permit holder, the permit area, type of permit, fees paid for permits, telephone numbers, e-mail address, and other information determined by the City. **Comply.**

➢ **Database/Validation:** The System shall have the capability of storing addresses including street names and numbers by designated permit area for inquiry purposes to determine whether or not specific addresses are eligible for purchase of parking permits. **Comply.**

➢ **Permit Restriction:** The System should also have the capability to restrict the issuance of a permit should the number of permits for a particular location or area be exceeded. If the maximum number of permits has been exceeded for a particular area, the System must accommodate the need for a waiting list. **Comply.**

6. **City Query Function**

The City shall be able to access the System online in real-time mode and shall contain at a minimum, but not limited to the following:

(1) **Parking Permit Records:**

   (i)   **Account Number Comply**

   (ii)   **Owner Name Comply**

   (iii)   **Address Comply**

   (iv)   **Telephone Number Comply**

   (v)   **Notes (a free form text field for capturing information about a violation, special exception, etc.) Comply**

   (vi)   **Transaction dates Comply**

   (vii)   **Licence plate number of vehicle being permitted Comply**

   (viii)   **Date permit issued Comply**

   (ix)   **Expiration date of permit, permit numbers Comply**

   (x)   **Permit Status Comply**

   (xi)   **Permit type Comply**

   (xii)   **An indication if parking citations exist on the license plate Comply**

   (xiii)   **Fees paid by amount, source/method of payment, and payment processing date Comply**

System shall link permits to vehicles and addresses and permit owner. The scanning technology in the field shall identify and electronically read the permit and determine if outstanding tickets remain unpaid and any other parking permit related revenue balances are due to the City. **Comply.**

The System shall be capable of tracking current payments due and payments that are delinquent. The System shall provide real time confirmation to field devices on the status of passes that are active, deactivated, or delinquent for enforcement purposes. **Comply.**

The System shall be capable of producing an aging report on all permit billing activities. **Comply.**

7. **Automated Notifications**
An easy-to-use Communication Designer must be provided that generates email, letter, or text message notifications manually or automatically based on settings created by administrators. Triggers for automated communication should be able to be configured based on a variety of parameter combinations, including customer data and sales histories, and must be able to be scheduled to send immediately, in the future, or at regular intervals. All data stored in the system should be available for use in customer communication including citation images, GPS locations, and custom fields. The CIty is able to set up fine escalation parameters in OpsMan to schedule and mail out delinquency notifications on the appropriate dates. As citations approach an escalation milestone day, Passport's Operator Management system, OpsMan, will generate a delinquency notification from a preset template and mail the letter to the violator to arrive on the date of escalation. The City can customize as many letter templates as necessary to meet the escalation schedule, which can include color printing. Each letter is triggered by different dates and will automatically adjust each fine. Passport maintains an integration with every state DMV through NLETS, which allows it to find the address on file for each registered vehicle owner, regardless of the state. OpsMan will continue to mail notifications until payment is made or state rules dictate that additional intervention is required. Should the City desire additional design or multiple levels of communication, that can be considered with additional information.

The envisioned system would provide a mass email function, where mass emails can be edited and sent through filtered sets of customer email addresses that are stored in the database. Editing should be able to be done on a group basis or by individual email/letter/text. The system must allow users to respond to and track individual question or complaint emails. Comply.

All customer communications must be automatically recorded and attached to customer accounts for future reference. Comply.

8. **Interfacing**
The proposed solution should seamlessly integrate with other information and parking management systems, providing two-way batch and real time data transfer of customer, citation, housing, payroll, financial, in-state and out-of-state DMV, and other types of data. The system must have the ability to deliver interfaces with any system with which the parking operation chooses to share data, including but not limited to access control providers, multi space meter pay station companies, and mobile payment applications. The cost of these interfaces, including the real-time exchange of data, should be included in the subscription. Comply.

The City desires an integrated service solution to parking management and citation and payment processing. The preferred solution will include either hand-held devices, smartphone applications, tablet applications, mobile data terminals or a combination of all for parking management and ticket issuance. The preferred solution will also have data download capability. Real-time, online access by public safety officers, parking management office, and the City's Budget and Finance Department, to administer and coordinate a comprehensive on-street parking management program, in a user-friendly reporting structure, will also be required from the preferred solution. The City may use the System to provide enforcement functions at off-street locations based on various parking and usage rules to manage these facilities. Comply.

Standards-based, open APIs allow any internet-connected technology to connect to Passports platform to *read data (rates, occupancy, restrictions, etc), record data (parking sessions, sensor observations, LPR plate scans, enforcement events, etc)* and *process payments (note: optional service).* The

City has the ability to approve any entity for access to these APIs, whether through procurements or to enable the rapid development of new applications outside of traditional procurement.

In addition to the APIs themselves, Passport's Platform offers parking payment solutions (parking apps, meters, etc) a variety of settlement options to ensure that the City receives funds from all entities integrating with the Platform APIs. Existing solutions can continue using their existing settlement flows or can transition to a Platform-supported flow at the City's discretion.

The following APIs are currently available for integrations into the Platform:

- ➢ **Parking APIs** support the lookup of rates and availability information, as well as the creation of parking sessions.
- ➢ **Enforcement APIs** support the validation of parking sessions and issuance of violations.
- ➢ **Sensor APIs** support the integration of 'observational' devices like cameras and presence sensors ("pucks").
- ➢ **Data integration APIs** support the programmatic export of data to other systems, such as a third party data warehouse or analysis tool.

9. **System Hosting and Security**
   The system should be fully hosted by the vendor on a secure hosting platform that provides features such as frequent backups, network isolation, physical security, and access monitoring and logging. Access controls should also be provided to protect data access by unauthorized users. Handhelds must utilize point-to-point encryption and all credit card transactions should be handled and processed directly by the chosen payment gateway. No credit card data should be stored or processed by any component of the system. Comply.

10. **Implementation and Training**
    The proposed system must thoroughly cover all of the client's needs for implementation, including on-site and ongoing training, data conversion, and thorough client support. Comply. See Implementation Schedule on pg 63. for a full listing of Training components.

    A quality assurance (test) application must be available during implementation and continuing throughout the entire contract term. The vendor must also provide training for end users, including, but not limited to a frequently asked questions (FAQ) section and/or instructional videos on the vendor's website. Comply. Passport provides a comprehensive learning program that focuses on how each functional role utilizes the specific Passport mobility solution(s) in order to increase the overall speed-to-proficiency of learners for the benefit of the City.

    Passport will work directly with the City to refine and customize Passport's current program curriculum to create the best learning experience for City staff.

    The vendor must provide examples of deployment plans with other clients that include the following:
    - ➢ **Development schedule**
    - ➢ **Testing schedule**
    - ➢ **Rollout schedule**
    - ➢ **Marketing schedule**
    - ➢ **Training schedule**

Please see the sample deployment plan below. Additional plans or more detailed options can be provided upon request.

Task Name	Owner	Duration	Start	Finish	% Complete	Predecessors
Transit Project Plan Template						
Project Start Date (Contract Effective Date)		0	02/04/19	02/04/19		
Kickoff		273d	01/25/18	02/11/19	8%	
Review Scope of Project (Internal Scoping Meeting)	Passport	1d	02/04/19	02/04/19	0%	2
Request Fare Type IRF	Passport	1d	01/25/18	01/25/18	0%	
Gather all Project Information and Fare Structure	Passport & Client	4d	02/04/19	02/07/19	0%	2
App Logo (vector format)	Client	3d	02/04/19	02/06/19	0%	2
SAM Call / Team Introductions	Passport & Client	0	02/07/19	02/07/19	0%	6
Create Working Group List identifying all stakeholders	Passport	1d	02/08/19	02/08/19	0%	8
Develop and Share Project Plan/Milestone List	Passport	2d	02/08/19	02/11/19	0%	8
System Setup / Provisioning		7d	02/12/19	02/20/19	0%	3
Gather Customer Support Information	Client	1d	02/12/19	02/12/19	0%	8
Create Operator	Passport	2d	02/12/19	02/13/19	0%	4
Update Strings and Settings According to Transit Confluence	Passport	2d	02/14/19	02/15/19	0%	13
Assign Users and Roles	Passport	1d	02/14/19	02/14/19	0%	6, 13
Move client to Test Processor for testing	Passport	3d	02/14/19	02/18/19	0%	13
Configure Fares and Fare Types	Passport	3d	02/12/19	02/14/19	0%	6
Provide Sandbox/URL to Client	Passport	1d	02/15/19	02/15/19	0%	17
Provide Signoff on Environment and Fare Testing	Client	3d	02/18/19	02/20/19	0%	18
Configure Cash Wallet (If Applicable)	Passport	2d	02/14/19	02/15/19	0%	6, 13
Finance		21d	02/08/19	03/08/19	0%	
Finance conversation with Client	Passport & Client	1d	02/08/19	02/08/19	0%	8
Define refund and discount processes as applicable	Passport & Client	1d	03/07/19	03/07/19	0%	30
Merchant/Gateway Setup		18d	02/11/19	03/06/19	0%	
Initiate Contact with Merchant Processor/Gateway	Passport	3d	02/11/19	02/13/19	0%	22
Gateway setup / provisioning (if applicable)	Client	5d	02/14/19	02/20/19	0%	25
Request Gateway Credentials	Passport	3d	02/21/19	02/25/19	0%	25, 26
Finalize Merchant Processing Setup	Passport	5d	02/26/19	03/04/19	0%	27
Test to make sure funds flow into merchant account	Passport & Client	2d	03/05/19	03/06/19	0%	28
Sign off on Merchant Account	Client	0	03/06/19	03/06/19	0%	29
Finalize Billing Mechanisms & ACH Linkage (if applicable)	Passport & Client	2d	03/07/19	03/08/19	0%	25, 30
Public Relations		5d	03/13/19	03/19/19	0%	
Create launch press release and associated materials	Passport	3d	03/13/19	03/15/19	0%	
Coordinate PR initiatives and ownership	Passport & Client	5d	03/13/19	03/19/19	0%	
Marketing & PR Client Review	Client	3d	03/13/19	03/15/19	0%	
Receive Signoff on All Marketing & PR Items	Client	1d	03/18/19	03/18/19	0%	35
Training		9d	03/02/19	03/13/19	0%	
Training Scheduled (In person/Remote TBD)	Passport & Client	2d	03/02/19	03/04/19	0%	
Back-Office / Admin Staff Training	Passport & Client	2d	03/05/19	03/06/19	0%	
Customer Support Training	Passport & Client	2d	03/05/19	03/06/19	0%	
Operator Train the Trainer	Passport & Client	5d	03/07/19	03/13/19	0%	39, 40
Launch		3d	03/18/19	03/20/19	0%	
Receive Approval to Go Live	Client	1d	03/18/19	03/18/19	0%	30, 37FS +2d
Merchant Processing Switchover/Go Live	Passport	2d	03/19/19	03/20/19	0%	43
Launch Website	Passport	1d	03/19/19	03/19/19	0%	36, 43
Distribute Marketing & PR Materials For Launch	Passport & Client	1d	03/19/19	03/19/19	0%	43
Go-Live	Passport	0	03/20/19	03/20/19	0%	44, 45
Total Calendar Days:						
44						
Total Working Days:						
33						

Task Name	Duration	Start	Finish	% Complete	Predecessors
Mobile Pay Project Plan Template					
Project Start Date (Sales Handoff)	1d	03/04/19	03/04/19	0%	
Kickoff	6d	03/12/19	03/19/19	0%	
Review Scope of Project (Internal Scoping Meeting)	1d	03/13/19	03/13/19	0%	2FS +6d
Complete Information Request Form Received	1d	03/12/19	03/12/19	0%	2FS +5d
Kickoff/SAM Call	1d	03/15/19	03/15/19	0%	5FS +2d
Develop Project Plan/Milestone List	2d	03/18/19	03/19/19	0%	6
System Setup / Provisioning	12d	03/13/19	03/28/19	0%	
Contact Information	1d	03/13/19	03/13/19	0%	#REF, 5
Customer Support Information	1d	03/13/19	03/13/19	0%	5
Environments / Rates	11d	03/14/19	03/28/19	0%	
Complete Environment and Rate Buildout	3d	03/20/19	03/22/19	0%	3
Move client to Test Processor for testing	2d	03/14/19	03/15/19	0%	#REF
Perform Environment and Rate Testing	3d	03/25/19	03/27/19	0%	12, 13
Provide Sandbox URL to Client (Or App)	0	03/27/19	03/27/19	0%	14, 13
Wallet Discussion (Zone Cash)	1d	03/18/19	03/18/19	0%	6
Provide Signoff on Environment and Rate Testing	1d	03/28/19	03/28/19	0%	14
Operator Management System Setup Complete	0	03/28/19	03/28/19	0%	9, 11
Finance	11d	03/15/19	03/29/19	0%	
Finance conversation with Client	1d	03/15/19	03/15/19	0%	6SS
Request Gateway Credentials	1d	03/15/19	03/15/19	0%	6SS
Receive MP/Gateway Credentials	4d	03/18/19	03/21/19	0%	6
Finalize Merchant Processing Setup	4d	03/22/19	03/27/19	0%	22
Test to make sure funds flow into merchant account	2d	03/28/19	03/29/19	0%	23
Sign off on Merchant Account	0	03/29/19	03/29/19	0%	24
Enforcement Integrations (OpsMan Mobile, Monitoring)	25d	03/18/19	04/19/19	0%	
Enforcement System Discussion	1d	03/18/19	03/18/19	0%	6
Enforcement system signoff	0	04/19/19	04/19/19	0%	27, 43
Marketing and Public Relations	36d	03/18/19	05/06/19	0%	
Provide Marketing Zip File to Client	1d	03/18/19	03/18/19	0%	6
Signage and Decals	36d	03/18/19	05/06/19	0%	
Receive sign dimensions from client	3d	03/18/19	03/20/19	0%	6
Submit JIRA ticket for designs (if applicable)	0	03/20/19	03/20/19	0%	32
Design Signs	6d	03/21/19	03/28/19	0%	33
Send sign designs to Client for Approval	0	03/28/19	03/28/19	0%	34
Receive approval on designs and quantity	3d	03/29/19	04/02/19	0%	35
Order Signs	0	04/02/19	04/02/19	0%	36
Sign Proof received and approved	6d	04/03/19	04/10/19	0%	37
Signs Shipped	6d	04/11/19	04/18/19	0%	38
Client receives Signs	3d	04/19/19	04/23/19	0%	39
Client implementation of Signs	4d	05/01/19	05/06/19	0%	40FS +5d
Marketing & PR Setup Complete	0	04/23/19	04/23/19	0%	40
Training	28d	03/13/19	04/19/19	0%	
Request Users and Roles	1d	03/13/19	03/13/19	0%	5
Assign Users	3d	03/18/19	03/20/19	0%	6
Assign Roles	1d	03/18/19	03/18/19	0%	6
User Interface / Front-End Customer Training	1d	04/19/19	04/19/19	0%	39
Back-Office / Admin Staff Training	1d	04/19/19	04/19/19	0%	47SS
Transaction Voids / Refunds Discussion	1d	04/19/19	04/19/19	0%	47SS
Launch	2d	04/22/19	04/23/19	0%	
Submit HelloSign to Client	1d	04/22/19	04/22/19	0%	47
Receive HelloSign from Client	2d	04/22/19	04/23/19	0%	51SS
Go-Live	0	04/23/19	04/23/19	0%	25, 52, 43
Total Calendar Days:					
50					
Total Working Days:					
37					

The vendor must provide a tentative deployment schedule for the City that includes all services. Passport provides a sample tentative deployment schedule in the Implementation Schedule Section on pg 63.

Additional Requirements and Considerations

In addition to the specifications listed in the previous sections, the vendor should address the following in their proposal:

1. **Support**
    - ➢ **What is your support model?** Passport will provide technical support to the City through its Client Operations Team. This team provides not only a dedicated Client Success Manager, but also a team of Client Operations Specialists and Customer Support Specialists.

        Passport's Client Operations Specialists are all technically trained personnel who work with the product and engineering teams on a regular basis to fix minor bugs and issues.

        Technical Support is available to the City 24/7. There are two different avenues to contact Passport depending on the time of day:
        1. During business hours (8AM - 7PM EST), the Client Ops Specialists assigned to the City's account will address all technical concerns, questions, etc.
        2. After hours, the City will contact an emergency number, which is staffed by our support representatives who will determine the severity of the problem and take action based on a predefined operating model.

        Passport offers a standard SLA for response time of 8 business hours or less.
        (Passport is dedicated to exceeding expectations and as such 98% of cases have a response time of 4 hours or less.)

        Passport's Product Support Team will be responsible for all of the City's technical support issues. Product Support Specialists ("PSS") can be reached via email or phone and will also closely monitor the App Server Log for any issues. The App Server Log sends any emails or bug reports that contain specific keywords to the Product Support Team. Once received, the PSS will determine whether the issue is critical or noncritical. Breakdowns of critical functions will be addressed immediately, determining the cause and implementing a solution as quickly as possible. Noncritical issues will be logged in Passport's internal issue tracking system, JIRA, and fixed in the order received. The PSS will serve as the intermediary between the City and Passport's Product and Development teams. The City can expect to receive clear communication from the PSS explaining the problem and what has been done to both fix the issues and prevent it from happening again.

        In addition to providing technical support, the PSS will also build any future fines for the City and adjust escalation schedules. To request a new citation type or a fee change, the City will reach out to the PSS and provide information related to the citation, including the violation code, fine amount, escalation schedule, and notification language. The PSS will carefully evaluate the request and provide the CIty with an estimated delivery date, which is usually within 72 hours for small changes. Changes to the entire system will take more time, which will be clearly

communicated to the City at the time of request.
- **How do you facilitate onboarding?** When onboarding to Passport's platform, the City will be assigned a Client Success Manager ("CSM"), whose function is to provide additional value to the City. To accomplish this, the CSM sits at the apex of marketing, sales, professional services, training, and support. In a nutshell, the City's CSM is both its internal advocate and external consultant. The CSM will proactively identify opportunities for adoption, growth, and expansion throughout the city.

    In its seven years, Passport has become a market leader in mobile technology and its Client Success Managers are its industry experts. During implementation, the CSM will work with the City to identify the specific goals that the City hopes to accomplish through the addition of Passport's Mobile Payment for Parking Platform. With a thorough understanding of these goals, the City's CSM will analyze the aggregated data, identify trends, and provide insight into the current status of the system and provide recommendations on how to adjust in order to meet the established goals. These recommendations will include suggestions such as marketing campaigns to drive adoption, product expansions, and upcoming product updates.

    In addition to being the City's industry expert, the CSM is also an extension of the City's team within Passport's HQ. The City can be assured that its CSM will advocate for its needs within Passport, escalate issues as needed, and coordinate the necessary parties to effect change. Passport's Client Success Team as a whole meet on a regular basis with the Product, Marketing, and Design teams to discuss the product roadmap and develop the best solutions based on feedback from clients. Marketing and Design also weigh in on secondary marketing efforts that the CSM can relay to the Client in an ongoing effort to increase adoption, utilization, and positive end user experiences.

    With the CSM running point for the City, the City can be assured that it is always receiving the best solution available and that its ideas, concerns, and goals are constantly being taken into consideration. Passport continually scales its Client Success Team proportionately with the growth of its client base and will consistently deliver a level of service to the City that is unmatched throughout the industry.
- **Can you provide SLAs that guarantee a certain level of service?** Passport offers a standard SLA for response time of 8 business hours or less. (Passport is dedicated to exceeding expectations and as such 98% of cases have a response time of 4 hours or less.)
- **Is there a knowledge base available after GoLive?** Yes. City administrators will be able to access a knowledge base after GoLive through OpsMan.
- **Are version upgrades, patches and security updates automatically handle by the vendor? If not, please describe. Comply.** Version upgrades, patches and security updates are handled by Passport.
- **Would there be a testing environment available?** Yes. Passport will provide a test environment for the City to ensure the platform is running properly before launch.

2. **Infrastructure and Business Continuity**
   - **Who owns the infrastructure upon which your SaaS product is built?** Passport's software is a cloud-based SaaS solution, meaning that all data is shared across all platforms and devices without any hardware installations. Passport's solution is hosted on Amazon Web Services ("AWS"), which also supports Netflix, Adobe, and Lyft. AWS allows Passport to easily scale its suite of products, all while maintaining repetitive backup and security measures.

➢ **How do you test your disaster recovery process and procedures?** Passport maintains a comprehensive IT disaster recovery plan, which is formalized and assessed regularly. The plan covers all essential and critical infrastructure elements, systems, and networks in accordance with key business activities. The disaster recovery plan covers a myriad of potential threats and disasters to the system, as well as the remedial actions that should be taken in the event of disaster. Passport has contemplated and planned for every possible scenario, including failures of each partner in the process. Should a disaster occur, Passport's Disaster Recovery Team will assess the situation and is responsible for establishing facilities for an emergency level, restoring key services, recovering to business as usual, coordinating activities with third parties, and create the incident report.

To prevent disasters from happening, Passport undergoes a number of preventative checks and verifications. These checks are run alongside the production database, looking for anomalies and discrepancies in the system. Following any incident requiring the Disaster Recovery Team, a report is generated outlining the incident, the people notified, the actions taken, the outcome, and a full assessment of the effectiveness of the recovery as well as a breakdown of "lessons learned."

Passport's disaster recovery testing program is completed yearly. The last test was conducted in Q2 2018 in production. However, mission critical to Passport's payments service is the readiness of its global merchant processor, Worldpay.

➢ **How often do you test your recovery process and procedures?** Over the past three years, Passport has maintained 99.997% uptime and has suffered no unrecoverable data loss events; in 2018 that rate improved to 99.9995%, meaning that Passport's infrastructure was down for fewer than five hours in total all year (including partial outages). By industry standards, this is considered to be extremely high availability and continues to improve as Passport invests further in its Platform.

All data stored in the Platform is stored in Passport's data lake, which is encrypted and stored in Amazon's cloud in at least three different geographically separate data centers. Even without further backup strategies, Amazon estimates that Passport's lake will be ***99.999999999%*** durable to data loss; this roughly equates to the loss of one parking session out of 100 million once per one thousand years.

All components of the Platform, including the backoffice tool, are hosted in multiple "availability zones" (geographic regions) of Amazon's AWS cloud to ensure the Platform exhibits industry-leading availability. Backup and recovery capabilities, outlined in section B above, ensure that the probability of data loss is exceedingly low thanks to redundancy provided by Amazon as well as Passport.

➢ **What is your recovery time objective (RTO)?** Individual operational databases are also backup up and can be configured to have various RTO (recovery time objectives, or downtime requirements) and RPO (recovery point objectives, or data loss requirements) based on client need. Generally speaking, Passport's infrastructure maintains high availability and extremely low risk of data loss due to technologies enabled and managed by Amazon's AWS cloud.

➢ **Is your infrastructure dispersed; are your primary site and your disaster recovery site geographically separated?** Yes. Passports primary and disaster recovery sites are housed in separate locations.

3. **Compliance and Security**
   ➢ **Is the vendor SAS 70, SSAE 16 & SOC 2 or SOC 3 compliant? Is there a SOC 3 report available for review/distribution?** Comply. Passport complies with SSAE No. 18 standards and is audited by an independent Auditing Firm annually. Passport also uses A-LIGN to navigate security standards for credit card transactions to remain ahead of the curve. Additionally, PriceWaterhouseCoopers conducts white hat testing annually to ensure that Passport's payment system is the most secure environment for the Agency's payments.
   ➢ **If the product is processing credit card information, is the product PCI compliant?** Comply. At its base, Passport is a payments processing company. In order to do this effectively, security is the number one concern of everyone at Passport. Passport goes above and beyond required security measures to provide peace of mind to cities, parkers, violators, permit holders, and riders. Passport processes over 2.2 billion transactions annually across all platforms. To ensure security of personally identifiable and confidential information, Passport maintains PCI DSS Level 1 (v. 3.2) security certification. PCI clearance is required of any company that processes credit card transactions, so Passport makes an effort to exceed this baseline requirement.

   Aside from the certifications, audits, and testing, Passport transfers all data via a Secure Socket Layer ("SSL"), which encrypts and tokenizes all information when transferred between a web server and browser. Passport's solution only ever stores the name and email address of the end-user on the application while all other sensitive data is stored on a secured, firewall-protected server.

   Passport Parking receives payments from cardholders to pay for parking time. Payment registration occurs through a mobile application and/or through https://ppprk.com. Passport Parking ensures that transmissions are secure by transmitting only AES-256 bit encrypted card information over an SSL connection. After the data processing has been completed the card verification value is purged from memory. The PAN is encrypted by the application and stored in the AWS RDS database using AES 256-bit encryption. At the conclusion of end of day processing the PAN is truncated and only the truncated card number (last 4 digits), cardholder name, and expiry date are stored.
   ➢ **What security guidelines and audits does the colocation or hosting provider follow?**
   ➢ **What security is in place at the colocation or hosting provider's facilities?** All data centers are operated by Amazon Web Services. Each data center has restricted access based on a valid business justification, which must be applied for on an individual basis. Third party access must be approved by an AWS employee and a valid business justification must be provided. Once admitted, individuals are restricted to areas specified in their permissions.

Physical access points are recorded by CCTV. Images are retained according to legal and compliance requirements. Additionally, professional security staff secures building ingress points using surveillance, detection systems, and other electronic means. Authorized staff is subjected to multi-factor authentication mechanisms to access the data center.

➢ **Who manages network connectivity, firewalls, log file management, web application firewalls and access and identity management?** Passport's software is a cloud-based SaaS solution, meaning that all data is shared across all platforms and devices without any hardware installations. Passport's solution is hosted on Amazon Web Services ("AWS"), which also supports Netflix, Adobe, and Lyft. AWS allows Passport to easily scale its suite of products, all while maintaining repetitive backup and security measures. Passport's services are hosted on multiple, redundant servers located across the United States. In the event of a power failure or disaster that affects the East Coast server, Passport automatically utilizes the other active server, with no lag in performance. Each server has a replicated version of the database such that the City will not experience any impact to performance due to downtime of one database service center.

Additionally, Passport utilizes Secure Socket Layer (SSL) to securely transfer sensitive data between the application and servers. SSL is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and browsers remain private and integral.

Passport only stores the name and email address of the parker, violator, permit holder, or rider on the application while all other sensitive data is stored on a secured, firewall protected server.

➢ **Does the vendor have a protocol for handling emerging threats, zero day exploits and vulnerabilities and how does the vendor facilitate quick protection of the SaaS solution?** Please see Passport Security Measure information below:

OWASP and WASC:
Passport utilizes both Open Web Application Security Project ("OWASP") and Web Application Security Consortium ("WASC") to stay up to date on the latest security news and vulnerabilities that may affect its services. Passport also utilizes Ubuntu security email distributions for information related to vulnerabilities specific to its operating system. Passport completed its last OWASP Top 10 testing in March 2016.

CSRF and HTTP Response Splitting:
CSRF attacks are prevented with a unique token for each session and user input is always sanitized before being passed to the served and again once received at the server level.

PII Transmittal:
All data sent across the web via Passport's APIs uses https to communicate, keeping all personally identifiable information ("PII") encrypted between servers. Access to this information in Passport's database is restricted by password and IP address, and only specific employees have access to the database, which is monitored by TLO, a branch of Experion.

Virus Protection:

ClamAV is an open source (GLP) antivirus engine designed for detecting Trojans, viruses, malware, and other malicious threats. It is the de facto standard for mail gateway scanning. It provides a high performance multi-threaded scanning daemon command line utilities for on-demand file scanning, and an intelligent tool for automatic signature updates. The core ClamAV library provides numerous file format detection mechanisms, file unpacking support, archive support, and multiple signature languages for detecting threats.

➢ **Is the connection to the SaaS product secured? How?** Yes, Passport's connection is secured through PCI-DSS Compliance that is maintained and updated annually.

4. **Data**
   ➢ **Is the data hosted within continental US?** Passport's data centers are located in Toronto, ON and Montreal, QC.
   ➢ **Please define your data ownership model as it relates to data generated/collected during the usage of the application.** Data ownership will be split among the City, Passport and the end user depending on the type of data being used. [Proponent note to the City: Proponent's position with regard to data ownership and use is set forth in Proponent's Software License and Service Agreement, which is included in Proponent's proposal. If Proponent is the successful proponent, Proponent looks forward to engaging in further negotiations with the City to reach mutually agreeable terms and conditions regarding data ownership and use, as well as any other matters.]
   ➢ **Please define your data sharing policy with third parties.** Passport does not share data with third parties that have not been approved by the City and/or end user.

Schedule of Work

Implementing Passport Parking will be driven by two teams at Passport: Client Success and Service Delivery. Client Success is comprised of Client Success Managers, Product Support Specialists, and Customer Support Representatives, who will all be available to the City from the point of contract execution to expiration. The Service Delivery team is made up of Project Managers and Implementation Specialists, whose sole responsibility it is to quickly and efficiently launch products for clients. The Implementation Specialists will work diligently behind the scenes to build rates, establish integrations, and test the system, while the Project Manager works directly with each City and its stakeholders. The client's dedicated Project Manager will develop a tailored Project Plan outlining all milestones, deliverables, and roles and responsibilities of each key stakeholder both internally and externally with quality control and testing throughout.

Passport developed an implementation process that is quick, easy, transparent, and has successfully launched Passport's Mobile Payment for Parking solution in more than 300 locations in a timely manner. To keep the process lean, Passport maintains active integrations with 30+ software providers in the parking, enforcement, and transit industries as well as 15 major merchant processors. Using this process, Passport typically launches its Passport Parking product 70 days from contract execution, at the request of its clients. Passport designed its process to be dynamic and flexible, while still controlling for quality. The project is laid out into smaller pieces, which can be dynamically implemented as the City provides Passport with necessary information. The faster the City can return required forms, provide contact information, and approve steps, the faster the system can be implemented -- oftentimes in under 70 days!

Per the City's preference, Passport parking portion can be be in place by June 2019, with a phased mobile ticketing solution for transit implementation. The following is a complete breakdown of each stage, with average time frames to complete major tasks. Again, these time frames are subject to change, based on the Scope Alignment Meeting and the City's timing requirements, and, like any good partnership, can only be improved by open and effective communication.

ParkBoston
November 2015 - January 2016

7,600 metered spaces
Project Manager: Michael Rafferty

November
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 Thanksgiving	28	29
30						

December
S	M	T	W	T	F	S
		1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16 Hannukkah	17	18	19	20
21	22	23	24	25 Christmas	26	27
28	29	30	31 New Year's Eve			

January
S	M	T	W	T	F	S
					1 New Year's Day	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Kick-off Date ▪ ▪ ▪ ▪ ▪ ▪ ▪ **57 Days** ▪ ▪ ▪ ▪ ▪ ▪ ▪ **Launch Date**

Windsor, Ontario
November - December 2017

November
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23 Thanksgiving	24	25
26	27	28	29	30		

1,500 metered spaces
Project Manager: Mike Mohler
Implementation Manager: Michael Danko

December
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25 Christmas	26	27	28	29	30
31 New Year's Eve						

Kick-off Date ▪ ▪ ▪ ▪ ▪ ▪ ▪ **32 Days** ▪ ▪ ▪ ▪ ▪ ▪ ▪ **Launch Date**

To keep the City on track, the dedicated Project Manager will hold weekly calls with City stakeholders, providing updates, asking questions, or generally pushing the project to the finish line. With Passport, the City receives a dedicated team that is always available to the City to answer questions, take feedback, adjust the system, fix bugs, brainstorm ideas, and ensure that the City is getting exactly what it expects.

Implementation will be split into five categories: Discovery, Setup, Marketing, Training, and Launch. Only discovery and launch have dependencies built into them. In Discovery, the City will be asked to fill out an Information Request Form, which covers all pertinent aspects of the current parking

environment, including providing contact information for representatives at other service providers (meters, pay stations, LPR, enforcement, etc.) and sending a high resolution City logo for signage. The only other dependency occurs in the Launch stage -- ***Passport will not launch a product without the City's express approval***. Throughout the process, Passport will continually ask for feedback and approval and this last step should be a simple decision, but still one that should and will be made by the City alone.

The following is a complete breakdown of each stage, with average time frames. Again, these time frames are subject to change, based on the Scope Alignment Meeting and the City's timing requirements, and, like any good partnership, can only be improved by open and effective communication. Passport will also make adjustments based on it's understanding of the City's desires to change any current setup with the mobile payment system.

Discovery — 10 Days

Milestone	Passport	Client	Description
Kick-off & Project Foundation Training	✓	✓	30 minute meeting to welcome the City to the Passport family, review the onboarding process, and walk through baseline product training. Passport Team Members: • Dedicated Client Success Manager • Sales Executive • Dedicated Project Manager
Complete Information Request Form		✓	This form gives Passport a complete understanding of the detailed specifics of the parking environment as it exists at the time of contract execution. This is one of only two dependencies in Passport's implementation process. This form *must* be completed prior to the Scope Alignment Meeting.
Scope Alignment Meeting	✓	✓	1 hour meeting to review the Info Request form and define the scope of work. Topics of discussion include delinquency notices, merchant processing, and necessary integrations.

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Passport Team Members:
- Dedicated Client Success Manager
- Dedicated Project Manager
- Implementation Specialist
- Client Lifecycle Marketing Manager

Determine Target Launch Date	✓	✓		Based on the Information Request Form, Scope Alignment Meeting, and the City's timing needs, Passport will set a Target Launch Date. Passport Team Members: ● Dedicated Project Manager ● Implementation Specialist

Setup

60-80 Days

Stage	Milestone	Passport	Client	Description
Data Flow	Confirm Data Flow	✓	✓	During the Scope Alignment Meeting, necessary integrations will be discussed, including what brand of pay stations/meters are used and how paid parking spaces are enforced. In order to make this step seamless, the City will be asked to provide contact information for each 3rd party vendor. Passport Team Members: ● Dedicated Project Manager ● Implementation Specialists
	Finalize Integration Details			Passport will work alongside 3rd party vendors (pay stations, meters, enforcement providers, LPR technology) to set up an integration for each 3rd party, allowing data to flow smoothly between it and Passport. Passport Team Members:

				● Dedicated Project Manager ● Implementation Specialists
	Complete Integration Testing	✓		Once the integrations have been configured, Passport will test the integration using in-house consultants Quilmont in conjunction with crowdsourced testing software. Passport Team Members: ● Dedicated Project Manager ● Implementation Specialists ● Quilmont QA Testing
	Approve Data Flow		✓	Once Passport has thoroughly tested the integration, the City will be given access to a non-production environment to perform its own testing. Once satisfied with the integration, the City will sign off on the integration.
Funds Processing	Confirm Gateway Provider	✓	✓	During contracting, the City will select their Merchant of Record. During the Scope Alignment Meeting this will be confirmed and Passport will ask for contact information for the City's Merchant Processor and Gateway. Passport Team Members: ● Dedicated Project Manager ● Implementation Specialists
				If Passport is the Merchant Processor and Gateway, this stage can be skipped.
	Provide Merchant Details		✓	If Passport is not the Merchant Processor and Gateway, the City will be asked to provide credentials for a Card Not Present Account that has been set up for the mobile payment parking sessions. Once the provider is confirmed, passport will provide a list of required credentials.
	Confirm Successful Test Transaction	✓		After credentials are input to the system, Passport will run a few test transactions to ensure the integration works. Passport Team Members: ● Dedicated Project Manager

				● Implementation Specialists
	Approve Fund Processing		✓	After Passport has thoroughly tested the merchant processing integration, the City will be asked to provide written confirmation that the funds from the test transactions are available in its bank account.
Citation Configuration	Complete Citation Buildout	✓		Using the Information Request Form, Passport will build the citation environment. The environment includes the types of citations available, the fines associated with each, the escalation schedules, and the actual form that each officer will fill out when issuing a citation. Passport Team Members: ● Dedicated Project Manager ● Implementation Specialists
	Perform Citation Testing	✓	✓	After the environment is built, both Passport and the City will have time to test the new platform. Passport will run diagnostic testing and quality assurance, while the City will test the platform by issuing dummy citations. Passport Team Members: ● Dedicated Project Manager ● Implementation Specialists ● Quality Assurance Engineers
	Approve Citation Configuration		✓	After testing is complete, the City will be asked to give written approval of the citation environment.
Build RMCPay	Setup Website	✓		Using the logo and color schemes provided in the Information Request Form, the City will customize the base RMCPay website to the City's branding. Passport Team Members: ● Dedicated Project Manager ● Implementation Specialists ● Citation Management Software Engineers

If the City requires an integration with its court system, that integration will be built and tested at

				this time.
	Approve Website Design		✓	When the website is built, the City will be asked to approve the design in writing.
Delinquency Notification Configuration	Letter Template	✓	✓	Passport will provide the City with a template for the delinquency notifications. The baseline Passport template has been extensively tested to increase compliance and direct the violator to the RMCPay website. The City may edit the content of the letter, leaving the formatting in tact to the extent possible. Passport Team Members: ● Dedicated Project Manager
	Approved Template to Engineers	✓		Once the City has provided edits, which are then made, and the letter template is approved, Passport will pass the template to its engineering team. The Citation Management Engineers will build the templated letter into the City's OpsMan portal to be automatically generated at points of escalation. The Engineers will build in a series of formulas to alert the system which letter to send at each interval of time. Passport Team Members: ● Dedicated Project Manager ● Software Engineers
	Setup letter Dissemination in OpsMan	✓		After the letter template has been built into OpsMan, Passport's Service Delivery team will configure the system to the City's escalation schedule, using the algorithms built by the engineers. Passport Team Members: ● Dedicated Project Manager ● Implementation Specialists
Legacy Citation Transition	Write Test Script	✓		Passport understands that a transition is a daunting task for the City and has experience transitioning clients from one provider to the new system. This experience will ensure it's a smooth transition for the City.

Passport's Engineers will write a test script to transfer the City's citations. The script will account for how many citations are outstanding, how many unique citation codes are contained in those outstanding citations, and how those outstanding citations will fit into the new Citation Management Platform.

Passport Team Members:
- Citation Management Software Engineers

Test Transition	✓	With the transition script written, Passport will test a sample batch of outstanding citations. After the script is run, Passport will cross check the sample batch from the old system to the new. The transferred data will be pushed to a non-production environment.

Passport Team Members:
- Dedicated Project Manager
- Implementation Specialists
- Citation Management Software Engineers
- Quality Assurance Engineers

Full Transition	✓	Two days before the Go-Live date, Passport will transfer all outstanding citations over to the new system. This will transfer all data up to the date of the transfer. Once the new system is live, Passport will then transfer the data from the two day transfer over to the new system. All data will be transferred without any lossage.

Passport Team Members:
- Dedicated Project Manager
- Implementation Specialists
- Citation Management Software Engineers

Training

3-5 Days

Milestone	Passport	Client	Description
Confirm Training Schedule	✓	✓	Once a majority of the milestones have been completed and the Target Launch Date is confirmed, Passport will set up a time to train the City. Depending on what was agreed upon in contracting, this will either be remote or in-person. Additionally, Passport can retrain the City on it's mobile payment platform if the City desires. In-person training is not any more effective than remote training and does cost extra. Passport Team Members: ● Dedicated Client Success Manager
Complete Training Preparation	✓		Prior to the training session, the City's Dedicated Client Success Manager will provide detailed instructions to the City on how to best prepare for the session, including who should be present, the amount of time it will take, and any required hardware (i.e., computers with wifi connectivity and smartphones). Passport Team Members: ● Dedicated Client Success Manager
Training	✓	✓	Passport will host a 1 hour training session with any City employees who will interact with the new *Parking* system. Passport recommends training all parking staff (operator managers, operators, and the press team), anyone responsible for adjudication of parking and traffic citations, city accountants, the police technology chief, and parking enforcement manager all be present for training. Passport Team Members: ● Dedicated Client Success Manager All training is done via a "Train the

> Trainer" method, equipping each person present with the tools and knowledge to train their teams now and in the future.

Complete Hands-on Assignment		✓	After training, Passport will provide a hands-on assignment for City staff to complete to test everyone's comprehension of the system. Passport will continue to work with the City until all key staff members feel comfortable with the system prior to launch. Passport Team Members: ● Dedicated Client Success Manager

Launch — 10 Days

Milestone	Passport	Client	Description
Provide Final Launch Approval		✓	Prior to launch, Passport will send a Launch Approval Email to the City seeking written approval of the system.
			The system will not launch without the City's written approval.
System Launch	✓		The system will be moved from a non-production to production environment, press releases will be published, and the launch marketing campaign will kick off. Passport Team Members: ● Dedicated Project Manager ● *Parking* Engineer Team Lead
Post Launch Statistics	✓		1 week after launch, the Client Success Manager will provide a statistics dashboard to the City. This dashboard will show the City's statistics during its first week of launch (utilization, users, etc...) and show benchmarks of other similarly situated Cities after the same time

period. The Client Success Manager will work with the City to understand what this data means and how to leverage it for continued growth.

Passport Team Members:
- Dedicated Client Success Manager

The City may decide to increase its marketing package at this stage, which will be appended to the contract.

| Client Effort Score Survey | ✓ | After launch, the City will receive a survey to rate its satisfaction with the onboarding process. Passport is always seeking to improve this process and wants the City's candid opinion on ways to improve each client's experience. |

Passport Team Members:
- Dedicated Client Success Manager

The following is a typical Gantt chart for Passport's implementation timeline. As the process is more dynamic than chronological, each client's Gantt chart differs based on when information is turned over to Passport. This chart is based on a 10 week implementation.
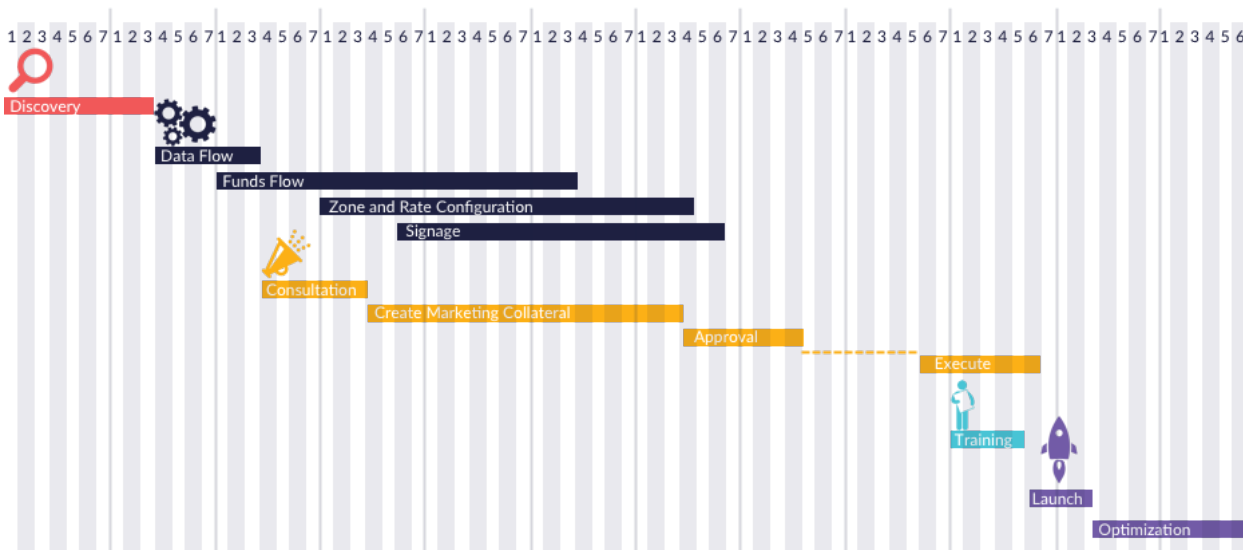
Sample Gantt Chart

Price Proposal

The price proposal is a presentation of the proposer's total offering price including the estimated cost for providing each component of the required goods or services.

Proposers should indicate the dollar amount which will be attributed to each sub-contractor, if any.

Provide pricing for the following:
(1) Provide itemized transaction fees to be charged to users for parking and transit applications;
(2) Itemized parking permit fees charged to the City;
(3) Itemized transit application fees charged to the City;
(4) Cost of implementation of each application;
(5) Cost of training for each application;
(6) Annual cost of platform hosting;
(7) Hardware and software costs;
(8) Itemized recurring monthly and/or annual costs associated with the applications;
(9) Any other costs.

Pricing shall be firm for the first three (3) years of the contract. Any user fee increases in subsequent contract extensions are subject to a percentage increase not to exceed 3% . The increase shall be in accordance with the U.S. Bureau of Labor Statistics National Consumer Price Index (CPI), "All Urban Consumers", "U.S. All Items, 1982-84=100 – CUUR0000SA0", "Not Seasonally Adjusted" as measured for the previous 12 month period ending in May of each year. Beginning with the first extension of the contract, the City will consult the aforesaid index for the month of May and send written notice of the percentage increase by August 15, unless the data is not yet available. Should the index indicate a percentage decrease the user fees will remain unchanged for that corresponding year of the contract.

Passport

Passport has specifically designed its pricing to align with the interests of both the City and Passport via transactional costs. Passport's pricing will scale with user adoption and in turn, allow Passport to continue developing best in class product features. Furthermore, Passport is in a unique situation in which it can fulfill all of the requirements of the City's proposal as a single vendor with a unified backend system. As such, Passport is able to offer a bundled price that wouldn't be offered for individual services.

Item		Price (USD)
Passport Parking (*Mobile Pay Application*)	→ Android Application → iOS Application → Mobile-Optimized Website → Pay by Phone (IVR) → Cash Payment → Closed-Loop Wallet → Unlimited ongoing upgrades and enhancements → New signage and decals City-wide	**Convenience Fee, Paid by the Parker** $0.15[6]
Digital Permits	→ Digital Permitting Application → Digital Permitting Documentation Uploads → Digital Permitting Payment Portal → Digital Permitting Waitlist	**Digital Permitting Annual License Fee:** $9,000

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[6] The City can charge up to $0.25 to revenue share with Passport.

OpsMan Mobile *(Parking Enforcement Software)*	→ Android Application → Dynamic LPN Lookups → Integration with DMV Data → Scofflaw Notifications → Electronic Chalking → Unlimited ongoing upgrades and enhancements	Included
Mobile Ticketing for Transit Software	→ Vendor Branded Android Application → Vendor Branded iOS Application → Closed-Loop Wallet → Cash Payment → Cart Based Checkout Process → Ticket Manager → Visual Inspection[7] → Reduced Fare Offerings → Custom Social Media Links	**Revenue Share:** 7%[8] **Additional Features:** Push Notifications: $6,000/yr Reduced Fares: $0.25 per Fully Reduced Fare

OpsMan
(Backend System for end-to-end System Management)
	→ Heat Mapping of Citation Density
	→ Live Officer Route Tracking
	→ Real-time access to active parking & transit sessions
	→ Reporting Access
	  ◆ Mobile payments reports
	  ◆ Enforcement reports
	  ◆ Transit reports
	  ◆ Administrative reports
	  ◆ Ad hoc and custom reports
	→ Unlimited Administrators
	→ Unlimited Access to Passport's Knowledge Base
	  ◆ FAQs
	  ◆ Training Videos
	  ◆ Community Forum
		Passport's Annual License Fee for up to 12,500 citations
		● $65,575
		Passport's Annual License Fee for 12,501 to 18,500 citations
		● $91,575
		Passport's Annual License Fee for 18,501 to 24,000 citations
		● $121,575

RMCPay *(Citation Payment Portal)*	→ Citation Payment Portal → Online Appeals	Included[9]
Delinquency Notices	→ Automatic Notification Mailing → DMV Lookups	Included[10]

Hardware	→ Samsung S9
	  ◆ Rugged Phone Case
	  ◆ Phone Charger
	  ◆ Phone Screen Protector
	  ◆ Zebra ZQ320 Printer
	  ◆ The City is responsible for all data
	→ Zebra ZQ320 Bluetooth Printer
	  ◆ Charger
	  ◆ Battery
	  ◆ Shoulder Strap
		~~$600/Android Device~~ - $420 Passport will provide four devices to the City at a 30% discount
		
		~~$600/Zebra Printer~~ - $420 Passport will provide four devices to the City at a 30% discount

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[7] Passport offers electronic validation at an additional cost. Based on the response to submitted questions Passport did not include validation in its cost.

[8] Revenue share includes merchant processing costs. Passport will serve as the Merchant of Record & Payment Processor.

[9] Passport reserves the right to charge the parker a convenience fee for violations

[10] Passport will mail up to two letters per citation

		◆ 1 Roll of Blank Paper	
	➔ Paper Estimate ◆ 70 citations/roll ◆ Minimum 100 roll order		**Custom** $8.00/roll **Blank** $3.00/roll
Service Delivery	Project Management	➔ Dedicated Project Manager ➔ Implementation Specialist ➔ Project Plan ➔ Weekly Calls	**One-time, Implementation Fee** $23,425
	Configurations	➔ Passport on-site scoping meeting to evaluate the current system and plan the implementation with City Staff ➔ Zone Setup ➔ Rate Setup ➔ Rate Testing ➔ Citation Setup ➔ Permit Setup ➔ Fare Setup ➔ Escalation Schedule Setup ➔ Escalation Schedule Testing ➔ Transfer of All Outstanding Citations ➔ Administrator role creation and setup	**On-Site Scoping** ~~$5,580~~ - Waived Included
	Marketing	➔ All new Koma-Alu signage for mobile pay application ➔ All new decals for mobile pay application ➔ How-to Flyer ➔ Post PR on Website ➔ Post PR on Social Media ➔ Dedicated Client Lifecycle Marketing Manager	Included
	Training	➔ Passport Overview ➔ Enforcement Introduction ➔ OpsMan Mobile ➔ RMCPay Portal ➔ Mobile payment setup evaluation and recommendations ➔ *Transit* Introduction ➔ *Transit* Consumer Experience ➔ *Transit* Configurations ➔ Customer Support ➔ Operator Management	**Remote** Included **On-Site**[11] $895.00/day

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[11] On-site training is optional, all training can be effectively done remotely.

	Integrations	→ Merchant Processor Integration[12] → Meter Integration → Unlimited access to 40+ active integrations	Included
	Expansions	→ Tools and assistance for location additions	Included
	Expedited Development[13]	→ Product Manager → Project Timeline → Full Stack Engineers	$250.00/ hour
Support	End User Support	→ Tier Three End User Support → Customer Support Representatives → Live Body Support 7 days a week	Included
	Client Support	→ Product Support Specialists for technical support 7 days a week → Dedicated Client Success Manager for system updates	Included

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[12] With any of the 15+ Merchant Processors that Passport currently maintains integrations with.
[13] The Client may request new features or functionality to be built into the system, and, to the extent that Passport plans to incorporate such requested new features or functionality into the Software, Passport will develop such features and functionality at no cost to the Client. If the Client's requested features or functionality are created for the Client's use, are not contemplated in the scope of work, and are not incorporated into the Software, Passport may, at its sole discretion, charge Provider custom development fee of two hundred and fifty dollars ($250,00) per hour for the development of such features or functionality and a monthly maintenance fee that will be mutually agreed between the Parties and reduced to a written addendum to this Agreement that the Parties must execute.

Qualifications

The response to the minimum qualification requirements contained below is a list of the minimum qualification requirements prescribed for the RFP. Proposers must provide documentation which demonstrates their ability to satisfy all of the minimum qualification requirements. Proposers who do not meet the minimum qualification requirements or who fail to provide supporting documentation will not be considered for award.

Provide a brief history of company including year of establishment; organizational chart indicating individuals responsible for the contract; corporate office location; key contacts with name, title, address, phone and email address; standard terms of payment; provide annual sales for the last 3 years in other city/county governmental entities served; provide examples of similar contracts with references; what differentiates the company from competitors; marketing strategies; company capabilities; company certifications.

Company History and Background

Passport was founded on the belief that the parking industry was ripe for disruption -- archaic practices and inefficiencies abounded, not to mention the dwindling number of people carrying quarters to pay for meters. Driven by this belief, Passport developed its first product, an Interactive Voice Recognition ("IVR") system used on NCDOT property, where it was beta tested under the name Alliance Parking. Passport Parking, LLC was registered as a business entity in the state of Delaware on April 12th, 2011. Understanding the nuances of initiating and paying for a parking session, Passport began development of its MVP Mobile Payment for Parking Platform, which was officially debuted at Startup Riot in Atlanta, GA in February 2012.

Shortly thereafter Passport was awarded a contract with the City of Asheville, NC. Working closely with Asheville, Passport recognized that no one knows the challenges of the parking industry better than those who operate it and was able to iterate the product and the service to take a more consultative approach. Building on this realization, Passport gained momentum in the market, working with municipalities, private operators, and universities to deliver a constantly-evolving product.

One of the iterations that came from these partnerships was the idea of a truly private label solution, which had not yet been achieved by a non-proprietary software in the market. Passport worked with the City of Omaha, NE to design and build ParkOmaha, the industry's first private label parking application that could also leverage a network effect. ParkOmaha launched in 2013 and was the first of more than 40 private label applications serviced by Passport, including ParkChicago, ParkBoston, and Parking Kitty. Passport became so proficient at deploying and servicing these private label applications, it even took over the service of several proprietary systems, including GreenP in Toronto, ON; ParkRight in Westminster, UK; and P$ in Montreal, QC.

Passport currently services Mobile Payment for Parking solutions for more than 300 clients across North America and Europe. Of those 500+ clients, 215 are municipalities, giving Passport an unparalleled expertise in navigating the public/private relationship and understanding the complexities of such situations. Backed by institutional investors, Passport has both the experience and stability to be the best provider for the City, while still remaining loyal to its lean roots.

In August of 2018, Passport was recognized by Inc. magazine on its 37th annual Inc. 5000 list as the 389th fastest growing private company in the nation, 43rd among software companies. Widely considered one of the most reputable public accolades of growth and success, participation in the list requires a detailed audit of business information, company financials, employee count, and

factors most important to growth and stability. Since 2014, Passport has seen revenue growth of 1,264% and has seen its employee count double to over 150 employes. Passport's commitment to its clients and the communities they serve have enabled it to scale to over 450 clients while delivering the industry's best mobile technology platforms for parking, enforcement, transit, and tolling. Passport joins the elite company of previously-recognized organizations such as Microsoft, Intuit, Oracle, and Zappos.com. Passport is well positioned to grow and scale with the City both now and in the future. In fact, as the Passport network scales and expands to neighboring areas, it will only bring more value and utility to the City's platform.

Corporate Office Location and Year of Establishment	Passport headquarters is located at 128 South Tryon, Suite 2200, Charlotte, North Carolina.
Year of Establishment	2010
Standard Terms of Payment	Net 30
Annual Sales - Last Three Years	Passport Labs, Inc. is a privately held Delaware C-Corporation backed by institutional investors Bain Capital, Grotech Ventures, and MK Capital. Since 2013, Passport has raised a total of $60MM in three equity funding rounds, with the latest round led by Bain Capital. Passport also maintains a banking relationship with Comerica Bank for additional financial stability through available debt capacity and liquidity. Passport has used that funding to deliver innovative, technologically advanced solutions to municipalities, private operators, and universities across North America. Passport provides internal CPA-prepared financial statements on a monthly basis for review by its Board of Directors. Passport also conducts thorough financial statement and tax compliance audits on an annual basis with a fully-accredited accounting firm. It's 2013 (unaudited) and 2014 (audited) financial statements were prepared by Reardon & Garrison, LLP. The most recent audit of Passport's internally CPA-prepared 2015 and 2016 financial statements were performed by Dixon Hughes Goodman, LLP. Due to highly competitive and strategic details within these reports, the policy of the Board of Directors is to provide these detailed financial statements to municipalities upon request only following formal engagement of Passport for its services. In the interim, with revenue expected to exceed $40MM in 2019, Passport can confidently attest to its financial stability and ability to successfully service any contract arising out of this project. Please feel free to contact the following people for additional assurance as to Passport's financial stability.
What differentiates the Passport from competitors	Of all of the parking providers on the market, Passport is the only vendor with a complete software-centric focus. To evolve with future demands, Passport knows data will be a central factor in determining how cities grow and change. That is why Passport's data-driven approach to integrating all

of the City's data providers in one place, in addition to its multimodal platforms, bring tremendous value to the City.

Passport is the industry leader and trend setter in private-label mobile parking payment applications, and it's robust product line means they are integrated with all other hardware/software service providers in other City value chains, such as citation resolution, permitting, and transit, enabling Passport to seamlessly add other operator's data to its central backend Platform. Passport is the only vendor who can bring this experience across all mobility sectors across the City, facilitating integration between the right systems and the right data both now and in the future.

Passport maintains $25 MM in cash on hand to drive our clients to the forefront of these innovations. Passport is backed by a group of investors, including Bain Capital Ventures, Grotech Ventures, MK Capital and Relevance Capital. Additionally, Passport was recently featured as number 389 in the August 2018 issue of *Inc.* magazine's 5000 fastest growing companies in America.

Passport's multi-vertical experience in other areas of the City's operations, such as tolling and transit, enable the City to create a seamless experience across transportation modes. The City can explore new ways of engaging its parkers, riders, and violators from a single platform, seamlessly integrated with itself and other providers in the City's parking ecosystem.

Passport is uniquely positioned and experienced to accomplish the City's current and future needs. By selecting Passport, the City benefits from a know vendor with reduced risk. We are innovative and provide the entire platform, and our mobility program is the premier program in central Florida. We leverage our long history and performance and enhanced customer experience for the City of Gainesville to expand mobile parking and mobile ticketing.

In addition, the City will benefit from our student fare advantage program. Passport has developed a Fare Advantage Program that allows agencies, businesses, government entities, and universities to digitally provide discounted fare programs to their riders. The Fare Advantage Program enables the Agency to effectively distribute rider discounts, which are redeemable directly from the rider's Transit account. This program was designed to provide a valuable service to its riders, while streamlining the Agency's operations: eliminating printing costs, reducing trips to the Agency's office, and eliminating on-board verification of eligibility. In the Fare Advantage Program, each eligible rider's account will be tied to an eligibility code, which the Agency will distribute to their riders. The eligibility status can either be verified by the rider herself (i.e., senior discounts require proof of age) or by a third party (i.e., student fares are confirmed by the University). Once the rider inputs her unique code, that rider's account will be tied to that eligibility status, giving her access to both full price and reduced priced fares.

Marketing Strategies	Passport has continually set the industry standard for the quality and design of parking applications in the United States. In 2014, Passport launched the first third-party private label parking application, ParkOmaha. ParkOmaha, like all of Passports 40+ private label applications is not simply a core application with different colors, branding, and a witty name. Rather, the architecture is built to allow for City-specific rules and messaging, creating a truly unique application.
	Passport's private label products provide brand continuity across all communications, creating a higher level of awareness and increased utilization. The City will work with a Client Lifecycle Marketing Manager to name the application, secure that name, and build an engaging marketing campaign around the City's newest product offering. Once the name and branding are secured, Passport will design signs and decals in keeping with this branding as well as how-to flyers, and digital banners directing parkers to a fully branded application. The City will have the option to increase marketing efforts throughout the term of the contract, including using guerilla marketing tactics to generate interest, increase adoption, and encourage continued utilization of the City's application.
	The City has complete control over the configuration of its application, including whether the private label application will be interoperable with other Passport Parking clients. For instance, Passport's private label solution ParkBoston can be used interchangeably with Passport Parking, increasing the value of the application as Parking is available in 11 surrounding towns and cities. As every Passport zone number is unique, the City will be able to run reports on zones only within their system's limits, understanding exactly who is using the application, giving increased transparency to all parking operations, and giving the City the necessary data to improve their service offering to its citizens.
	Passport's marketing team will work closely with the City throughout the implementation process to develop a streamlined marketing plan that drives an impactful launch and long-term results. During the kickoff call, the marketing team will leverage its deep understanding of the parking industry, consumer preferences, and large-scale marketing plan execution to formulate a launch strategy that incorporates the City's unique needs and characteristics. To ensure that the market is targeted most effectively, Passport will determine the ideal marketing mix from its spectrum of marketing capabilities which include signage, public relations, print & digital marketing, and experiential marketing. To maintain consistent alignment between Passport and the City, Passport's Client Lifecycle Marketing Manager will hold weekly status calls with the City.
Company Capabilities and Certifications	Over the last 36 months, Passport has on-boarded over 300+ new clients onto the mobile payment for parking platform. In total, Passport has over 500 private and municipal installations across North America. Additionally, in December 2017, Passport closed its Series C with a $43 million-dollar investment of from Bain Capital Ventures, reaffirming Passport's position atop the mobile payment marketplace. This funding is validation of Passport's place in the industry, financial stability, and uniquely positions Passport to be able to to invest in expanding its service teams and technology offerings to support its rapidly growing client base.

	Over the past year, Passport has expanded its partnership in locations throughout Canada, the United Kingdom, and the United States including Charlotte, NC, Richmond, VA, and London, England. Passport is able to complete work like this because of its dedication to provide excellent and continued support and service to clients. Additionally, Passport has received several accolades and awards over the past 36 months. These awards include marketing awards from the International Parking Institute Marketing Communication Awards. For example, Passport won the award for its ParkBoston Street Arcade event in 2015 and The Parking Matters Award for its Mobile Pay Parking Buyer's Guide in 2017. Assistance was also given to help Easypark win several IPI marketing awards. Additional accolades the company has received include business accolades like the Charlotte Business Journal's "Fast 50" awards program. The Charlotte Business Journal named Passport amongst its fastest growing companies in Charlotte during its "Fast 50" awards ceremony. The fintech company posted an almost 200 percent revenue growth from 2014-2016, placing second in the competition in December 2017. Previously, the company grew an outstanding 500 percent, winning 2016's award. 2017 was the second consecutive year Passport has been recognized as one of the city's fastest growing private companies in the area. In August 2018, Passport was recently recognized in Inc 5000's list of Fastest Growing Companies.
Key Contacts	Kelsey Owens, Regional Sales Director - Southeast 128 S Tryon St. Suite 2200 Charlotte, NC 28202 (704) 879-2760 kelsey.owens@passportinc.com

Organizational Chart
LEADERSHIP TEAM

Bob Youakim
Chief Executive Officer

Ben Winokur
Chief of Staff

Wendy Soler
Admin Assistant

Igor Karpovich Chief Corporate Development Officer	**Khristian Gutierrez** Chief Revenue Officer	**Meredith Cage** VP, Product	**Mike Scully** Chief Analytics Officer	**Brad Powers** Chief Technology Officer	**Hunter Louis** Chief Financial Officer	**Kate Haffey** VP, People Operations	**Jason Idilbi** General Counsel	**Kevin Uhlenhaker** CEO, NuPark
◌ Business Development ◌ Corporate Development ◌ International Expansion	◌ Global Sales ◌ Revenue Operations ◌ Client Success	◌ Product Mgmt ◌ Design ◌ Marketing	◌ R&D ◌ Data Science	◌ Engineering ◌ Infrastructure ◌ Architecture ◌ Client Operations (Client Operations, Service Delivery, Sales Engineering) ◌ M&A Integrations	◌ Finance ◌ Accounting ◌ Continuous Improvement	◌ Human Resources ◌ Office Operations	◌ Legal ◌ Compliance	

Last Update: November 29, 2018

Organizational Chart
REVENUE

Khristian Gutierrez
Chief Revenue Officer

Igor Karpovich
Chief Corporate Development Officer

Adam Warnes
VP, UK Operations

Teddy Fitzgibbons
VP, International Business Development

David Singletary
VP, Sales

Damien Howley
VP, Client Success

Lance Werling
Director, Revenue Ops

Devin Patel
VP, Business Development

Anil Mahendra
UK Business Manager

Anthony Caddell Sales Executive Direct-MidAtlantic	**Mollie Bolin** Sales Executive Direct-Southwest

Ariel Hodges
Client Success Mgr

Kelsey Fisher
Client Success Mgr

Anna Choiniere
Proposal Coordinator

Graham Tucker
Corp Development Mgr

Conor Kelly Regional Sales Director Enterprise	**Nathan Berry** Regional Sales Director Enterprise

Ben Stewart
Client Success Rep

Marissa Mirbach
Client Success Rep

Brittany Anderson
Proposal Manager

OPEN
Corporate Development Assc

Crystal Allen Sales Exec	**Philip Endres** Regional Sales Director Enterprise

Chris Watt
Client Success Exec

Matt McCallister
Client Success Mgr

Emma Record
Proposal Manager

OPEN
Business Integration Manager

Curtis Morgan Sales Executive Enterprise	**Sam Warnecke** Sales Executive Direct-West

Conor Buckley
Client Success Exec

Tydus Mana
Client Success Exec

Madhura Ghosh
Operations Specialist

OPEN
Strategic Partnerships Mgr

Darryl Davis Sales Executive	**Thomas Wiese** Sales Director Transit & Tolling

Kelly Andrews
Client Success Rep

OPEN
Director, Client Success

Punith Suresh
Senior Sales Analyst

Kelsey Owens Regional Sales Director Direct-Southeast	**Zach Toomey** Sales Executive Transit

OPEN
Proposal Manager

Marcell Allmond Sales Executive Direct-Great Lakes	**OPEN** Sales Executive TBD

OPEN
Proposal Manager

Mac Martin Sales Executive	**OPEN** Sales Executive TBD

OPEN
Proposal Manager

OPEN
Channel Manager - VARS

NOTE: All OPENINGS are subject to change.

Legend: Passporters in India | Contractors/Consultants | Posted or Planned Positions | Leadership Team | People Manager

Organizational Chart
PRODUCT & MARKETING

Meredith Cage
VP, Product

OPEN	**Jenny Crane McHugh**	**Luke Segars**	**Kate Wagoner**	**Kyle Bennett**	**Rob Luke**	**Christina Kyriazi**
Product Manager Tolling	*Director, Product Mgmt*	*Director, Platform Product*	*Director, Urban Mobility*	*Director, Programs Split Role with Client Ops*	*Head of Design*	*Marketing Director*

Marcus Flores
Assc Product Manager

Jenny Crane McHugh reports:
- **Andrew Caldwell** — *Assc Product Manager*
- **Ashley Bureau** — *Product Manager Permits*
- **Christine Nicodemus** — *Assc Product Manager*
- **Devin Learn** — *Product Manager*
- **OPEN-Replace** — *Product Manager*
- **Josh Kohn** — *Product Manager Transit & Enforcement*
- **OPEN** — *Program Manager*
- **Liz Roop** — *Product Manager*
- **Mike Boehm** — *Assc Product Manager*
- **Mary Grey Cunningham** — *Assc Product Manager*
- **OPEN** — *Assc Product Manager*

Luke Segars reports:
- **Khushali Korde** — *Assc Product Manager*
- **Lucas Signor** — *Product Manager Client Portal*
- **Ryan Davey** — *Assc Product Manager*

Rob Luke reports:
- **Ellery Tiller** — *Marketing Designer*
- **Jamie Reed** — *Product Designer*
- **Michael Rogers** — *Sr Product Designer*
- **Sara Wasserboehr** — *Graphic Designer*
- **Mel Shields** — *Product Designer*
- **Michael Kuhn** — *Assc Product Designer*
- **OPEN** — *Product Designer Transit*
- **OPEN** — *Marketing Designer Brand*

Christina Kyriazi reports:
- **Buddy Mitchell** — *Client Lifecycle Mrkt Mgr*
- **Grant Emory** — *Mobile User Acquisition & Engagement Mrkt Mgr*
- **Jaime Omps** — *Event Marketing Specialist*
- **Jenn Price** — *Digital Marketing Mgr*
- **Julie Starck** — *Marketing Coordinator*
- **Katie Pelfrey** — *Client Lifecycle Mrkt Mgr*
- **Missi Rossi** — *Product Marketing Mgr*
- **Elizabeth Strickett** — *Marketing Comms Mgr*
- **OPEN** — *Product Marketing Mgr Transit & Tolling*

NOTE: All OPENINGS are subject to change.

Legend: Passporters in India | Contractors/Consultants | Posted or Planned Positions | Leadership Team | People Manager

Organizational Chart
FINANCE, LEGAL, PEOPLE OPS

Hunter Louis
Chief Financial Officer

Zachary Whitley	OPEN	**Chelsea Concepcion**	**Drew Myers**
Controller	*Director, Financial Planning*	*Senior Financial Analyst*	*Director, Continuous Improvement*

Zachary Whitley reports:
- **Alexie Trudan** — *Sr Accounting Analyst*
- **Jessica Sears** — *Accounting Specialist*
- **Ryan Magill** — *Accounting Analyst*
- **Maria Reid** — *Tax Accountant* — 11/12 Start
- **Sam Upton** — *Revenue Manager* — 11/12 Start

Drew Myers reports:
- **Laura Garvey** — *Procurement Manager* — 12/10 Start

Kate Haffey
VP, People Operations
- **Maggie Melkus** — *HR Analyst*
- **Nancy Gluck** — *Office Manager*
- **Nick Hernandez** — *People Ops Manager*
  - **Teryn Roberts** — *Talent Specialist*
  - **Stephen Rose** — *Learning & Dev Mgr*

Jason Idilbi
General Counsel
- **Scott Branam** — *Corporate Counsel*
- **Eva Wojtalewski** — *Corporate Counsel*
- **TBD** — *Legal ?*

NOTE: All OPENINGS are subject to change.

Legend: Passporters in India | Contractors/Consultants | Posted or Planned Positions | Leadership Team | People Manager

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Organizational Chart
ENGINEERING

Brad Powers
Chief Technology Officer

Brian Allen & Intelligys
Infrastructure Support

Duncan Mapes — *VP, Engineering*

Kevin Currie — *DevOps Lead*

OPEN — *VP, Client Operations*

Ethan Woodward — *Software Engineer II* — Team NEON
- Dagna Bieda — Software Engineer III
- Josiah McCorkle — Software Engineer II
- Larry Mickie — Software Engineer I
- Lucky N. — Software Developer
- Maddie Deming — Software Engineer I
- Nanda Scott — Software Eng Apprentice
- Taddes Korris — Software Engineer I
- Tyler DeVeau — Quilmont QA

Justin Cruz — *Dev Team Lead* — Team CURIUM
- Barry Foy — Software Engineer II
- Brandon Wilson — Software Engineer I
- Lars Wiersholm — Software Engineer III
- Sean Moriarty — Software Engineer II

Ke'von Young-Reaves — Quilmont QA — CURIUM & CARBON

Pinky Parsons — *Dev Team Lead* — Team CARBON
- David Weber — Software Engineer II
- Marcus Wu — Software Engineer II
- Matt Mohrman — Software Engineer III
- Morgan Winbush — Software Engineer I
- Shane Nelson — Software Engineer II
- Tanay Bera — Software Developer
- David Kwon — Software Engineer II — 11/12 Start

PLACEMENT TBD
- Rahul Bairathi — Software Engineer II — 12/17 Start
- OPEN — iOS – APIs
- OPEN — Android - Citations
- OPEN — Android - Tolling

Jason Pollman — *Dev Team Lead* — Team TITANIUM
- Brodey Newman — Software Engineer II
- Daniel Lee — Software Engineer I
- Jessi Cord — Software Engineer I
- Kenny Higginbotham — Software Engineer I
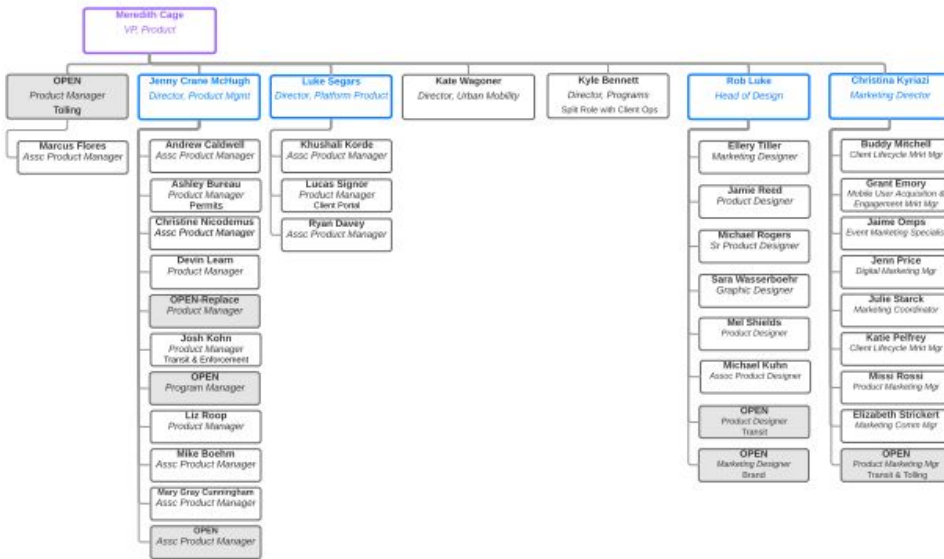- Sai Jonnala — Software Engineer II
- Taras Kril — Software Engineer II

Wil Merchant — Quilmont QA — TITANIUM & KRYPTON

Sean Teare — *Dev Team Lead* — Team KRYPTON
- Alexey Kalinin — Software Engineer III
- Andrew Gerst — Software Engineer II
- Halley Cummings — Software Engineer I
- Jason Ehmke — Software Engineer III
- Kelsey Newman — Software Engineer I
- Torgny Bjers — Software Dev Team Lead
- Alex Bradley — Software Engineer I
- Chris Park — Software Engineer I — 11/12 Start
- Devon Bellizio — Software Engineer III — 11/26 Start

Trey Robinson — *Dev Team Lead* — Team SODIUM
- Fredo Velasco — Software Engineer I
- Michael Schmidt II — Software Engineer III
- Neil Schreiber — Software Engineer II
- Steven Roseman — Software Engineer II
- Wyatt Davies — Quilmont QA
- Francis Krueger — Software Engineer III
- Jaime Jahuey — Software Engineer II — 11/26 Start

Ian Caldwell — *Dev Team Lead* — Team ARSENIC
- Christian Haasis — Software Engineer II
- Joel Dollarhide — Software Engineer I
- Rodney Brenes — Software Engineer II
- Sebastian Rogers — Software Engineer I
- Joel Akel — Quilmont QA

Mark Wilson — Sr Architect

Matt Housemeyer — Technical Delivery Mgr

James Koch — Quilmont QA Mgmt

Jack Wohlfert — INTERIM - Team Lead — Team TECHNETIUM

B Grubbs (LOA) — Team TECHNETIUM
- Abhishek Banerjee — Software Developer
- Chad Martinson — Software Engineer II
- Jason Minnick — Software Engineer I
- Rusty Higginbotham — Software Engineer II
- Ahkeel Greenwood — Quilmont QA

Cyrus Bond — DevOps Engineer
- Jennifer Parise — Sr DevOps Engineer
- Steven Shelby — Sr Software Engineer
- Cameron Lynn — DevOps Engineer II

Kyle Bennett — *Director, Client Ops* — Split Role with Product
- Kendall Lynch — Client Ops Consultant
- Molly Cruz — Client Ops-Team Lead
  - Chris Tran — Client Ops Specialist
  - Kristie Waters — Client Ops Specialist
  - Tiffany Olivo — Client Ops Specialist
  - Wendell Dominique — Client Ops Specialist
- Spencer Harrell — Client Ops-Team Lead
  - Antonio Chambers — Client Ops Specialist
  - Brandon Washington — Client Ops Specialist
  - Will Shandley — Client Ops Specialist

Heather Scott — *Director, Service Delivery*
- April Dickerson — Project Manager II
- Courtney Ignacio — Project Manager
- David Bigelow — Project Manager
- Mike Mohler — Project Manager II
- Samantha Mumma — Project Manager
- Sarah Russell — Senior Project Manager
- David Hughes — Project Manager
- Anna Muniz — Project Manager
- Eifion Hughes — Project Manager — 11/12 Start

- Christa Harris — Implementation Specialist
- Michael Danko — Sr Implementation Specialist
- Moyo Orekoya — Implementation Manager
- OPEN — Implementation Specialist
- OPEN — Implementation Specialist

Sales Engineering Team TBD

Michael Rafferty — Solutions Consultant

NOTE: All OPENINGS are subject to change.

Legend: Passporters in India | Contractors/Consultants | Posted or Planned Positions | Leadership Team | People Manager
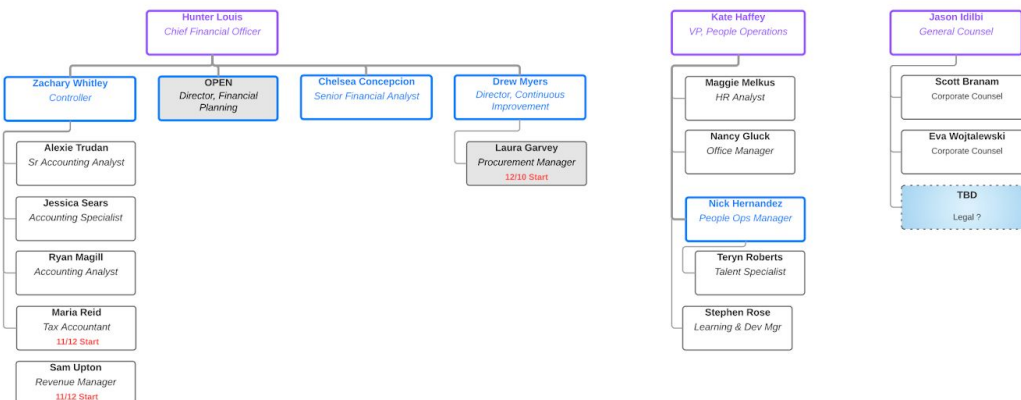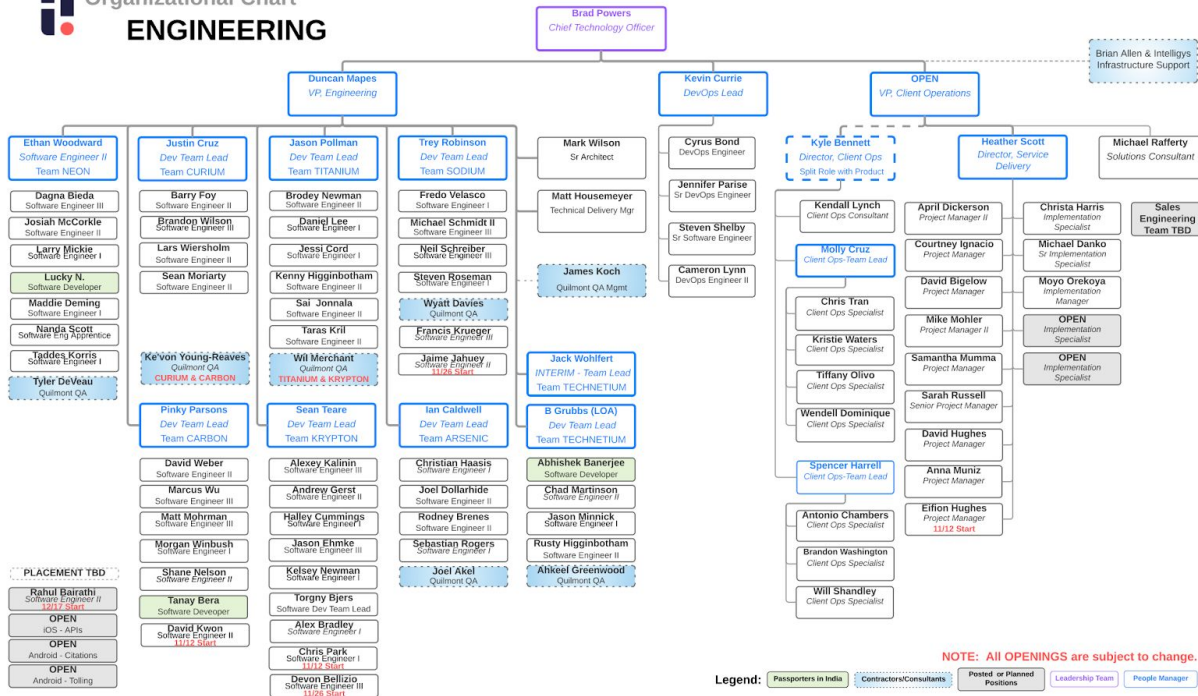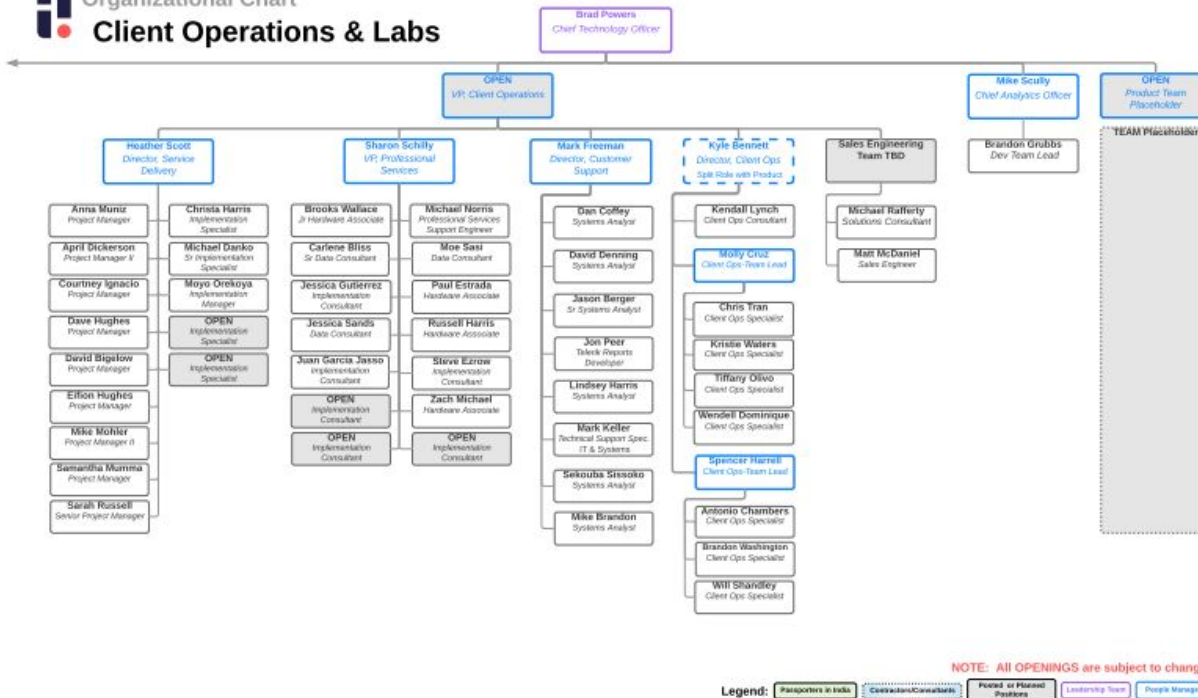

Organizational Chart
Client Operations & Labs

Brad Powers — *Chief Technology Officer*

OPEN — *VP, Client Operations*

Mike Scully — *Chief Analytics Officer*

OPEN — *Product Team Placeholder*

Heather Scott — *Director, Service Delivery*
- Anna Muniz — Project Manager
- April Dickerson — Project Manager V
- Courtney Ignacio — Project Manager
- Dave Hughes — Project Manager
- David Bigelow — Project Manager
- Eifion Hughes — Project Manager
- Mike Mohler — Project Manager II
- Samantha Mumma — Project Manager
- Sarah Russell — Senior Project Manager

- Christa Harris — Implementation Specialist
- Michael Danko — Sr Implementation Specialist
- Moyo Orekoya — Implementation Manager
- OPEN — Implementation Specialist
- OPEN — Implementation Specialist

Sharon Schily — *VP, Professional Services*
- Brooks Wallace — Jr Hardware Associate
- Carlene Bliss — Sr Data Consultant
- Jessica Gutierrez — Implementation Consultant
- Jessica Sands — Data Consultant
- Juan Garcia Jasso — Implementation Consultant
- OPEN — Implementation Consultant
- OPEN — Implementation Consultant

- Michael Norris — Professional Services Support Engineer
- Moe Sasi — Data Consultant
- Paul Estrada — Hardware Associate
- Russell Harris — Hardware Associate
- Steve Ezrow — Implementation Consultant
- Zach Michael — Hardware Associate
- OPEN — Implementation Consultant

Mark Freeman — *Director, Customer Support*
- Dan Coffey — Systems Analyst
- David Denning — Systems Analyst
- Jason Berger — Sr Systems Analyst
- Jon Peer — Telerik Reports Developer
- Lindsey Harris — Systems Analyst
- Mark Keller — Technical Support Spec. IT & Systems
- Sekouba Sissoko — Systems Analyst
- Mike Brandon — Systems Analyst

Kyle Bennett — *Director, Client Ops* — Split Role with Product
- Kendall Lynch — Client Ops Consultant
- Molly Cruz — Client Ops-Team Lead
  - Chris Tran — Client Ops Specialist
  - Kristie Waters — Client Ops Specialist
  - Tiffany Olivo — Client Ops Specialist
  - Wendell Dominique — Client Ops Specialist
- Spencer Harrell — Client Ops-Team Lead
  - Antonio Chambers — Client Ops Specialist
  - Brandon Washington — Client Ops Specialist
  - Will Shandley — Client Ops Specialist

Sales Engineering Team TBD
- Michael Rafferty — Solutions Consultant
- Matt McDaniel — Sales Engineer

Brandon Grubbs — Dev Team Lead

TEAM Placeholder

NOTE: All OPENINGS are subject to change.

Legend: Passporters in India | Contractors/Consultants | Posted or Planned Positions | Leadership Team | People Manager

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Forms

Living Wage Impact Survey

Living Wage Impact Survey

The Gainesville City Commission has asked City staff to investigate the possibility of implementing a program that would ensure that all businesses providing services to the City are paying their employees who are working on City Projects a Living Wage*. While the City currently has a limited Living Wage program in place, the City Commission's intention is to expand the program to cover all forms of services, regardless of the dollar amount involved.

Before an expanded Living Wage Program can be considered, the City needs to assess the financial impact that such an expansion would have to the City's bottom line.

The following survey questions will help the City Commission understand the difference between what these services currently cost and what the cost of these services would be if the business the City is engaging paid each of their employees a Living Wage. We are seeking your help in gathering this information.

Please complete and submit the survey below with your quote or bid documents.

This is an information gathering exercise only, the information will be culled together to provide an overall picture of the impact to the city – no company will be singled out or identified in the data.

If you have any questions about this project, please contact: City of Gainesville Procurement Division, 352 334 5021

The answers to these questions will in no way impact your company's ability to do business with the City of Gainesville.

1. What type of services does your company provide? <u>Integrated Parking Management and Mobile Ticketing</u>
   <u>Solutions</u>
   _____
   _____
   _____

2. What is the <u>total</u> price of your current bid? $<u> 119,836 (estimated annual fee)</u>

3. What is the total price of your bid if your company paid its employees the Living Wage as defined above?
   $<u> 119,836 (estimated annual fee)</u>

☐ Check this box if there is no impact to your quote or bid as a result of this request.

* As of March 1, 2018: $12.0673/hr. with Health Insurance Coverage provided; $13.3173/hr. if Health Insurance is not provided

Thank you for your participation!

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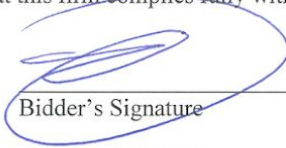
DRUG-FREE WORKPLACE FORM

The undersigned vendor in accordance with Florida Statute 287.087 hereby certifies that

Passport Labs, Inc. _____ does:
(Name of Business)

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.

2. Inform employees about the dangers of drug abuse in the workplace, the business's policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for the drug abuse violations.

3. Give each employee engaged in providing the commodities or contractual services that are under bid a copy of the statement specified in subsection (1).

4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.

5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employee's community, by any employee who is so convicted.

6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.

_____
Bidder's Signature

January 28, 2019 _____
Date

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Debarred and Suspended Bidders: Breach of Contract

N/A

N/A

Certification of Compliance with Living Wage

CITY OF GAINESVILLE

CERTIFICATION OF COMPLIANCE WITH LIVING WAGE

The undersigned hereby agrees to comply with the terms of the Living Wage Ordinance and to pay all covered employees, as defined by City of Gainesville Ordinance 020663 as amended at 030168 (Living Wage Ordinance), during the time they are directly involved in providing covered services under the contract with the City of Gainesville for Integrated Parking Management and Mobile Ticketing Solution a living wage of $ 12.0673   per hour to covered employees who receive Health Benefits from the undersigned employer and $ 13.3173   per hour to covered employees not offered health care benefits by the undersigned employer.

Name of Service Contractor/Subcontractor: Passport Labs, Inc.

 Address: 128 S. Tryon St. Suite 2200 Charlotte, NC 28202

 Phone Number: (704) 837-8066

Name of Local Contact Person N/A

 Address: N/A

 Phone Number: N/A

$ 119,836 (estimated annual fee)
(Amount of Contract)

Signature: _____   Date: January 28, 2019

Printed Name: Khristian Gutierrez

Title: CRO

Exhibit C

LIVING WAGE DECISION TREE

While not all encompassing, the following is provided as a guideline for contractors in determining whether the City of Gainesville Living Wage Ordinance applies to their firm in the performance of specified service contracts for covered services* with the City. Contractors are advised to review the entire text of the Living Wage Ordinance in conjunction with this guideline.

Flowchart:

- Will contract for services exceed $100,000?** → No → LWO Not Applicable
- YES ↓
- Is service provided one of the covered services listed at bottom of page? → NO → LWO not applicable
- YES ↓
- Is company a for profit business (i.e. not a 501 (c) or related type? → NO → LWO not applicable
- YES ↓
- Is company located in City of Gainesville Enterprise Zone? → NO → Are services being secured as a part of a co-op purchasing bid? → NO → Does company employ 50 or more persons? → YES → LW applies
  - Are services being secured as a part of a co-op purchasing bid? → YES → LWO not applicable
  - Does company employ 50 or more persons? → NO → LWO not applicable
- YES ↓
- LWO not applicable

*Covered Services: food preparation and/or distribution; custodial/cleaning; refuse removal; maintenance and repair; recycling; parking services; painting/refinishing; printing and reproduction services; landscaping/grounds maintenance; agricultural/forestry services; and construction services
**Total value of contract.

PROPOSAL RESPONSE FORM – SIGNATURE PAGE
(submit this form with your proposal)

TO: City of Gainesville, Florida
200 East University Avenue
Gainesville, Florida 32601

PROJECT: **Integrated Parking Management & Mobile Ticketing Solution**

RFP#: **DOMX-190023-DS**

RFP DUE DATE: **January 30, 2019 @ 3:00 p.m. (local time)**

Proposer's Legal Name: Passport Labs, Inc.

Proposer's Alias/DBA: Passport

Proposer's Address: 128 S Tryon St. Suite 2200

Charlotte, NC 28202

PROPOSER'S REPRESENTATIVE (to be contacted for additional information on this proposal):

Name: Kelsey Owens Telephone Number: (704) 879-2760

Date: January 29, 2019 Fax Number: (888) 804-1783

Email Address: kelsey.owens@passportinc.com

ADDENDA

The Proposer hereby acknowledges receipt of Addenda No.'s ____1____, ____2____, _____, to these Specifications.

TAXES

The Proposer agrees that any applicable Federal, State and Local sales and use taxes, which are to be paid by City of Gainesville, are included in the stated bid prices. Since often the City of Gainesville is exempt from taxes for equipment, materials and services, it is the responsibility of the Contractor to determine whether sales taxes are applicable. The Contractor is liable for any applicable taxes which are not included in the stated bid prices.

LOCAL PREFERENCE (check one)

Local Preference requested: YES ✔ NO

A copy of your Business tax receipt and Zoning Compliance Permit should be submitted with your bid if a local preference is requested.

QUALIFIED LOCAL SMALL AND/OR DISABLED VETERAN BUSINESS STATUS (check one)

Is your business qualified as a Local Small Business in accordance with the City of Gainesville Small Business Procurement Program? (Refer to Definitions) ☐ YES ☑ NO

Is your business qualified as a Local Service-Disabled Veteran Business in accordance with the City of Gainesville Small and Service-Disabled Veteran Business Procurement Program? (Refer to Definitions) ☐ YES ☑ No

SERVICE-DISABLED VETERANS' BUSINESS (check one)

Is your business certified as a service-disabled veterans' business? ☐ YES ☑ NO

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LIVING WAGE COMPLIANCE
See Living Wage Decision Tree (Exhibit C hereto)

Check One:

☐   Living Wage Ordinance does not apply
     (check all that apply)
    ☐   Not a covered service
        Contract does not exceed $100,000
        Not a for-profit individual, business entity, corporation, partnership, limited liability company, joint venture, or similar business, who or which employees 50 or more persons, but not including employees of any subsidiaries, affiliates or parent businesses.
        Located within the City of Gainesville enterprise zone.

☑   Living Wage Ordinance applies and the completed Certification of Compliance with Living Wage is included with this bid.
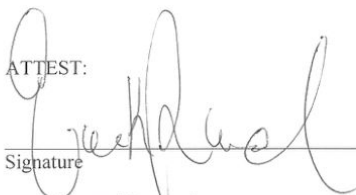
NOTE: If Contractor has stated Living Wage Ordinance does not apply and it is later determined Living Wage Ordinance does apply, Contractor will be required to comply with the provision of the City of Gainesville's living wage requirements, as applicable, without any adjustment to the bid price.

SIGNATURE ACKNOWLEDGES THAT: (check one)

☑   Proposal is in full compliance with the Specifications.

☐   Proposal is in full compliance with specifications except as specifically stated and attached hereto.

Signature also acknowledges that Proposer has read the current City of Gainesville Debarment/Suspension/Termination Procedures and agrees that the provisions thereof shall apply to this RFP.

(CORPORATE SEAL) Passport does not have a corporate seal

ATTEST:
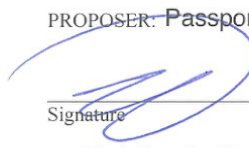
Signature

By: Emma Record

Title: Proposal Project Manager

PROPOSER: Passport Labs, Inc.

Signature

By: Khristian Gutierrez

Title: CRO

Contract Terms and Conditions

Contract Terms and Conditions

Below, Passport Labs, Inc. ("Passport") submits its proposed Contract Terms and Conditions for inclusion in any contract resulting from the submission of Passport's proposal. Passport recognizes and understands that the final, negotiated contract, should Passport be the winning bidder, will include additional terms and conditions. Having said this, these Contract Terms and Conditions represent Passport's material contractual concerns as a SaaS provider to NAME OF RFP ENTITY (as utilized in the Contract Terms and Conditions as the "Provider"). These Contract Terms and Conditions are mutually beneficial to NAME OF RFP ENTITY and Passport in that they outline the rights and obligations of both parties with respect to the matters set forth herein.

1. Data Rights

This Section shall govern the rights of Passport and Provider, as the case may be, with respect to the data that is subject to this Agreement. Passport will, by provisions in its Privacy Policy or otherwise, procure from such end users all such lawful consents and rights necessary to grant to Provider the rights in such data as stated in this Section. Passport's Privacy Policy, as it may be amended from time to time in Passport's sole discretion, can be viewed at https://www.passportinc.com/privacy-policy.

A. Operational data is data specific to the Provider's operation that is provided by Provider to Passport to be used in the providing of services. Operational data is specific to the Provider's operation, which is not available to Passport publicly or by other means. Operational data may include, but is not limited to, zone information, rate information, operational schedules, business metrics, relevant details of partner agreements. In each case, Operational data may refer to past, present, or future states of such items.

Operational data is the sole and exclusive property of the Provider. The Provider grants Passport a perpetual, irrevocable, royalty-free, non-exclusive, non-assignable, and non-transferrable license to Operational data, provided that, Passport may assign or transfer such license to a successor in connection with the transfer or sale of all or substantially all of its assets or business related to this agreement, or in the event of its merger, consolidation, change in control or similar transaction.

B. Payment Card Industry-Data Security Standard Information ("PCI-DSS Information") consists of the following items, each as defined by the then-current Payment Card Industry Data Security Standards ("PCI-DSS"): Account Data; Cardholder Data; Primary Account Number; and Sensitive Authentication Data.

Passport acquires a license or sublicense to the PCI-DSS Information from end users who share such data with Passport in connection with their use of the Software. Passport must secure such data in accordance with PCI-DSS. As such, Passport may not grant Provider derivative rights to such PCI-DSS Information and Passport shall not be required to disclose such PCI-DSS Information to Provider.

C. Personal identifiable information ("PII") is any representation of information that permits the identity of an individual to whom the information applies to be reasonably determined or inferred by either direct or indirect means. Name, address, social security number or other identifying number or code, telephone number, or email address directly identify individuals. Certain data elements—including gender, race, birth date, geographic indicator (such as zip code or postal code), and other descriptors—can be used in conjunction or with other data elements to indirectly identify individuals. Information permitting the physical or online contacting of a specific individual (e.g., IP address) is also personally identifiable information. End users of Passport's Software own PII and license it to Passport pursuant to Passport's Privacy Policy, as it may be amended from time to time in Passport's sole discretion. Passport may sublicense PII to the Provider under certain conditions (including but not limited to the Provider's compliance with information security controls and applicable regulations) that shall be memorialized separately if and when applicable.

D.   Activity data is any data generated in the providing of services under this agreement by Passport to Provider and by end users' interactions with the services or with Passport directly that is not otherwise PCI-DSS information or PII as defined above. Activity data may include, but is not limited to, user interaction data, geolocation data, opt-in/opt-out status (including compliance logs), purchase and session data, application diagnostic data, service performance data, and support data. Data that is derived from Activity data is also Activity data.

Activity data is the sole and exclusive property of Passport. Passport grants the Provider an irrevocable, royalty-free, non-exclusive, non-assignable, and non-transferrable license to Activity data for the duration of the term of this Agreement and only to the extent and in the format that Passport chooses in its sole discretion to expose such data through its administrative portal or as otherwise agreed upon with the Provider and only for the Provider's internal use in connection with the services provided under this agreement.

2.   Privacy Policy; Terms of Use

End users' use of the Services shall at all times be governed by (a) Passport's Privacy Policy, as it may be amended from time to time in Passport's sole discretion, which can be viewed at https://passportinc.com/privacy-policy/, and (b) Passport's Terms and Conditions, as they may be amended from time to time in Passport's sole discretion, which can be viewed at https://passportinc.com/terms-and-conditions/.

3.   Intellectual Property

A.   Passport grants Provider a revocable, non-exclusive, non-assignable, non-transferrable, and non-subleaseable right and license to use and access the Software only for its internal business purposes for the duration of the Term. All intellectual property rights including, without limitation, trade names, source code, trademarks, copyrights, patents, and trade secrets, not explicitly granted to Provider in this agreement are reserved to Passport.

B.   Provider will not, directly, indirectly, alone, or with another party, (i) copy, disassemble, reverse engineer, or decompile the software or any subpart thereof; (ii) modify, create derivative works based upon, or translate the software or source code; (iii) transfer or otherwise grant any rights in the software or source code in any form to any other party; (iv) attempt to do any of the foregoing or cause or permit any third party to do or attempt to do any of the foregoing, except as expressly permitted hereunder.

4.   Confidentiality

A.   Provider and Passport agree to treat this Agreement and all information furnished, or to be furnished, by or on behalf of the other party and information analyses, summaries and other work product derived from such information (collectively, the "Confidential Information") in accordance with the provisions of this section and to take, or abstain from taking, all actions set forth herein. Each party, as a receiving party, will do the following things with regard to the Confidential Information of the other party:

  i.   Prevent the disclosure of the Confidential Information by the receiving party and each of the receiving party's employees, agents, and/or professionals to any third party other than as permitted under this Agreement;
  ii.   Use, and permit the use of, the Confidential Information only for the purposes of providing, or enjoying the benefit of, the goods, services, and/or software provided for in this Agreement (the "Purpose");
  iii.   Disclose the Confidential Information only to such of the receiving party's employees, agents, and professionals as have a bona fide need to possess or know the Confidential Information in the course of accomplishing, or advising the disclosing party with regard to, the Purpose;

    iv.   Cause each employee, agent, or professional to whom the receiving party discloses the Confidential Information to be bound by an obligation of confidentiality that is at least as rigorous as the obligations contained in this Agreement; and

    v.   Return or destroy all written or other tangible copies of Confidential Information in the receiving party's possession or direct or indirect control, including all extracts and copies thereof, within a reasonable time after, and in accordance with, the disclosing party's request.

B.   Nothing in this Agreement will prevent the receiving party from disclosing or using Confidential Information to the extent that:

    i.   It is or becomes readily ascertainable by proper means by the public without any breach of a confidentiality obligation of the receiving party;

    ii.   It is received from a third party that is not under an obligation of confidentiality of which the receiving party knew or had reason to know;

    iii.   It was independently developed by the receiving party without use of the Confidential Information; or

    iv.   It is required by law to be disclosed, provided that the receiving party provides to the disclosing party as much notice as is practicable under the circumstances of such requirement prior to disclosure and provides to the disclosing party, at the disclosing party's expense, such reasonable assistance as the disclosing party requests in seeking confidential treatment, protective orders, nondisclosure, and/or similar measures.

For the avoidance of doubt, none of the requirements of this Section shall prohibit Provider from disclosing Confidential Information to the extent that such information is required to be disclosed pursuant to any open records law, open meetings law, or any other local public disclosure law applicable to Provider.

5.   <u>Assignment</u>

This Agreement and all of its provisions will be binding upon and inure to the benefit of the parties and their respective permitted successors and assignees. Neither Passport nor Provider may assign any rights, interests, or obligations hereunder without prior written consent of the other party, provided, however, that Passport may, without such written consent, assign this agreement and its rights and delegate its obligations hereunder in connection with the transfer or sale of all or substantially all of its assets or business related to this agreement, or in the event of its merger, consolidation, change in control or similar transaction. Any permitted assignee shall assume all assigned obligations of its assignor under this agreement. Any purported assignment in violation of this section shall be void and of no effect.

6.   <u>Limitation of Liability</u>

In no event will Passport be liable to Provider for any lost profits, lost savings, or punitive, incidental, indirect, special, or consequential damages.

<div align="center"><u>White-Label / Private Label ("White-Label") Terms and Conditions</u></div>

If applicable, Passport and NAME OF RFP ENTITY may agree that Passport will provide White-Label services to NAME OF RFP ENTITY. In such an instance, additional terms and conditions will apply to outline the rights and obligations of both parties with respect to the White-Label services. More specifically, the Provider and Passport will engage in cooperative efforts with regard to compliance with requirements imposed by the Apple/Google Play store. Moreover, Passport shall retain all trademark, copyright, and other intellectual property rights in and to any brand name and brand visualization content that Passport creates in connection with the White-Label services.

Privacy Policy

It is important to Passport that you understand our privacy practices. We have updated our Privacy Policy to clarify the information we collect, how we use and protect it, and the choices you have across various Passport applications. If you have any questions or concerns, you can always contact us at privacy@passportinc.com.

Below is an overview of the major updates to our Privacy Policy:

- **More Details:** Our Privacy Policy is longer, because we've included more details on the type of data we collect, how we use your data and who we share it with and why. We have also provided more details about our platform, services and our partners.
- **Your Choices:** We have explained how you can set and change your preferences about the communications you receive from us.
- **Customized Experiences:** We have also provided more details on how we communicate with you and how we may provide you with customized experiences.
- **European Data Protection Law: Many of the changes relate to the new General Data Protection Regulation (the GDPR). We have added information about the rights of users in the European Economic Area under the GDPR and our legal bases for processing data from those users.**

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1. INTRODUCTION

At Passport Labs, Inc. ("**Passport**"), we respect the privacy expectations of our users and commit to complying with all applicable data protection and privacy laws. This Privacy Policy ("**Policy**") describes who is responsible for the information we collect, the types of information we collect, how we use, share, retain, and protect this information, and the choices you, as one of our users ("**Users**"), have with respect to its access and use.

This Policy applies to Passport mobile applications and Passport websites (collectively "**Services**"), unless specified otherwise. In this Policy where we use the words "**personal information**" we use these words to describe information that is about you and which identifies you. We encourage you to read this Policy in full to understand our privacy practices before using our Services.

2. ABOUT PASSPORT

Passport provides a software platform that, where available, enables you to manage and pay for parking, parking citations, transit tickets, permits, tolling fees, and ancillary services through our mobile applications or websites and applications or websites of affiliates or partners with whom we integrate, such as in-dash applications in vehicles and map applications.

We partner with transit agencies, local governments and interlocal agencies or partnerships, tolling agencies, colleges, universities, hospital systems, and other public and private operators (our "**Partners**") when they provide the above services, in order to improve their operations and to simplify and personalize your interactions with such services. Our collection and use of your information is designed with these purposes in mind.

We offer the following products, services and applications ("**Apps**"):

1. **Parking –** Passport's Mobile Pay App (or any white-label/private-label implementations thereof) allows Users to pay for on-street parking (e.g., metered spaces) and/or off-street parking (e.g., surface lots or garages) and manage their accounts through the Mobile Pay App (or the web version accessible via internet browsers).
2. **Transit –** Passport's Mobile Transit App (or any white-label/private-label implementations thereof) allows Users to pay for and manage their transit tickets (e.g., on buses and rail systems) through the Mobile Transit App.
3. **Permits –** Passport's Digital Permits platform allows Users to purchase and manage permits for parking.
4. **Citation Resolution –** Passport's Parking Enforcement Software allows parking enforcement agencies to use our software to issue citations, while Users can resolve citations by using Passport's online portal.
5. **Tolling –** Passport's Tolling Software allows Users to pay for and manage tolling fees.

Relating to our Apps, we offer our Partners a back-office system to manage and analyze their operations with respect to our Services.

3. INFORMATION WE COLLECT

We collect your information in the following ways:

- from you through your use of our Services (such as in the course of your interactions with the Services or your communications whether by phone, email, chat, text, through the Apps or otherwise);
- from our Partners, service providers, and other third-party sources, when you have been made notified of such information-sharing, whether pursuant to this Policy or otherwise, or when the information is publicly available (such as the location and identifying details about your vehicle);
- from other sources such as Departments of Motor Vehicles or other databases containing driver information, but only when we have an agreement with or the permission of such entities to lawfully obtain the information and to ensure its appropriate use and retention.

The types of information that we collect are:

- **Information about you and your Passport account –** Any information that you voluntarily provide such as name, email address, phone number, password, PIN, marketing preferences, and license plate number.
- **Device information –** Operating system, browser type, IP address, device type, and device version. We collect this information automatically when you use our Services.
- **Geolocation information –** If you have enabled location services on your device we may use such services to collect the geographic location of your device when you use the Services. Some services may not function as designed if location services are disabled.
- **Vehicle information –** Insurer, vehicle registration number (VIN), registration expiration date, license plate number and state, vehicle make/model/color, and registered address.
- **Financial information –** Credit card number, expiration date, billing zip code, name on credit card, and/or similar account information for alternative funding sources that you may associate with your account.

- **Marketing information –** Marketing preferences (for example if you sign up to receive certain marketing communications), information about your interaction with, and responses to, our marketing communications, entries to contests, discounts, or rewards.
- **Social media information –** When you interact with us through various social media, for example, by liking us on Facebook or following us on Twitter, or by logging into our services through Facebook or other social media accounts where available, we may collect information including your email address, gender, location, and age. The information we receive from your social network depends on your privacy settings. You should always review, and, if you prefer, adjust your privacy settings on third-party websites and services before linking or connecting them to our Services. We may also collect anonymized, aggregated social media information about you based on information you have provided in the course of using the Services.

To learn about your information collection choices and to opt-out of data collection, see the "**Your Choices**" section below, and, for individuals located in the European Union/European Economic Area ("**EU/EEA**"), see also the "**Your Rights**" section below.

4. HOW WE USE INFORMATION

We use your personal information in connection with the provision of the Services to you. In particular, your personal information may be used by us, our employees and our service providers for the purposes described below. For Users in the EU/EEA, for each of these purposes, we have also set out the legal basis on which we use your personal information.

If you are located outside the EU/EEA, by providing Passport with your personal information, you consent to the collection, use and disclosure of that information by Passport in accordance with this Privacy Policy and as otherwise permitted by applicable law. If you do not agree with these terms, please do not provide any Personal Information to us. You have the right to withdraw your consent at any time, subject to legal or contractual restrictions and on reasonable notice to Passport, but then you might not be able to receive the full benefit of Passport's services.

We use collected information to:

- **Communicate with you about your account and use of the Services.** These communications are for our legitimate interests (i.e., the provision of the Services), and depending on the circumstances, to perform a contract between you and us. This communication includes:
    - Providing information to help you use and navigate the Services.
    - Supporting and responding to your inquiries when using the Services.
    - Sending updates and notifications about the Services.
    - Providing you with your transaction history.

We may communicate with you via in-app notifications (also known as "push notifications"), text messages, emails, and/or telephone calls. Data and message rates apply.

- **Communicate with others about your account use of the Services.** These communications are for our legitimate interests (i.e., the provision of the Services). This communication includes:
    - Developing reports and providing information as required by our Partners and other service providers, such as payment processing entities.

- ○ At your request and on your behalf, contacting authorities regarding unpaid citations.
- ○ Responding to all lawful access requests from law enforcement or other government authorities.
- **Provide our Services.** This activity is for our legitimate interests (i.e., the provision of the Services), and depending on the circumstances, to perform a contract between you and us. This activity includes:
  - ○ Operating the Services.
  - ○ Managing your account on your behalf, including correcting any errors, updating or terminating your account, and ensuring that your data is retained as required for audit and compliance purposes or as required by law.
- **To audit and monitor the use of the Services.** This activity is for our legitimate interests (i.e., the provision of the Services, as well as to monitor, maintain and improve the security of the Services). We may request your consent in circumstances (e.g., in relation to our use of certain cookies). This activity includes:
  - ○ Analyzing and monitoring usage.
  - ○ Maintaining security, preventing fraud, and enforcing our policies.
  - ○ Complying with applicable laws.
  - ○ Examining and remediating any Services outages or malfunctions.
- **To notify you about changes to the Services.** This activity is for our legitimate interests (i.e., the provision of the Services).
- **To improve our Services**. This activity is for our legitimate interests (i.e., the provision and improvement of the Services). This activity includes:
  - ○ Improving and personalizing the User experience.
  - ○ Creating aggregated and anonymized data to identify trends, errors, and opportunities for enhancements.
  - ○ Conducting and using data analyses to improve the Services or to develop new features or products
- **Process your transactions**, to help you manage your transactions and process payments on your behalf. This activity is for our legitimate interests (i.e., the provision of the Services), and depending on the circumstances, to perform a contract between you and us. This includes, in some cases, serving as the merchant of record or payment gateway provider.
- **Market and advertise to you,** in accordance with your marketing preferences and, where relied upon, your consent. This activity is for our legitimate interests (i.e., the provision and promotion of the Services). We may request consent in circumstances where a legal justification over and above legitimate interest is required by applicable law. This activity includes:
  - ○ Contacting you about services we offer, including details of any services which we believe may be of interest to you.
  - ○ From time to time, using your contact information to administer and conduct surveys or notify you about promotional activities such as contests, discounts, or rewards for ourselves or third parties. You may opt out from receiving these kinds of communications.
- **To enforce any of our rights and to enforce or apply the agreements concerning you**, such as in connection with a dispute or an attempt to collect unpaid amounts, for all other legal purposes, including to comply with any legal or regulatory obligations. This activity is for our legitimate interests and for compliance with legal obligations to which we are subject.

Where we rely on our legitimate business interests or those legitimate interests of a third party to justify the purposes for using your personal information, this will include:

- pursuit of our commercial activities and objectives, or those of a third party;

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- compliance with applicable legal and regulatory obligations and any codes of conduct;
- improvement and development of our business operations and service offering, or those of a third party; or
- protection of our business, shareholders, employees and customers, or those of a third party.

5. USE OF COOKIES AND OTHER TRACKING TECHNOLOGIES

We use common information-gathering tools to collect data when you are using our Services, such as cookies and other tracking technologies, to remember settings, track activities within the Services, and analyze trends. We may obtain reports based on the use of these technologies on an individual and aggregated basis.

- **Cookies –** We use session-based and persistent cookies. Session cookies exist only during one session whereas persistent cookies remain on your device after you close your browser or turn off your device. You can control the use of cookies at the browser level. If you reject or delete cookies, some Services may no longer function as designed. Each browser provides different mechanisms for managing cookies; your browser's help menu can assist you in determining the best way to modify your browser's cookie storage. For more information about how to control or delete cookies, visit www.aboutcookies.org.
- **Analytics –** We use Google Analytics and Google Analytics for Firebase to measure how you interact with our websites and Apps to improve your experience. To learn more about Google Analytics' privacy practices and opt-out mechanisms, click here, and click here to learn more about Firebase Analytics' privacy practices and opt-out mechanisms.

We also use Facebook Analytics to measure how you interact with our website to improve your experience. To learn more about Facebook Analytics' privacy practices and opt-out mechanisms, click here. Finally, we may store certain information in server logs, including IP address and device information, and collect and store information on your device using local storage objects; other tracking technologies we use include scripts, tags, MAC address, IMEI device number and pixels.

- **"Do-Not-Track" Technologies –** We do not respond to web browser "Do-Not-Track" signals.
- **Third Party Tracking –** Third parties, other than our service providers (such as our website analytics provider), do not have authorization from us to track which websites you visited prior to and after visiting the Services. That said, we cannot control third party tracking and there may be some third party tracking that occurs without our knowledge or consent.

6. HOW WE SHARE INFORMATION

We share information about you with third parties in the following manner:

- With external companies and vendors with whom we partner to operate our business, who provide payment processing, website hosting, data analytics, information technology, marketing, customer service, email delivery, audit, debt collection and similar services.
- With our affiliates as allowed by law.
- If you participate in promotional activities such as surveys and promotions, we may share your information with our service providers and other third parties relating to such activities.

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- We share certain information with our Partners in accordance with this Policy and any applicable provisions of our Partner agreements, so that they may appropriately provide services and support to you or so that we may appropriately provide services and support to them as required by our agreements.
- As part of merger, acquisition, or sale of substantially all of our assets, if your personal information is to be transferred to a party unaffiliated with Passport, we will provide you with notice prior to transferring your personal information to the new entity. Notice will be provided directly through our Services.
- With our professional advisers, such as accountants and lawyers that assist us in carrying out our business activities.
- With government authorities and third parties involved in court action, including external agencies and organizations (including the police and the relevant local authority) for the purpose of complying with applicable legal and regulatory obligations.
- When we believe that disclosure is (1) reasonably necessary to comply with any applicable law, regulation, subpoena, legal process or enforceable governmental request; (2) necessary to enforce the provisions of the Policy; (3) required to enforce our terms, including investigation of potential violations; or (4) necessary to investigate or protect against actual or threatened harm to the rights, property, or safety of Passport, our Users, or the public as required or permitted by law.

You acknowledge and agree that we cannot be held liable for actions or omissions of any party with whom we share your information, and such information will be governed by such parties' policies, procedures, and practices.

7. YOUR CHOICES

You can notify us of your preferences about how your information is used during your account registration process, and change your preferences by contacting us directly or by changing your settings in our Apps directly where available. For ancillary services provided by Passport that are not necessary for the proper operation of our Apps, you may also limit the use and disclosure of your data or revoke your consent, where relied upon, by contacting us directly or changing your settings in our Apps directly where available. For ancillary services provided by third parties, such as marketing emails and third-party communications, you may limit the use and disclosure of your data or revoke your consent by contacting such service providers directly.

- **Marketing emails –** You can choose to stop receiving marketing emails from Passport by following the unsubscribe instructions included in these emails. Passport is not responsible for marketing emails sent by our Partners.
- **Third-party communications –** You may opt in to receive emails or other communications from our Partners, vendors, or affiliates. If you opt in, you may be subject to such parties' separate privacy policies.
- **Push notifications –** You can opt out of receiving push notifications through your application or device settings. Please note that opting out of receiving push notifications may impact the functionality of our Services.
- **Account –** You can stop Passport from collecting information through your Passport account by ceasing to use our Services. You can also contact us to delete or modify certain account information at the email address listed in the Contact Us section below.

Please note that Users may not opt out of critical service messages, such as emergency alerts.

8. ACCESS

You can access, review, update, and object to the processing of your information, as well as cancel your user account, by contacting our customer support team at the email address listed in the Contact Us section below. We will respond to your request at our earliest opportunity and within any response periods required under applicable law.

9. CHILDREN'S PRIVACY

Our Services are not directed to children under the age of 13, or under the applicable legal age in jurisdictions outside of the United States, and we do not knowingly collect information from them.

10. RETENTION

We retain your information for as long as necessary to comply with our legal obligations, resolve disputes, enforce our rights, or as reasonably necessary for business purposes. Where appropriate or legally required, we retain your information on our servers even after deletion or termination of your user account to comply with our legal obligations, resolve disputes, or enforce our rights.

11. SECURITY SAFEGUARDS

We use reasonable and appropriate physical, technical, and administrative safeguards to protect your information from unauthorized use, access, loss, misuse, alteration, or destruction. Notwithstanding our security safeguards, it is impossible to guarantee absolute security in all situations. If you have any questions about the security of our Services, please contact us using the email address listed in Contact Us section below.

12. CHANGES TO THIS POLICY

We periodically update this Policy to account for changed legal and operational circumstances and to describe new features, products, or services, and how those changes affect our use of your information. Any changes we make to this Policy in the future will be posted on this page, and, if we make material changes to this Policy, we may provide notification through our Services or directly to you; in any case, you may choose to discontinue using our Services if you do not wish to accept the changes. The updated Policy will take effect as soon as it has been updated or otherwise communicated to you. We encourage you to review this Policy for updates each time you use our Services.

13. THIRD PARTY SERVICES, APPLICATIONS, AND WEBSITES

Certain third-party services, websites, or applications you use, or navigate to from our Services may have separate user terms and privacy policies that are independent of this Policy. This includes, for example, websites owned and operated by our Partners or service providers. We are not responsible for the privacy practices of these third-party services or applications. We recommend carefully reviewing the user terms and privacy statement of each third-party service, website, and/or application prior to use.

14. CROSS-BORDER TRANSFERS

Our Services are global and data (including personal information of Users) may be transferred, stored and processed in any country where we have operations or where we engage service providers. Currently we have operations or engage service providers in the United States, Canada, Mexico, the United Kingdom and India. We may transfer data to countries outside of your country of residence, which may have data protection rules that are different from those of your country, subject to any applicable laws. Data hosted within and outside of your country of residence may be accessed by Passport personnel located in the U.S. We take appropriate measures to ensure that any such transfers comply with applicable data protection laws and that your data remains protected to the standards described in this Policy.

For Users located in the EU/EEA, if we transfer your personal information outside of the EU/EEA, we will establish the necessary means to ensure an adequate level of data protection. This may be an adequacy decision of the European Commission confirming an adequate level of data protection in the respective non-EEA country or an agreement on the basis of the EU Model Clauses (a set of standard clauses issued by the European Commission).

15. APPLICABILITY OF LAW

If any of the foregoing provisions of this Policy conflict with how Passport may collect, use, share, retain, or transfer your information under any applicable international, state, federal, provincial, or other territorial laws, Passport will comply with such law or laws accordingly.

16. DATA CONTROLLER

We, Passport Labs, Inc., are the data controller for the purpose of data protection law, in respect of your personal information collected and used through your use of the Services. This is because we dictate the purposes for which your personal information is used and how we use your personal information.

Our Partners may act as data controllers for the purpose of data protection law when they offer you the services, or any part thereof. Please refer to the privacy policies of our Partners for more information.

17. YOUR RIGHTS

If you are a User located in the EU/EEA, then you have certain additional rights with respect to your personal information under the General Data Protection Regulation. The rights may only apply in certain circumstances and are subject to certain exemptions. Please see the table below for a summary of your rights. You can exercise these rights using the contact details under the "**Contact Us**" section at the very end of this Policy.

Summary of your rights:

- **Right of access to your personal information**
  - You have the right to receive a copy of your personal information that we hold about you, subject to certain exemptions.
- **Right to rectify your personal information**
  - You have the right to ask us to correct your personal information that we hold where it is incorrect or incomplete.

- **Right to erasure of your personal information**
  - You have the right to ask that your personal information be deleted in certain circumstances. For example (i) where your personal information is no longer necessary in relation to the purposes for which they were collected or otherwise used; (ii) if you withdraw your consent and there is no other legal ground for which we rely on for the continued use of your personal information; (iii) if you object to the use of your personal information (as set out below); (iv) if we have used your personal information unlawfully; or (v) if your personal information needs to be erased to comply with a legal obligation.
- **Right to restrict the use of your personal information**
  - You have the right to suspend our use of your personal information in certain circumstances. For example (i) where you think your personal information is inaccurate and only for such period to enable us to verify the accuracy of your personal information; (ii) the use of your personal information is unlawful and you oppose the erasure of your personal information and request that it is suspended instead; (iii) we no longer need your personal information, but your personal information is required by you for the establishment, exercise or defence of legal claims; or (iv) you have objected to the use of your personal information and we are verifying whether our grounds for the use of your personal information override your objection.
- **Right to data portability**
  - You have the right to obtain your personal information in a structured, commonly used and machine-readable format and for it to be transferred to another organisation, where it is technically feasible. The right only applies where the use of your personal information is based on your consent or for the performance of a contract, and when the use of your personal information is carried out by automated (i.e. electronic) means.
- **Right to object to the use of your personal information**
  - You have the right to object to the use of your personal information in certain circumstances. For example (i) where you have grounds relating to your particular situation and we use your personal information for our legitimate interests (or those of a third party); and (ii) if you object to the use of your personal information for direct marketing purposes.
- **Right to withdraw consent**
  - You have the right to withdraw your consent at any time where we rely on consent to use your personal information.
- **Right to complain to the relevant data protection authority**
  - You have the right to complain to the relevant data protection authority where you think we have not used your personal information in accordance with data protection law.

18. CONTACT US

If you have questions about this Policy or our information handling practices, please contact us at privacy@passportinc.com or write to us at Passport Labs, Inc., Attention: Privacy Officer, 128 S. Tryon Street, Suite 2200, Charlotte, NC 28202 USA. You can also submit your questions through our Contact Us form.

Legal Revisions and Exceptions

A.   CONTRACT AWARD

The award(s), if any, shall be made to the proposer(s) whose proposal(s) shall be deemed by the City to be in the best interest of the City. The decision of the City of whether to make the award(s) and which proposal is in the best interest of the City shall be final.

The Contract to be entered into with the successful proposer will designate the successful proposer as the City's Contractor and will include, but not be limited to, the following terms and conditions.

B.   GENERAL TERMS AND CONDITIONS

Following are the General Terms and Conditions, supplemental to those stated elsewhere in the Request for Proposals, to which the Vendor must comply to be consistent with the requirements for this Request for Proposals. Any deviation from these or any other stated requirements should be listed as exceptions in a separate appendix of the proposal.

1. Public Entity Crimes. Section 287.133 (2)(a), Florida Statutes, contains the following provisions: "A person or affiliate who has been placed on the convicted vendor list following a conviction for public entity crime may not submit a bid on a contract to provide any goods or services to a public entity, may not submit a bid on a contract with a public entity for the construction or repair of a public building or public work, may not submit bids on leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity, in excess of the threshold amount provided in Section 287.017, for CATEGORY TWO for a period of 36 months from the date of being placed on the convicted vendor list."

2. Tie Bids. Whenever two or more bids which are equal with respect to price, quality and service are received, preference shall be given in the following order: (1) Bidders submitting the attached Drug-Free Workplace form with their bid/proposal certifying they have a drug free workplace in accordance with Section 287.087, Florida Statutes; (2) Bidders located within the City of Gainesville, if not subject to the Local Preference Ordinance; (3) Bidders located within Alachua County; (4) Bidders located within the State of Florida; (5) coin toss. In the case where Federal funds are being utilzed, articles 2,3 and 4 will not apply.

3. Drugfree Workplace. Preference shall be given to submitters providing a certification with their qualifications certifying they have a drug-free workplace whenever two or more bids which are equal with respect to price, quality, and service are received in accordance with Section 287.087, Florida Statutes. The attached form should be filled out and returned with the qualifications in order to qualify for this preference.

4. Indemnification. The Contractor shall agree to indemnify and save harmless the City, its officers, agents, and employees, from and against any and all third party liability, claims, demands, fines, fees, expenses, penalties, suits, proceedings, actions and costs of action, including attorney's fees for trial and on appeal, of any kind and nature arising or growing out of or in any way connected with the performance of the contract whether by act or omission or negligence of the Contractor, its agents, servants, employees or others, or because of or due to the mere existence of the Contract between the parties; except that the indemnity provided for in this section will not apply to any liability, claims, demands, fines, fees, expenses, penalties, suits, proceedings, actions and costs of action, including attorney's fees for trial and on appeal, of any kind and nature arising or growing out of or in any way connected with or resulting from the sole negligence or fault of the City, its officers, agents, and employees.

5. Insurance. Contractor shall provide proof of insurance in an amount as noted below:

   Worker's Compensation Insurance providing coverage in compliance with Chapter 440, Florida Statutes.

   GPublic Liability Insurance (other than automobile) consisting of broad form comprehensive general liability insurance including contractual coverage $1,000,000 per occurrence (combined single limit for bodily injury and property damage).

   The City shall be an additional insured on such Public Liability Insurancegeneral liability insurance and the Contractor shall provide copies of a certificate of insurance endorsements naming the City as additional insured.

   Automobile Liability Insurance
   Property Damage $500,000 per occurrence (combined single limit for bodily injury and property damage).

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The Contractor shall furnish the City a certificate of insurance in a form acceptable to the City for the insurance required. ~~Such certificate or an endorsement provided by~~ T~~t~~he Contractor must ~~state~~ provide that ~~the~~ the City ~~will be given~~ with thirty (30) days' written notice (except the City will accept ten (10) days written notice for non-payment) prior to cancellation or material change in coverage under Section 768.28, Florida Statutes.

7. <u>Term</u>. The term of the contract will commence upon final execution and will continue for three (3) years, subject to funding in subsequent fiscal years. At the end of the contract period, upon satisfactory performance, the City, may at its option, extend the contract for two additional one (1) year periods.

8. <u>Termination</u>. The contract will provide termination by either party without cause upon 30 days prior written notice to the other party. In the event of termination, the Contractor will be compensated for services rendered up to and including the day of termination; plus any fees that would have been payable to Contractor through the natural expiration of the then-applicable contract term.

9. <u>Applicable Law</u>. The contract and the legal relations between the parties hereto shall be governed and construed in accordance with the laws of the State of Florida. Venue in the courts of Alachua County, Florida.

10. <u>Joint Bidding/Cooperative Purchasing Agreement</u>. All bidders submitting a response to this invitation to bid agree that such response also constitutes a bid to all State Agencies and Political Subdivisions of the State of Florida under the same terms and conditions, for the same prices and the same effective period as this bid, should the bidder deem it in the best interest of its business to do so. This agreement in no way restricts or interferes with any State Agency or Political Subdivision of the State of Florida to rebid any or all items.

11. <u>Subcontractors</u>. All successful contractors specific to construction in the amount of $300 thousand or more to include material suppliers shall be required to provide information of subcontractors in addition to sub and sub subcontractors prior to final payment under the contract.

12. <u>Florida Public Records Act</u>.
    Florida has a very broad public records law and certain records of a contractor may be considered public records. Accordingly, by entering into an agreement with the City, contractor must:
    1. Keep and maintain public records required by the public agency to perform the service.
    2. Upon request from the public agency's custodian of public records, provide the public agency with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in this chapter or as otherwise provided by law.
    3. Ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract if the contractor does not transfer the records to the public agency.
    4. Upon completion of the contract, transfer, at no cost, to the public agency all public records in possession of the contractor or keep and maintain public records required by the public agency to perform the service. If the contractor transfers all public records to the public agency upon completion of the contract, the contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the contractor keeps and maintains public records upon completion of the contract, the contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the public agency, upon request from the public agency's custodian of public records, in a format that is compatible with the information technology systems of the public agency.

[Contractor Note to City: Contractor proposes including the following General Terms and Conditions. Nevertheless, Contractor is open to further negotiation in order to reach mutually agreeable General Terms and Conditions.]

13. Data Rights

This Section shall govern the rights of Contractor and the City, as the case may be, with respect to the data that is subject to this Agreement. Contractor will, by provisions in its Privacy Policy or otherwise, procure from such end users all such lawful consents and rights necessary to grant to the City the rights in such data as stated in this Section. Contractor's Privacy Policy, as it may be amended from time to time in Contractor's sole discretion, can be viewed at https://www.passportinc.com/privacy-policy.

A. Operational data is data specific to the City's operation that is provided by the City to Contractor to be used in the providing of services. Operational data is specific to the City's operation, which is not available to Contractor publicly or by other means. Operational data may include, but is not limited to, zone information, rate information, operational schedules, business metrics,

relevant details of partner agreements. In each case, Operational data may refer to past, present, or future states of such items.

Operational data is the sole and exclusive property of the City. The City grants Contractor a perpetual, irrevocable, royalty-free, non-exclusive, non-assignable, and non-transferrable license to Operational data, provided that, Contractor may assign or transfer such license to a successor in connection with the transfer or sale of all or substantially all of its assets or business related to this agreement, or in the event of its merger, consolidation, change in control or similar transaction.

B. Payment Card Industry-Data Security Standard Information ("PCI-DSS Information") consists of the following items, each as defined by the then-current Payment Card Industry Data Security Standards ("PCI-DSS"): Account Data; Cardholder Data; Primary Account Number; and Sensitive Authentication Data.

Contractor acquires a license or sublicense to the PCI-DSS Information from end users who share such data with Contractor in connection with their use of the Software. Contractor must secure such data in accordance with PCI-DSS. As such, Contractor may not grant the City derivative rights to such PCI-DSS Information and Contractor shall not be required to disclose such PCI-DSS Information to the City.

C. Personal identifiable information ("PII") is any representation of information that permits the identity of an individual to whom the information applies to be reasonably determined or inferred by either direct or indirect means. Name, address, social security number or other identifying number or code, telephone number, or email address directly identify individuals. Certain data elements—including gender, race, birth date, geographic indicator (such as zip code or postal code), and other descriptors—can be used in conjunction or with other data elements to indirectly identify individuals. Information permitting the physical or online contacting of a specific individual (e.g., IP address) is also personally identifiable information. End users of Contractor's Software own PII and license it to Contractor pursuant to Contractor's Privacy Policy, as it may be amended from time to time in Contractor's sole discretion. Contractor may sublicense PII to the City under certain conditions (including but not limited to the City's compliance with information security controls and applicable regulations) that shall be memorialized separately if and when applicable.

D. Activity data is any data generated in the providing of services under this agreement by Contractor to the City and by end users' interactions with the services or with Contractor directly that is not otherwise PCI-DSS information or PII as defined above. Activity data may include, but is not limited to, user interaction data, geolocation data, opt-in/opt-out status (including compliance logs), purchase and session data, application diagnostic data, service performance data, and support data. Data that is derived from Activity data is also Activity data.

Activity data is the sole and exclusive property of Contractor. Contractor grants the City an irrevocable, royalty-free, non-exclusive, non-assignable, and non-transferrable license to Activity data for the duration of the term of this Agreement and only to the extent and in the format that Contractor chooses in its sole discretion to expose such data through its administrative portal or as otherwise agreed upon with the City and only for the City's internal use in connection with the services provided under this agreement.

14. Privacy Policy; Terms of Use

End users' use of the Services shall at all times be governed by (a) Contractor's Privacy Policy, as it may be amended from time to time in Contractor's sole discretion, which can be viewed at https://passportinc.com/privacy-policy/, and (b) Contractor's Terms and Conditions, as they may be amended from time to time in Contractor's sole discretion, which can be viewed at https://passportinc.com/terms-and-conditions/.

15. Intellectual Property

A. Contractor grants the City a revocable, non-exclusive, non-assignable, non-transferrable, and non-subleaseable right and license to use and access the Software only for its internal business purposes for the duration of the Term. All intellectual property rights including, without limitation, trade names, source code, trademarks, copyrights, patents, and trade secrets, not explicitly granted to the City in this agreement are reserved to Contractor.

B. The City will not, directly, indirectly, alone, or with another party, (i) copy, disassemble, reverse engineer, or decompile the software or any subpart thereof; (ii) modify, create derivative works based upon, or translate the software or source code; (iii) transfer or otherwise grant any rights in the software or source code in any form to any other party; (iv) attempt to do any of the foregoing or cause or permit any third party to do or attempt to do any of the foregoing, except as expressly permitted hereunder.

16. Confidentiality

A. The City and Contractor agree to treat this Agreement and all information furnished, or to be furnished, by or on behalf of the

other party and information analyses, summaries and other work product derived from such information (collectively, the "Confidential Information") in accordance with the provisions of this section and to take, or abstain from taking, all actions set forth herein. Each party, as a receiving party, will do the following things with regard to the Confidential Information of the other party:

i. Prevent the disclosure of the Confidential Information by the receiving party and each of the receiving party's employees, agents, and/or professionals to any third party other than as permitted under this Agreement;
ii. Use, and permit the use of, the Confidential Information only for the purposes of providing, or enjoying the benefit of, the goods, services, and/or software provided for in this Agreement (the "Purpose");
iii. Disclose the Confidential Information only to such of the receiving party's employees, agents, and professionals as have a bona fide need to possess or know the Confidential Information in the course of accomplishing, or advising the disclosing party with regard to, the Purpose;
iv. Cause each employee, agent, or professional to whom the receiving party discloses the Confidential Information to be bound by an obligation of confidentiality that is at least as rigorous as the obligations contained in this Agreement; and
v. Return or destroy all written or other tangible copies of Confidential Information in the receiving party's possession or direct or indirect control, including all extracts and copies thereof, within a reasonable time after, and in accordance with, the disclosing party's request.

B.   Nothing in this Agreement will prevent the receiving party from disclosing or using Confidential Information to the extent that:

i. It is or becomes readily ascertainable by proper means by the public without any breach of a confidentiality obligation of the receiving party;
ii. It is received from a third party that is not under an obligation of confidentiality of which the receiving party knew or had reason to know;
iii. It was independently developed by the receiving party without use of the Confidential Information; or
iv. It is required by law to be disclosed, provided that the receiving party provides to the disclosing party as much notice as is practicable under the circumstances of such requirement prior to disclosure and provides to the disclosing party, at the disclosing party's expense, such reasonable assistance as the disclosing party requests in seeking confidential treatment, protective orders, nondisclosure, and/or similar measures.

For the avoidance of doubt, none of the requirements of this Section shall prohibit the City from disclosing Confidential Information to the extent that such information is required to be disclosed pursuant to any open records law, open meetings law, or any other local public disclosure law applicable to the City.

17. Force Majeure

Neither Contractor nor the City will be held liable for any delay or omission in performance of their duties under this Agreement resulting from causes beyond their reasonable control, including, for the sake of illustration and not limitation, delays or omissions attributable to third-party vendors, suppliers, or integration partners, labor strikes, acts of god, acts of the public enemy, fires, natural disasters, wars, or riots.

18. Assignment

This Agreement and all of its provisions will be binding upon and inure to the benefit of the parties and their respective permitted successors and assignees. Neither Contractor nor the City may assign any rights, interests, or obligations hereunder without prior written consent of the other party, provided, however, that Contractor may, without such written consent, assign this agreement and its rights and delegate its obligations hereunder in connection with the transfer or sale of all or substantially all of its assets or business related to this agreement, or in the event of its merger, consolidation, change in control or similar transaction. Any permitted assignee shall assume all assigned obligations of its assignor under this agreement. Any purported assignment in violation of this section shall be void and of no effect.

19. Amendments

The parties may not amend or modify this agreement except by a written instrument signed by an authorized signatory of each party.

20. Limitation of Liability

In no event will Contractor be liable to the City for any lost profits, lost savings, or punitive, incidental, indirect, special, or consequential damages arising out of the City's use or inability to use the Software or the breach of this agreement, even if Contractor has been advised of the possibility of such damages.

21. Waiver

Any failure or delay by Contractor to enforce the provisions of this Agreement shall in no way constitute a waiver by Contractor of any contractual right hereunder, unless such waiver is in writing and signed by Contractor.

22. Entire Agreement

This Agreement contains the entire agreement between the parties with respect to the subject matter of this Agreement and supersedes all prior or contemporaneous communications, representations or agreements between the parties, whether verbal or written, including any printed terms and conditions which may appear on either Party's purchase orders, releases, invoices or other forms to the extent such terms are different from or inconsistent with this Agreement.

IF THE CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, FLORIDA STATUTES, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS_____352-334-_, _____@CITYOFGAINESVILLE.ORG, P.O. BOX 490 MAIL STATAION 32, GAINESVILLE, FL 32627.

Appendix A: PCI Certificate

A-LIGN

PAYMENT CARD INDUSTRY
DATA SECURITY STANDARD

COMPLIANCE
— CERTIFICATE —
PRESENTED TO

This is to certify that A-LIGN has validated Passport Labs, Inc. compliance with the Payment Card Industry Data Security Standard ("PCI DSS") version 3.2 as a Level 1 Service Provider.

On-site testing was performed in accordance with the guidance provided by the Payment Card Industry Security Standards Council ("PCI SSC") to determine that payment card data stored, processed or transmitted by BAE Systems Applied Intelligence US Corp. was secured in accordance with the requirements of PCI DSS.

Issued by:

ROC DATE: 9/6/18
AOC DATE: 9/6/18

A-LIGN
PCI DSS

Gene Geiger

President, A-LIGN

Conditions of Use:
- This certificate is evidence of work performed by A-LIGN for the certificate holder and was not created by or required by the PCI SSC.
- This certificate is for informational purposes only and does not replace or substitute PCI SSC defined validation documents such as the Attestation of Compliance (AOC) and the Report on Compliance (ROC)..
- This certificate was issued at a point in time and does not guarantee or represent future compliance with the PCI DSS or the security of payment card data.
- This certificate does not warrant or guarantee to any party that the certificate holder is not susceptible to a data breach that may impact the security, confidentiality and integrity of the payment card data. As such, A-LIGN will not be liable to any party in the event of a breach.

Appendix B: Optional Electronic Validation for Mobile Ticketing

Passport's mobile tickets were designed to support visual validation, with 4 dynamic security features, however, the tickets are also compatible with mounted validators, a bluetooth validator, and handheld validators. The information from the validators will communicate in real-time with OpsMan to provide usage information. The use of electronic validators also allows for zone-based fares. Passport has several offering for electronic validation however, for LTD, Passport suggests the use Access IS-VAL 100 mounted validators for use inside of the vehicle in addition to a mobile validation solution for fare inspectors to use on LTD's EmX line. This combination of hardware provides both a stationary and mobile validation solution to solve any validation scenario that may arise.

For each proposed method of validation, the hardware will be branded as that of the manufacturer. The branding for each validator is minimal. The Access-IS validator has some branding features that can be configured such as sound, lights, and even stickers if desirable. An example of a custom sound via an Access-IS validator comes from Passport's work in Jacksonville, FL with the Jacksonville Transportation Authority (JTA). Passport and JTA partnered to have a custom successful scan sound play from the validators on Jaguar NFL home games. Successful scans will produce a quick tune similar to the "Boom Boom Clap," tune from Queens - *"We Will Rock You!"* Passport's handheld inspection validator can be configured by Passport and LTD in order to make slight branding changes such as colors or sound, for example.

Each proposed validator type has successfully been installed and used by Passport mobile ticketing clients. Access-IS mounted validators are currently being used in conjunction with a Passport mobile ticketing application by Jacksonville Transportation Authority, Miami-Dade Transit, and Greater Cleveland Regional Transit Authority, in addition to being tested by several other Passport clients. Handheld inspection validation devices are currently used in Greater Cleveland Regional Transit Authority and Tucson's, Sun Trans Transit.

Onboard Validators

- Little to no interaction between driver and rider.
- Nearfield Communication ("NFC") Technology;
- Polemount and console mounting options; and
- More expensive than handhelds.

- Recommended Brands:
  - Parkeon Axio Touch
 - Access IS VAL100

Handheld Validators

- Easily transported;
- WiFi and data connectivity;
- Native Android application;
- More interaction between driver/inspector and rider; and
- Less expensive than onboard validators.

- Passport Brand

MOUNTED VALIDATORS : To accommodate all agencies, Passport is hardware agnostic and works diligently to fit into each agency's existing environment. In its work with other agencies, Passport has developed integrations with Parkeon and Access-IS that have proven to be effective, which is why Passport highly recommends their use in other agencies. These integrations are available in three markets.

Specifically, Passport has developed proprietary validation software for Access-IS VAL 100 (validates in 500-600 ms in a live environment) onboard validators. Access-IS validators are capable of using NFC technology to scan the dynamic QR code on the mobile ticket, which provides visual and auditory feedback via LED and beeps, respectively, to indicate the ticket's validity. If the ticket is invalid, the system will provide a reason for the failure. Using passback logic, Passport's validation software prevents a validated ticket from being reused, reducing the occurrences of fare evasion and fraud within the system. Once the ticket is scanned, Passport will gather and store all data related to the ticket and the location of its validation. All data will be available in real-time within OpsMan for queries, reports, and management. If the validator does not have WIFI connectivity, it will still be operable, and will batch upload validation attempts and upload them to the backend system when connectivity is regained.

➢ Access-IS VAL100 - Passport recommends the Access-IS VAL100 onboard validator for the Agency. The VAL100 has a 4.3" widescreen, sunlight-readable display that displays either read or green lights to indicate good and bad reads from 4 RGB LED indicator lights. For easier recognition, the validators also have speakers with digital controls for audio playback of the ticket's verification. The verbal verification can be customized to read out the type of fare inspected, improving operational efficiencies for verification. The Access-IS VAL100 can operate from 9V-36V power system that is protected by an automotive grade power conditioning circuitry and the reader can be stored in temperatures from -40°F to +158°F. Access IS validators will successfully scan and read while offline and upon coming back online, they validators will send the offline reads to Ops Man in a batch to ensure the data is still captured. For additional details on the Access-IS VAL100, please see the specification sheets on pg 63.

HANDHELD VALIDATORS : Using the same passback technology, Passport has created a handheld inspection version, using Android devices. The handheld validators are not available on iOS because only Android allows third party applications to access to NFC. Using the camera on the Android smartphone, the inspector will scan the dynamic QR code on the second page of the ticket. After scanning the ticket, the handheld validator will provide real time visual and auditory feedback as to the ticket's validity. Similar to onboard validation, if the ticket is not valid, a reason is clearly provided. For instance, if the QR code has been scanned too many times within a set timeframe or if the ticket has been blacklisted by the Agency. The interface images on the right show active and inactive scans using Passport's proprietary validation software. This easy to use software easily notifies riders and inspectors of a fare's validity. The handheld inspection devices allow for notes to be made by inspectors that will flow into the Ops Man backend system and can be associated with a user's account. Just as with Access IS validators, the handheld validators can read in an offline environment and will send the reads in batch form once coming back online/reconnected with WiFi or cellular connectivity.
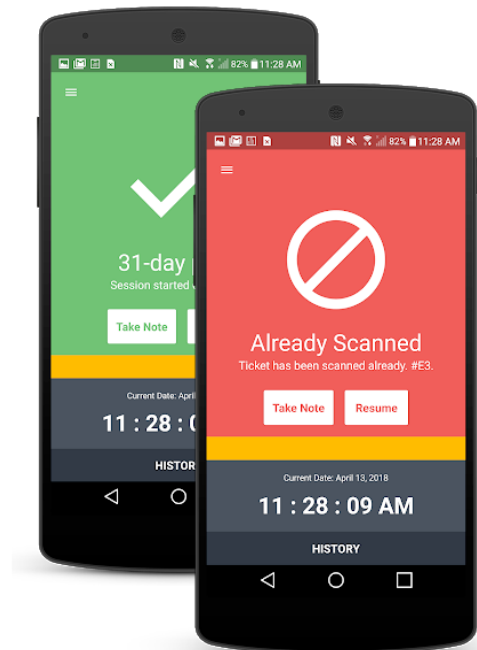
Handheld Validators support daily enforcement situations by allowing for officers to validate in extreme heat or cold weather, preventing any delays. The handheld validators will have a strong case with it ensuring they remain intact and operable if there are slight drops or bumps throughout the day. The beauty of this handheld validator is that it is a cell phone. People are used to carrying one or two of these around daily and this device with the case will not intrude with an officer's mobility or be an extra burden to carry. The devices are new devices that have the most current battery in order to support lengthy shifts for Public Safety and Enforcement Officers. A fully charged battery will last over 8 hours. Screen protectors can be added on top of the device screens to prevent screen damage from scratches, dirt, or dust. This will allow the Agency to extend the life of the handheld validator devices.

Validation Features : While the method of validation may vary between handheld validators and mounted validators, a majority of the functionality associated with the validation process remains the same. Below, many of the features associated with Passport's validation hardware have been highlighted.

➢ Validation Lockout : In electronic validation environments, Passport's system communicates in real-time with the validators to provide an accurate read of the ticket, noting whether it has been scanned before or not. However, some tickets (transfers) allow for multiple scans of the same ticket. To prevent fraudulent use of transfer tickets (i.e., passback scans), Passport configures tickets to have a lockout period between scans. The time threshold can be configured by the Agency to be enough time to prevent fraud but still allow transfer tickets to be scanned multiple times.

➢ Audible/Visual Signal : Each scan has the ability to be associated with a visual and audible cue. These cues can be customized to best meet the needs of an Agency whether it is via a different audible signal or a particular color being shown for a reduced fare. For example, Passport worked with Jacksonville Transportation Authority to provide a unique sound on its Jacksonville Jaguars stadium transport vehicles. The bus makes the sound of a crowd chanting every time a successful scan takes place.

➢ Custom & Complex Validation Logic : As part of Passport's validation process Passport has included logic specifically designed for environments that feature numerous transfers, continuous service, unlimited scans and more. As part of this logic Passport has the ability to limit the number of scan available on a particular ticket and the location of those scans. This logic can be used to prevent transfers from a lower priced service to a higher priced service or to limit the overuse of a fare. Furthermore, Passport has built in logic which eliminates passbacks via its validation lockout explained above.

➢ Scan On/Off & Tap On/Off : If Lane Transit is interested in the use of scan/tap offs within its environment, there are numerous things that need to be considered and implemented to have a complementary system that doesn't increase dwell times. Passport has outlined a few of these considerations below. The use of scan/tap offs often require a limited amount of additional work by the rider while providing a significant amount of data to the Agency. This information includes location, time, ticket type, and more which can be aggregated to make policy and route decisions by the Agency.
  ○ **Validator Location** - Passport will work with the Agency to ensure the validators are placed in the proper locations throughout the environment to ensure there isn't an

increase in dwell times. This is typically seen in the form of having a validator available at each entry point to a vehicle (as priced in Pricing Option #2).

- ○ **Financial Incentives** - The best means of encouraging individuals to scan/tap off when exiting a vehicle is through financial incentives. These financial incentives can be in the form of a free ticket gifted to a user after a particular number of scan/tap offs, credit loaded into a user's digital wallet after a scan/tap off, a discount on future fares once a particular number of tap offs have occurred, or many other options.
- ○ **Notifications** - Passport is also exploring the option of sending a user a message if it is recognized that the user has missed multiple tap offs through the course of their interaction with the Agency. These notifications can be used to inform the individual of incentives they are missing out on by not scan/tapping off.

➢ Offline Validation : Passport has specifically built its software to allow for a user to validate in an offline environment. When the validator enters an offline environment scans will be able to be verified but communication to the backend system, Operator Management, will be delayed until the validator becomes connected again. Upon reconnecting to service the information will instantly be uploaded and Passport's backend system will become up to date. Please note in an offline scanning environment certain functionality may be limited but the key functionality of being able to properly verify a ticket will still be available.

➢ Reports : Below are exceptions and error types that are recorded for the Agency.

Message	Description
Scan Failed	Occurs when scanning a QR Code that is not in the required semantics (i.e. scanning a random QR code).
Session Expired	The QR code was scanned outside of its start and finish date.
Already Scanned	The ticket was already scanned within the past few minutes. This time interval can be configured by the Agency's specifications.
Encryption Error	An issue with the decryption of a QR code which can be caused by incompatible cryptic keys on validators and servers.
Invalid Fare	This error occurs when a session comes up with an unknown fare, such as scanning a session from a different operator in cases when the client has chosen not to encrypt the QR data.
Usage Expired	Passport can limit the number of times a ticket can be scanned. For instance, a fare type can be for 15 rides and once the rider takes those 15 rides, the ticket can no longer be scanned. This is the error code for a ticket that has been scanned more than the allocated number of trips.
Unknown Session	If all other semantics are valid and Passport still can not find a ticket corresponding to the session, it will be marked as

	invalid.
Outdated QR Code	A QR code is only valid for a small time interval after it has been generated (usually a few minutes). If someone takes a screenshot of a ticket, the validator will note that the QR code is outdated.

Additionally, each active ticket has four animated security features and one static security features for visual validation. Each mobile ticket is composed of two pages, which the rider will flip through for visual validation. Both pages contain the time since activation and the current date and time, as pulled from Passport's servers, which remains in the same location to ease the inspector's experience. On the first page there is a graphic demarcation of the fare type, a written description of the fare type, the fare cost, the expiration time, and a live button for "Ticket Details." During implementation, the County will select a unique color and single letter abbreviation to accompany each fare type. The name of the fare type will also appear below the color block as well as the cost of the fare. The second page contains a dynamic QR code.

Signed Addenda

Question31:   How many electronic validators are desired by the Agency?

Answer31:   It is unclear how validators would be used in a virtual system. Additional information is needed to evaluate this option and to provide a definite response. Please be prepared to include this in your response to the RFP as applicable.

Question32:   Does the Agency intend for the Vendor to include merchant processing costs in their proposal?

Answer32:   This would be considered. Please provide information regarding available options.

Question33:   Does the City have a scoring rubric? If so, are we able to obtain a copy? We are interested in how much is put into each of the Evaluation Criteria.

Answer33:   The City's *Professional & Other Services Evaluation Handbook* is available on our website at: http://www.cityofgainesville.org/Portals/0/bf/PROFESSIONAL%20SERVICES%20EVALUATION%20HANDBOOK-2016-01-21.pdf. Evaluation points are stated therein. Price will be 25% of the total of Technical and Written portions.

ACKNOWLEDGMENT: Each Proposer shall acknowledge receipt of this Addendum No. 1 by his or her signature below, **and a copy of this Addendum to be returned with proposal.**

CERTIFICATION BY PROPOSER

The undersigned acknowledges receipt of this Addendum No. 1 and the Proposal submitted is in accordance with information, instructions, and stipulations set forth herein.

PROPOSER: Passport Labs, Inc.

BY:

DATE: January 28, 2019

use a smartphone due to lack of familiarity with the devices, the City would be willing to consider it. The City has front line customer service representatives to handle calls and complaints.

Question12: Page 17, 5 Customer Service; Will the City provide front line customer service representatives to handle calls/complaints with their citizens/customers?

Answer12: **Yes, the City has front line customer service representatives to handle calls and complaints.**

Question13: Please explain the details of the pilot program that is referenced in the RFP.

Answer13: **The City implemented a pilot program for virtual/mobile pay for parking; our current contract for services is with Passport Parking and it includes short-term and long-term parking options, covering on-street and off-street parking lots. The contract for parking services expires on August 3, 2019.**

Question14: Please explain "second level cash count and recount review" in Sales and Cashiering requirements on pg. 19.

Answer14: **The payment/cashiering system should provide check and balances or separation of duty capabilities. One individual cannot perform each function of the start to finish transaction. The cashiering system should include reporting and reconciliations at the cashier level (shift start/end) and higher (e.g. supervisor, audit) for overall count, verification and reconciliation.**

ACKNOWLEDGMENT: Each Proposer shall acknowledge receipt of this Addendum No. 2 by his or her signature below, **and a copy of this Addendum to be returned with proposal**.

CERTIFICATION BY PROPOSER

The undersigned acknowledges receipt of this Addendum No. 2 and the Proposal submitted is in accordance with information, instructions, and stipulations set forth herein.

PROPOSER: Passport Labs, Inc

BY:

DATE: January 28, 2019