



Agenda Report

September 8, 2016

To: Rose Bowl Operating Company (RBOC)

From: Darryl Dunn, General Manager

Subject: Authorization to negotiate and enter into a contract with ParkJockey Miami LLC, ("ParkJockey) to provide credit card processing and parking pass scanning capabilities to Stadium during all major events.

RECOMMENDATION:

It is recommended that the RBOC Board of Directors:

1. Find that the proposed action is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines per Section 15061(b)(3) (General Rule);
2. Authorize General Manager to enter into a nine-month contract, without competitive bidding pursuant to City Charter Section 1002(F), contracts for professional or unique services, with ParkJockey for operation of the Rose Bowl Stadium parking credit card and scanning systems in an amount not to exceed \$112,000; and
3. It is further recommended that the Board grant the proposed contract an exemption from the Competitive Selection process pursuant to Pasadena Municipal Code Section 4.08.049(B) contracts for which the City's best interests are served.

BACKGROUND:

On June 27, 2016 RBOC Staff embarked on a pilot credit card parking operation where between the RBOC and Classic Parking we had three different credit card processing companies on site. The three companies were A) ParkJockey, B) Parking Panda, and C) Bypass. During the pilot program endeavor, it became clear to not only the RBOC but also to Classic Parking that ParkJockey was the

company to go with for these services. ParkJockey not only was able to process patrons in a timelier manner, they were able to resolve challenging situations promptly, their headwear was more efficient for the parking attendants to use, as well as their back of house was simpler to review and understand.

With the success of that pilot event, RBOC entered into a Purchase Order Contract with ParkJockey to provide these services for the Coldplay shows, and found that when activating on a large scale they performed very well. The biggest advantage that ParkJockey was able to provide for our patrons at the Coldplay show that we have never been able to provide in the past was the capability to process every parking patron no matter if they wanted to pay via cash or credit card. The ease at which our parking staffing company Classic Parking was able to operate the units and be able to process cars in a timely manner was very satisfying.

ParkJockey will provide the stadium with the capability to take credit cards on event day where in the past we were only able to process cash only transactions. In addition to accepting credit cards, RBOC and our tenants, (especially UCLA), will be able to sell parking in advance just like you do an event ticket, via on line, and then have the capability to forward those passes as well as your tickets to other patrons. The ability to sell tickets in advance will also greatly benefit our parking operations team, as they will be able to eventually go into an event knowing what number of vehicles to expect and be able to plan accordingly instead of planning for the unknown.

While this activation for ParkJockey will be the largest one for a sporting venue on the West Coast, they currently have operations in Oakland at some airport parking garages. As well as currently run their system at the Miami Heat, Minnesota Vikings and the Miami Dolphins. Staff has reached out to contacts at both the Miami Heat and Dolphins counter parts and both have positive reviews of how their system works, especially in such a turnkey operation, from weekly phone calls, continued emailing on how operations can be improved, boots on the ground activation on event day, trouble shooting resolutions, and customer service follow up on parking patrons.

For these reasons, staff recommends that the Board find that this contract is in the best interest of the RBOC and is exempt from competitive bidding pursuant to Pasadena City Charter Section 1002(F) (professional or unique services), and is also exempt from the competitive selection process of the Competitive Bidding and Purchasing Ordinance, pursuant to section 4.08.049 (B), contracts for which the RBOC's best interests are served.

ENVIRONMENTAL:

The proposed contract has been determined to be exempt from the CEQA process pursuant to State CEQA Guidelines Section 15061(b)(3), the general rule that CEQA applies only to projects which have the potential for causing a

significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question, such as the services to be provided in this contract, may have a significant effect on the environment, the activity is not subject to CEQA.

FISCAL IMPACT:

The fiscal impact of this would be and estimated \$112,000 towards the event operating budget. Roughly \$26K of that would be reimbursable by UCLA and roughly \$9K of that would be reimbursable by Classic Parking. ParkJockey provides all equipment, event day, online, and customer service support and in order to do so there is a 7.5% revenue share of any credit card transactions that took place using the ParkJockey merchant ID. For example, if you purchase your parking on the day of the event, or via the ParkJockey website, mobile app it would be considered part of the 7.5%, but if you purchased your parking via cash, or through ticket master, via the ticket master website, stadium website, and or UCLA website that would not be considered part of the 7.5%.

Below is a breakdown of estimated 7.5% calculations.

ParkJockey revenue shared cost breakdown
 9/8/15 RBOC Board recommendation:

EVENT	Estimated 7.5% Total	RBS Share @ 4.5%	RBS Share @ 7%	UCLA Share @ 2.5%	Classic Share @ 5%	RBS Total Recovery of Cost
Totals	126,500	46,200	46,200	25,667	8,433	34,100
1 Cold Play 08/20/16 (Day1)*	7,000		6,533	-	467	467
2 Cold Play 08/21/16 (Day2)*	7,500		7,000		500	500
3 UCLA vs UNLV 09/10/16	10,000	6,000		3,333	667	4,000
4 UCLA vs Stanford 09/24/16	12,000	7,200		4,000	800	4,800
5 UCLA vs Arizona 10/1/16	13,000	7,800		4,333	867	5,200
6 UCLA vs Utah 10/22/16	13,000	7,800		4,333	867	5,200
7 UCLA vs Oregon State 11/12/16	12,000	7,200		4,000	800	4,800
8 UCLA vs USC 11/19/16	17,000	10,200		5,667	1,133	6,800
9 New Year's Day Game	17,000		15,867		1,133	1,133
10 Cure Autism Now Walk	6,000		5,600		400	400
11 Arroyo Seco M&A Fest(Day 1)	6,000		5,600		400	400
12 Arroyo Seco M&A Fest(Day 2)	6,000		5,600		400	400

* Actual numbers, events were done via Purchase Order

Respectfully submitted,



Darryl Dunn
 General Manager