



# FLOWBIRD RESPONSE TO THE CITY OF RIALTO

## RFP NO. 21-026 PARKING METERS

### *Work proposal*

---

#### **FLOWBIRD GROUP**

13190 56th Court, Suite 401, Clearwater, FL 33760 • 813-405-3900  
40 Twosome Drive, Ste 7, Moorestown, NJ 08057 • 856-234-8000

#### **Authorized Contact Person**

Kerry Loomis  
470-591-6974  
[kerry.loomis@flowbird.group](mailto:kerry.loomis@flowbird.group)





**FLOWBIRD RESPONSE TO THE CITY OF RIALTO  
RFP NO. 21-026  
PARKING METERS**

**Table of Contents**

Section A – Introduction/Executive Summary.....	page 3
Section B – Scope of Work.....	page 5
Section C – Staff Qualifications.....	page 29
Section D – Firm Qualifications.....	page 33
Section E – Required Forms.....	page 38

## Section A – Introduction/Executive Summary

March 15, 2021

Michael Tahan, Purchasing Division  
150 S. Palm Ave  
Rialto, CA 92376



Dear Mr. Tahan:

Cale America, Inc. dba Flowbird, incorporated in the State of Delaware, is pleased to provide our proposal to the City of Rialto for an integrated parking solution. We have thoroughly studied the RFP documentation, and are confident that we are the most qualified vendor to meet the City's current and long-term goals.

### Company Background

Flowbird is the largest and most experienced supplier of on-street parking systems on the planet. Our solutions can be found in [over 70 countries around the globe](#). Our goal is to facilitate downtown mobility by easing traffic congestion, and helping cities promote various means of travel.

We started our journey over 50 years ago when we manufactured our first parking payment devices. Now our systems are used more than 80 million times a week in over [5,000 cities around the world](#). It is the combination of innovative design, precise manufacturing, flexible software, and open architecture that has made our solutions the preferred choice for on-street parking management. Our close attention to client needs has made us partners to thousands of cities for decades.

While we continue to focus on producing easy to use, ultra-reliable devices, we also heavily invest in our [data analytics and parking rights management platforms](#) which allow cities to understand downtown parking occupancy and give them the tools to modify driver behaviors.

### Unsurpassed Experience

No other company has the experience designing, building, deploying, and supporting parking payment solutions than Flowbird. We are the [global leader in multi-space parking meter technology](#), with over 320,000 multi-space meters deployed worldwide and over 47,000 multi-space meters in the US alone. We are also a proven leader in the development and deployment of [mobile parking payment applications](#), with over 800 implementations around the world, generating over 26 million mobile app transactions annually.

Our client portfolio includes the most iconic US cities like Boston, Detroit, Miami, New York, Philadelphia and Las Vegas and internationally renowned cities such as Amsterdam, Milan, and Paris. We are especially proud of our presence in the State of California where we have close to 100 clients including the cities of Los Angeles, Pasadena, and Sacramento as well as many university locations. Additionally, we are very experienced at helping cities [transition from unpaid to paid parking](#), and will share many best practices with your team.

### Future Proof System

Flowbird systems are built to be [scalable](#) and our equipment is designed to be [upgradable](#). Our goal is to provide you with a system that always meets or exceeds the latest technology standards by providing an upgrade path for critical components such as the user interface, card payments, and cellular communications. [Flowbird invests substantially in Research & Development \(over \\$25 million per year\)](#) to keep our clients ahead

Flowbird Proposal To The  
City of Rialto

of the technological curve. This investment is used to build solutions that address specific client needs, enhance the overall user experience, provide more dynamic reporting tools, upgrade system security, and integrate new tools to better downtown mobility.

### Proposed Solution For Rialto

Flowbird understands that the City's desire is to award this project to a vendor who has solid experience in the industry in providing a robust, customer friendly, parking meter system that will allow the City to actively manage/control 108 spaces located in the downtown area. Flowbird's proposal includes the following solution mix to meet your needs:

- [Flowbird Pay Stations – your choice of our CWT Touch Pay Station or our Strada Pay Station](#)
- [Flowbird Mobile App and Website](#)
- [Secure, cloud hosted intelligent data management platform](#)
- [Optional advertising, validations, and permitting systems](#)
- [Strong customer service and onsite support](#)

We have performed hundreds of system integrations, and are already integrated with the leading citation issuance and license plate recognition systems on the market. Flowbird is [fully prepared to provide an integrated system](#) with the City's preferred enforcement solution.

### Your Flowbird Contact

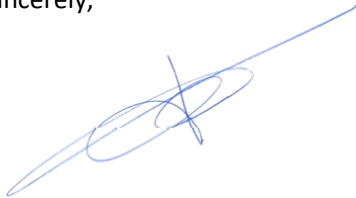
Kerry Loomis will be your main contact throughout this procurement and during the contract period, should we be fortunate to be selected as your preferred vendor. Kerry has been in the parking industry for over 17 years, and brings both operational and systems implementation experience to the project. Kerry's contact information is as follows: Phone: 470-591-6974 Email: [kerry.loomis@flowbird.group](mailto:kerry.loomis@flowbird.group)

### A Long-Term Partner For The City of Rialto

We look forward to the opportunity to work with your team by providing solutions that are easily understood by the public while providing integrated management tools to improve overall parking management. Our goal is to not only be a parking supplier to the City, but to become a long term partner that can help guide the City based on our experiences with similar clients as well as added value support.

As an officer of the company, I am authorized to contract with the City should we be selected. Please feel free to reach out to us if you have any questions about our proposal.

Sincerely,



Benoit Reliquet  
President, Flowbird North America  
Phone: 856-234-8000 Email: [benoit.reliquet@flowbird.group](mailto:benoit.reliquet@flowbird.group)

## Section B – Scope of Work

Flowbird provides a comprehensive portfolio of parking management solutions to help meet the City of Rialto's goals. While we are well known for our payment solutions, specifically our parking pay stations, meters, and mobile payment app, our true value for cities is our ability to manage parking rights. Our parking rights management system allows cities to assign various "rights" to individuals or groups, and allows you to take into account the various types of motorists that park in Rialto.

The below user facing tools help you build the ideal parking management solution for all key stakeholders – residents, visitors, merchants, employees, government officials, etc.

- **Multi-space pay stations** – perfect to manage the curb space on medium to long blocks as well as parking lots and garages. Our pay stations can accept all major forms of payment coins, bills, credit cards (contact and contactless).
- **Mobile payment application** – convenient and user friendly, our Flowbird app can be deployed for on and off-street parking applications
- **Electronic validation codes** – accepted on our multi-space pay stations and/or on our mobile payment app, validation codes allow parkers the ability to receive their parking time without paying. Validations can also be provided in a stand-alone fashion through our website or iPad application.
- **Electronic permits** – gone are the days of physical stickers and hangtags. Our electronic permit solution is based on the plate numbers, providing greater flexibility and quickness when assigning a permit. And there is no investment in physical media (like stickers) and no mailing costs.

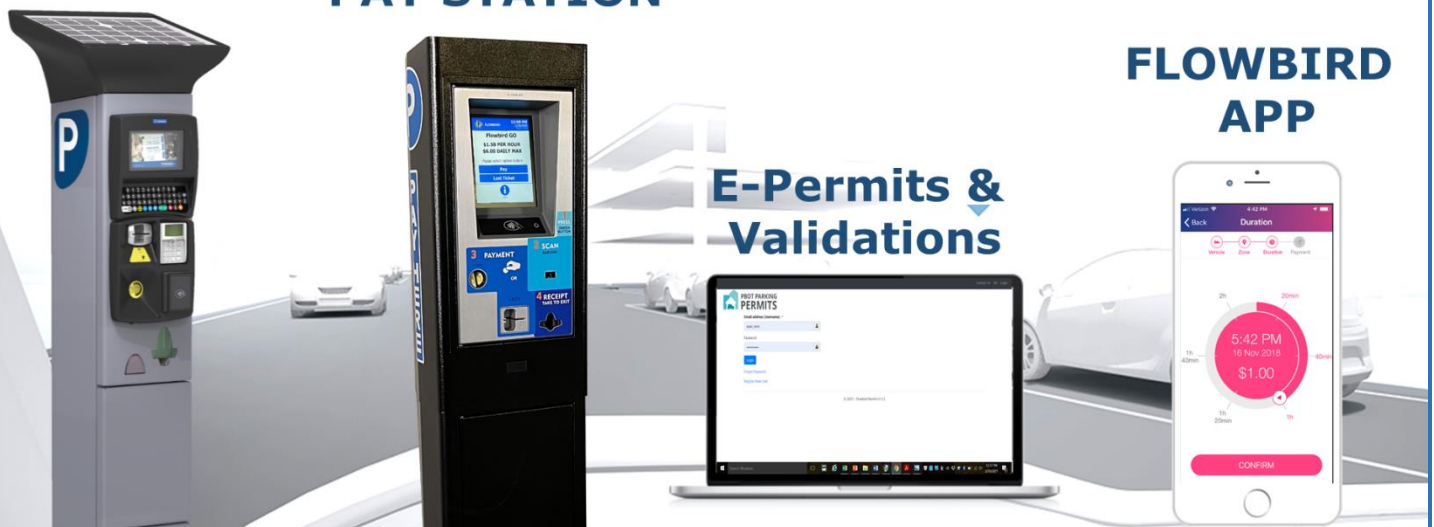
On the following pages, please find information pertaining to our proposed pay stations and mobile app.

### STRADA PAY STATION

### CWT PAY STATION

### FLOWBIRD APP

### E-Permits & Validations





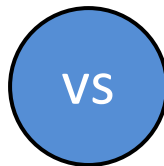
## MULTI-SPACE PAY STATIONS

### Why Multi-Space Parking Pay Stations?

When cities are upgrading their parking infrastructure, a key decision must be taken regarding the type of parking meter to install. We are recommending multi-space parking meters for this project, which are proven around the country to be a better investment than a single space parking meter. Below we provide information on the benefits of multi-space meters.

### Better Return on Investment

We have calculated that **the City of Rialto will save as much as \$200,000 over 10 years** with a multi-space meter solution. We are happy to share our 10 year cost calculation for multi-space vs single space meters with your team. Below we list a few more things to consider when making the decision between a multi-space and single space meter.



**Additional Revenue Through Automatic Zeroing Out of Time:** Flowbird pay stations do not allow users to “piggy-back” on existing time on the meter. So each transaction is a new transaction starting from zero. This can bring you anywhere between **10%-30% additional revenue** vs single space meters, and our system does not require the installation of any special vehicle sensing technology to reset the meter which saves on hardware and recurring costs.

**More Spaces = More Revenue:** A multi-space meter can cover more spaces which is very effective in parking lots where one multi-space meter can cover 30 parking spaces or more depending on the layout of the lot.

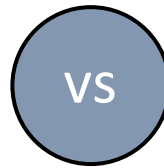
**No Additional Transaction Fees:** Our standard pricing does not include any per transaction credit card fees on multi-space meters. With competitive single space meters you are more than likely going to see a \$0.13 per credit card transaction fee imposed by the meter vendor on top of your bank fees. Transaction fees also require additional reconciliation on your part to determine if each one is legitimate.

**Automated enforcement:** With a Pay by Plate multi-space meter solution, the City can utilize a mobile License Plate Recognition (LPR) system which makes enforcement faster and more efficient than enforcing single space meters.

**Improved Streetscape:** One multi-space meter controls approximately 4 to 10 on-street spaces. You can avoid installing parking meter posts and have a clean, uncluttered street view.



**Uncluttered street with Flowbird pay station**



**Row of single space meters on-street**

**Longer Battery Life:** Flowbird multi-space meters have proven to have much longer battery life (3 to 5 years) than competitive wireless/credit card enabled single space meters (only 1 year).

**Less Maintenance:** By choosing multi-space meters, the City will have to maintain 80% to 90% less equipment because pay stations control 4 to 10 spaces per block face!

**Less collection time:** The city will have to collect much less often with a multi-space meter because the standard coin box can hold up to \$800 in quarters depending on the pay station configuration chosen.

**Real-time connectivity:** Flowbird multi-space meters provide 4G communication and real-time ID so there is no need for batching to save on battery life.

**Proof-of-payment:** Multi-space meters can provide a receipt as a proof of payment. Single space meters do not. Consumers like receiving receipts, especially on credit card payments. We also offer text and online receipt options.

**Receipts For Cash Auditing:** After each cash collection, the pay station prints a collection receipt detailing the amount of cash collected (down to the quantity per denomination if you'd like) for auditing purposes. Of course, this information is also sent wirelessly to our back-office system.

**Coin return:** The Flowbird multi-space meters will only open up for metallic objects and will reject all non-validated coins (e.g. foreign currency, slugs, etc) so you are only collecting valid coins. Flowbird multi-space meters feature a cancel button and coin escrow, so if a customer pays money and wants to cancel their transaction, they can get their money back. This is not the case for single space meters.

**Less risk of stolen meters:** Stolen single space parking meters are constantly in the news which, of course, means lost revenue. We can provide you with a number of articles to prove it. On the contrary, multi-space meters weigh 200 to 300 lbs, making them almost impossible to steal.

## Multi-Space Parking Pay Stations – Two Options For Rialto

Flowbird manufactures two multi-space parking pay station product lines – the CWT Pay Station and the Strada Pay Station. Both are proven around the world, are installed in all climates, and are configured to sell many different types of products in addition to parking. Our proposal includes both pay station lines and we are happy to demonstrate both to City staff and help you select the pay station that best meets your needs and budget.



CWT Pay Station

Strada Pay Station

### Key Hardware Features

- Long life batteries on solar power
- Large color display screens for advanced messaging with optional monochrome screen of Strada
- Secure, PCI Level 1 card processing
- 4G wireless communications
- Anti-fishing of coins / Coin escrow
- Anti-card skimming
- Graphical Printer & E-Receipts
- Upgradeable design

### Key Software Features

- Complex rate structures
- Strong parking rights management
  - Progressive pricing
  - Forced rotation
  - Special rates per plate
  - Free time
- Remote software downloads
- Citation payments
- Validation code acceptance
- Advertising / Local News

*Over 300,000 Flowbird pay stations have been deployed around the world in more than 5,000 cities.*



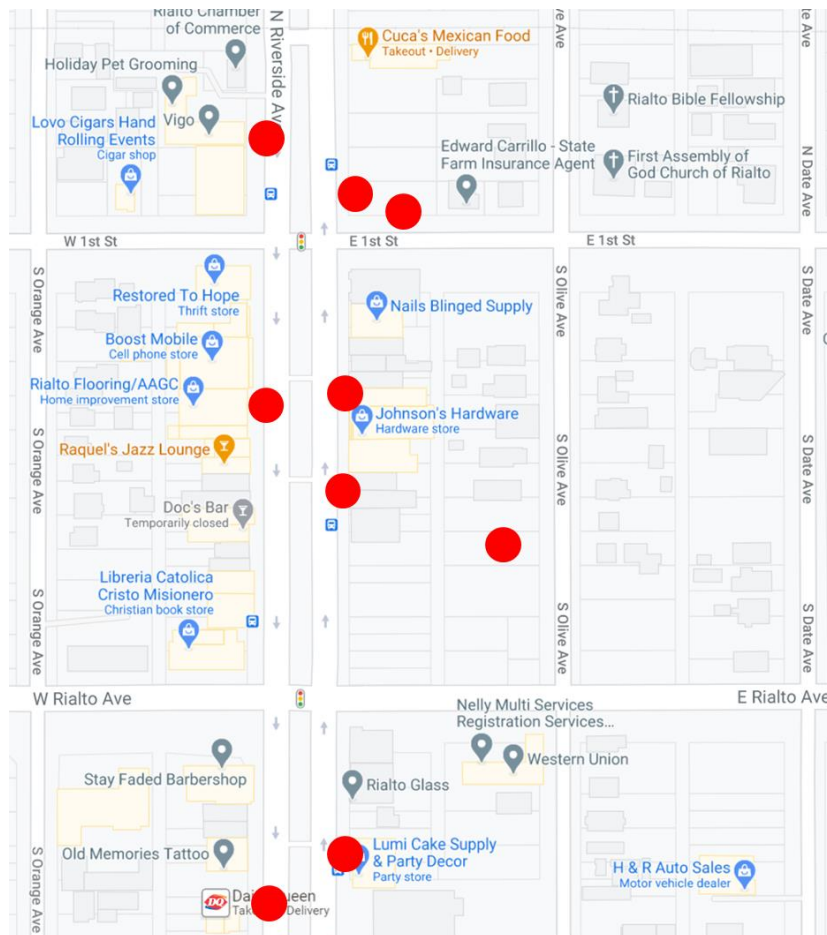
## Recommended Multi-Space Meter Placement

Flowbird has reviewed the map included with the City's RFP and surveyed the blocks and parking lots where the City is implementing paid parking. Based on our experience we are recommending 9 multi-space meters to cover the inventory of 108 parking spaces. Each red circle represents one multi-space meter.

Note that unlike a single space meter, a multi-space meter controls many spaces. Typically, on-street multi-space meters control 8 to 12 spaces and control up to 30 spaces in parking lots depending on the lot configuration. The City will save significant capital with a multi-space solution vs a single space solution because there would be a large investment in single space meter mechanisms, housings, and poles.

In all of the locations marked with a red circle, we are also recommending the deployment of the Flowbird mobile app to give parkers as many convenient ways to pay as possible.

Note that there are two parking spaces on N. Riverside Drive that can be controlled by a combination of mobile app and by one of the multi-space meters in the large parking lot. This allows you to avoid installing a meter on the sidewalk at that location.



● = 1 multi-space meter

## Friendly User Interface

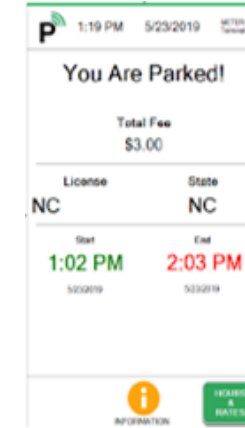
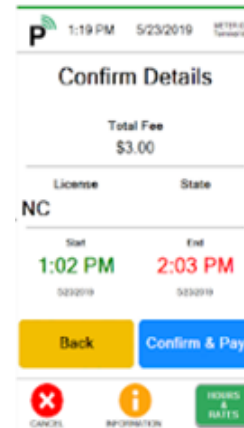
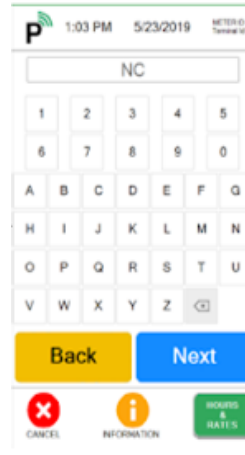
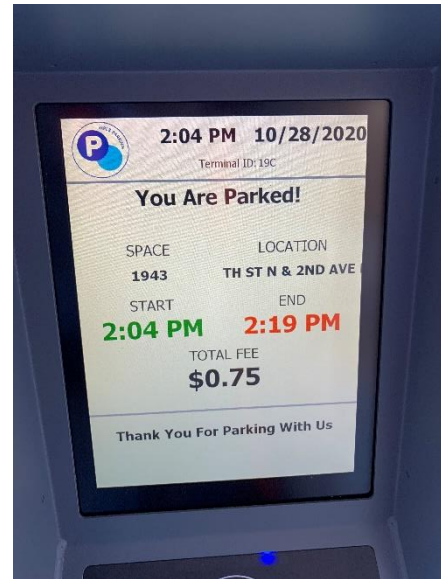
The CWT pay station features a 9.7" color touch screen which wakes up with the touch of one "start" button. The display is recessed and protected from impact by the clear window. The display is vertically set to meet ADA guidelines with all operable buttons falling below 48".

The touch screen interface can accommodate Pay by Space, Pay by Plate, or Pay & Display parking, or all 3 on the same interface.

The color touch screen moves all controls on to the display allowing for very flexible interfaces maximizing the potential of the pay station to do things beyond parking. For instance, local information and maps can be included on the display.

Additionally, payments can be made for other products such as admission passes to parks and museums to transit fares. A clock on the display is in sync with our server to ensure accurate time.

An example screen flow can be found below.



The Strada features either a 7" full color display screen or a 4" x 2.75" monochrome display. The module is graphical, allowing for the display of various messaging/fonts as well as logos. Animations and GIFs are available on the color display to help the end user quickly perform their transaction. The display walks the user through the transaction step by step minimizing or eliminating the need for instructional decals.

Rates are viewable on the display and they can be remotely updated, along with coinciding messages, from the back-office system.

The display is backlit and can be easily read under various daytime and nighttime lighting conditions.

The display is recessed and protected by a polycarbonate window. The window is transparent and has near optical quality to ensure clear display and panel visibility without distortion or iridescence. The polycarbonate window is specified to stand up to UV radiation.

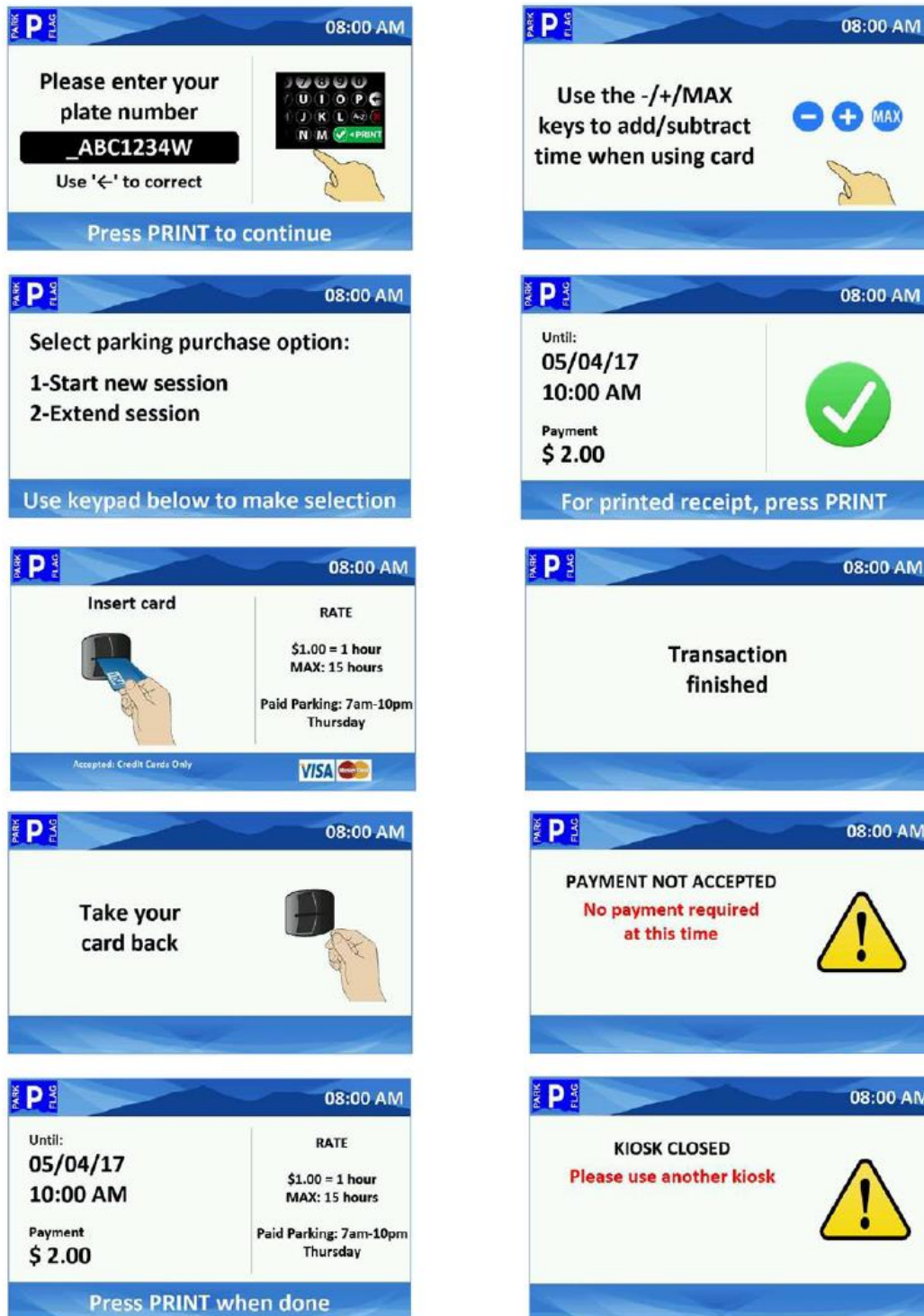


**Strada with color display**



**Strada with monochrome display**

An example transaction flow specific to a Pay by Plate deployment can be found on the following page.



Example Strada parking transaction screen flow

## Key Pad

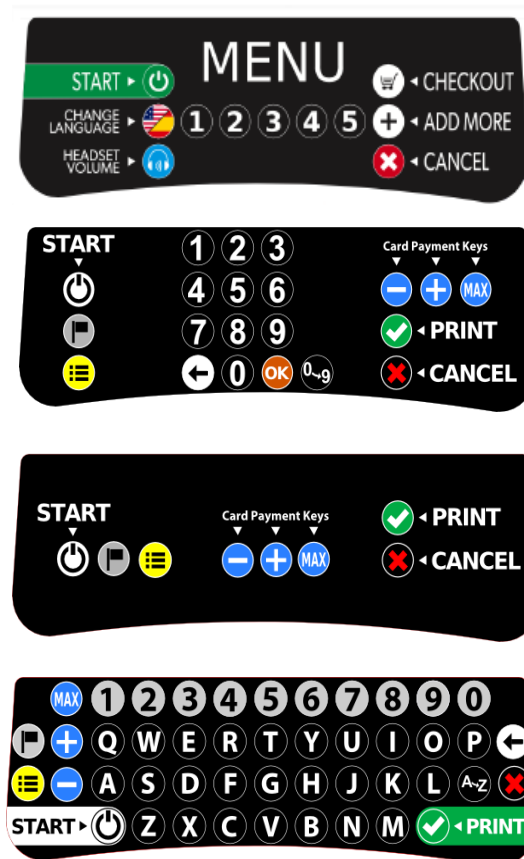
The CWT does not offer a keypad. The key pad is incorporated into the touch screen display. The appropriate keys pad and button display depends on the information presented. Example: Home page may display information about rate structure and parking. A button will display informing the user to hit the button to continue. The next screen may ask for the license plate and will display the key board for the user to enter their license plate.

Strada is equipped with a customizable capacitive keypad featuring soft keys and audible indication. A key differentiator is that the overlay on the keypad can have any type of color or text to allow clients to provide the best user experience. The keypad allows for an easy switch between parking configurations without having to replace the actual hardware. The overlay and software are the only items that need to be changed if the client desires to change the button layout or the parking mode.

The keypad does not have any mechanical buttons and does not allow for rain, snow, dust, dirt, or sand to penetrate it.

Example keypads are shown below.

### EXAMPLES OF CUSTOMIZABLE CAPACITIVE KEYBOARD DESIGNS





## Payments

Flowbird pay stations can be equipped to accept all forms of payments – coins, bills, credit/debit/contactless cards as well as NFC payments. Bill acceptance is not included in the scope of this project.

The coin acceptor includes an automatic shutter, which opens for coin insertion, but not for non-metal objects. Any metal object accepted that is not a valid coin or token is sent to the coin return. The pay stations are able to accept up to 16-coin denominations through our coin shutter/validator, which only accepts coins that have been programmed to be valid payment options.



The credit card (CC) reader is flush-mounted with no part of the reader protruding outside the cabinet, this design limits the insertion of a credit card skimmer. The reader is EMV certified, PCI-DSS certified, and PA-DSS certified. The Flowbird system is P2PE certified.

The pay stations are equipped with a secure vault locking system. The vault system is located behind the outer door of the bottom cabinet which is secured with reinforced steel. The vault door is made of armored steel. The lock is an advanced, four-point locking point system. Flowbird offers an electronic lock option giving clients more control in the collection process. When the coin or bill box is removed, the pay station will send a notification to all valid recipients via text message or email. The coin and bill boxes can only be opened with a collection key and is closed to the collector. No maintenance or safety requirements are needed for the vault locking system.

Depending on the model selected, the coin canister can hold up to 3,200 coins or up to \$800.

Validation codes can also be accepted as an optional method of payment. Validation codes are configured in the Flowbird back-office and distributed to parkers by the parking operator or merchants.

## Securely Built For All Unattended Environments

The CWT pay station cabinet is made with 304 stainless steel. This particular stainless steel adds protection against corrosion to many chemical corrodents, industrial atmospheres and marine environments. A graffiti-resistant powder coating is applied to the inside and outside of the cabinet. This provide additional protection against the elements, including human (vandalism) and environmental (weather). The powder coating makes it easier to remove unwanted paint, marker tags and adhesive materials.

The Strada is manufactured using heavy gauge steel with extra plating protecting the collection area. All external painted surfaces feature an epoxy powder-coat paint that is coated in a liquid polyurethane varnish with anti-UV and anti-graffiti/poster glue properties. The coating process consists of Cataphoresis, Adhesive powder, powder paint and powder varnish. This process offers resistance to corrosion according to Norm NFX 41-002 (resistance to salt spray and saline fog) and specified at 1,200 hours with REO. In addition, the unit conforms to Norm IEC 68-2-11 (saline fog). Testing to validate compliance has been

carried out in a CESI approved laboratory. The seals on the unit meet an IP33 protection level, based on the European norm, EN 60529.

## Temperature and Moisture Specifications

Flowbird pay stations have proven its ability to withstand extreme conditions in varying climates. Flowbird pay stations are installed in areas with harsh environmental factors (United States, Canada, Sweden, Norway, Abu Dhabi, etc.). The pay stations are not adversely affected by weather conditions despite the fact that they are often subjected to salt, air, humidity, frost, snow and ice. CWTs are rated to work in 99+ percent relative humidity and at temperatures up to 140° F and down to -22° F. CWTs protected LCD screen is tamper, weather and corrosion proof. The keypad is also tamper, weather, and corrosive resistant.

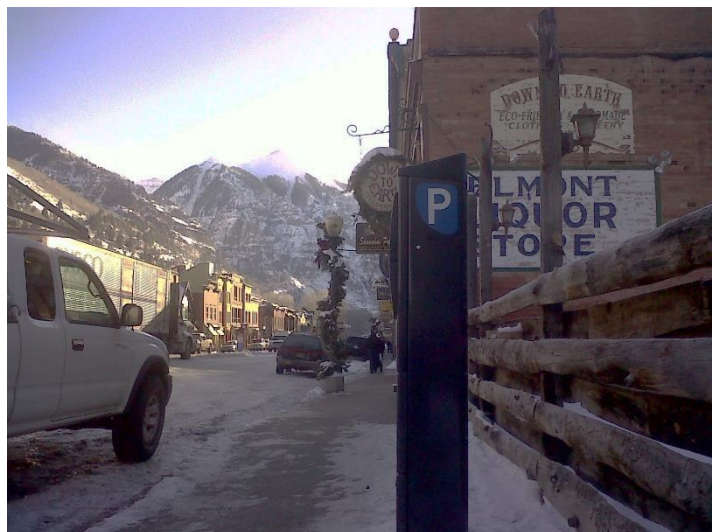


**CWT Pay Station  
Madeira Beach, FL**

good adhesion to a wide range of substrates. The cured material has superior anti-reversion properties, excellent resistance to various and extreme temperatures, electrical insulation properties, weather ability, water resistance and is ideally suited for general-purpose adhesive sealing, potting and coating of electrical and electronic parts. Coating used: TSE3991 CU.

The Strada sets the industry standard for high resistance to weather including water, snow, ice and dust penetration to the internal areas. All openings are either shuttered or angled to deflect penetrating

Components are dipped in conformal coating which protects the components from moisture. All Printed Circuit Boards (PCB) used in CWT pay stations are protected with a double solder mask lacquer (min 25 my) to shield certain areas, such as edge connectors from solder wetting. The PCB is then coated with an ultra-low viscosity, one-component silicone, which cures, at room temperature, to an elastomeric rubber upon exposure to humidity in the air. This product has a quick surface cure that is non-corrosive to metals, including sensitive metals such as copper, emits no harsh odors during curing and has



**Strada Pay Station  
Telluride, CO**

moisture and dust. The design of the interlocking cabinetry acts as a channel to again capture and deflect moisture and dust maintaining the system integrity and reliability. The Strada maintains an operational temperature range of –22 F to 131 F and at 97% RH (Non-condensing humidity).

Strada models are by design weather resistant and have a graffiti resistant coating. The edges of the housing have a rolled finish so edges are not exposed to the elements but are located inside the housing to protect against corrosion. The unit is coated and painted to provide the best possible durability against the elements, potential graffiti and vandalism. The paint process has been refined and improved as a result of our years of experience, worldwide installations with every climatic condition and improvements in paint and coating technologies. Today, our products last an average of ten years without need for repainting services.

All main components are located inside the housing, allowing for maintenance activity during inclement weather.

### **Physical Security and Lock**

Flowbird pay stations are comprised of upper and lower compartments. This construction provides additional security against cash theft. The upper compartment is where maintenance staff can perform maintenance tasks such as preventative activities and replacing empty paper spools. The lower compartment is where collection staff can perform cash collections. The CWT collection door is made of 304 stainless steel. The Strada Pay Station's collection area is protected by additional steel plating.

Flowbird pay stations have a 4-Point locking solution for the maintenance cabinet. The pay stations come standard with a 4-Point locking system for the collection area and offer an optional electronic locking system.

The credit card reader is designed to prohibit skimming devices from being attached.

Door hinges and seams are internal and tight to prevent the pay stations from being pried open. Locks and bolts are out of public sight.

The devices feature open door detection, allowing for notifications to be sent to all valid recipients when maintenance or collection doors are open. The coin box can only be opened with a collection key and is closed to the collector.

Vibration and shock sensors are offered as an option. If the sensor is triggered, an SMS/email is generated notifying the sensor has been triggered.

### **Power Supply**

Flowbird pay stations are designed specifically to run on solar power, however the units can be configured to run on AC power. Each component draws very little power, allowing for long performance, even with limited sunlight. The solar panels are integrated into the pay station design and are constructed to stand up to vandalism. The solar panel or AC power supply trickle charge commercially available sealed lead acid batteries.

The CWT uses a 12V 75AH recyclable sealed lead acid battery. The Strada typically utilizes two batteries - one 12V 26AH battery and one 12V 42AH battery. The batteries typically last between 3-5 years. We offer various solar panel options depending on the application and climate.

Shown below are standard solar panels, however, a larger solar panel for the CWT is available if necessary. Note that the solar panel on the Strada can be rotated by maintenance technicians to be better positioned towards the sun.



CWT Solar Panel



Strada solar panel

## Printer, Paper and Payment Receipt

Flowbird pay stations are equipped with a thermal printer using direct thermal printing to generate characters, symbols and graphics. Printed receipt design is configurable and support both landscape and portrait layouts. Paper options include security features such as foil and unique numbering to defend against counterfeit and duplicate receipts. Electronic receipts are also supported.

The paper roll is can be quickly changed without any tools.



**NO NEED TO DISPLAY  
YOUR RECEIPT.**

**VALID UNTIL:**

WEDNESDAY OCT 09, 9:54 AM

**TICKET NUMBER:** 33  
**PURCHASE TIME:** 10/9/2019 9:49 AM

**PURCHASE AMOUNT:** \$0.25  
**METER ID:** PPATEST1

**ZONE:** 914101  
**PLATE NUMBER:** TEST1

**HOURLY RATE:** \$3.00



**Plate**  
TEST1

**Meter**  
2769999

**Expiration:** 11:43 AM

Date	Time	Amount
09/25/19	10:43 AM	\$ 0.00C

## **Plug and Play Components**

Flowbird pay station components are “plug and play”. As part of our on-site training, technicians will be providing detailed training on trouble-shooting and replacing components. The majority of our customers perform their own preventative maintenance including changing out components. Components can be changed out in a matter of minutes either by hand or with commercially available tools. No propriety tools are required.

Flowbird pay stations are able to self-diagnose and send alarms in real-time to the back office; alarms will also alert designated parties via text or email.

## **Wireless and Ethernet Communications**

Flowbird pay stations communicate via cellular (4G) or Ethernet technology. When utilizing cellular communication, each device is equipped with a cellular modem and SIM card. Flowbird utilizes AT&T and T-Mobile as our primary cellular carriers, and offers Verizon as a cost option. Communication with Flowbird’s hosted server is two way and occurs in real-time. The City does not have to procure or maintain your own servers.

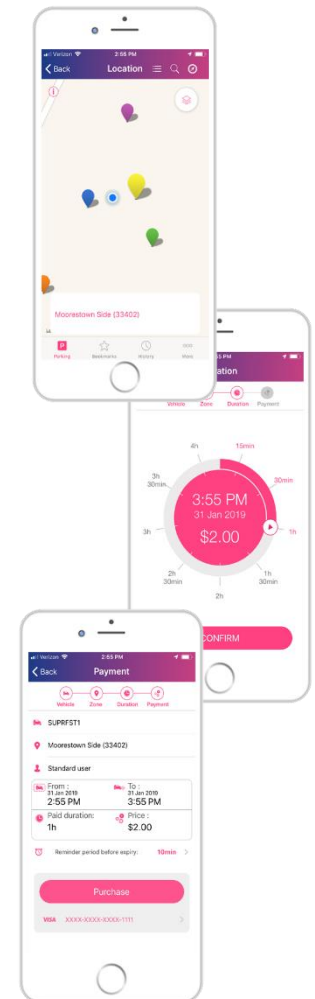
If the pay stations have issues communicating data, the devices can accept transactions in off-line mode in most configurations.



## FLOWBIRD APP OVERVIEW

The Flowbird app is easy-to-use and can be downloaded from the App Store or the Google Play Store. The service can also be used on our website: [www.flowbirdapp.com](http://www.flowbirdapp.com). Key features of the app for end users include:

- ✓ Payment and account management through iPhone, Android, mobile web, or desktop web
- ✓ Password protected access but integrated with Face/Touch ID so users do not have to memorize their password to access the system on the mobile device.
- ✓ Unlimited amount of plates can be entered into the system per user
- ✓ Multiple credit cards can be on file for each user
- ✓ GPS based, no need for the end user to type in a meter or zone code. They just select the location from the map provided in the app.
- ✓ Time expiration notification with ability for the end user to customize the alert time
- ✓ Extend from anywhere up to the maximum time limit
- ✓ Expiration alerts and time extension from the Apple Watch
- ✓ Bookmarks feature saves your favorite parking locations to make transactions quicker for users that always park in the same locations
- ✓ Find my car feature provides walking directions back to the location where the end user made his/her original transaction
- ✓ Validation codes option allows the city to distribute validation codes to app users so they do not have to pay for parking
- ✓ Real-time parking availability display
- ✓ Off-street parking reservations (optional service)
- ✓ Fleet management system allows businesses to enter one credit card for the whole fleet of vehicles
- ✓ E-wallet allowing users to load up money on an account and save money on transaction fees



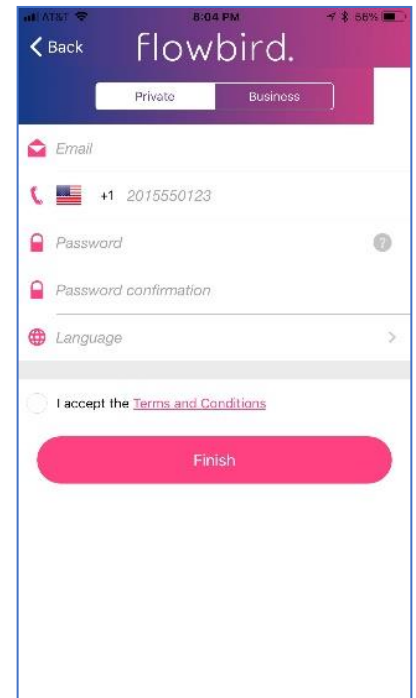
## User Account

It first starts with creating an account. Flowbird understands the importance of creating an account quickly. A user can use their Facebook account or create a Flowbird account. A Flowbird account requires 3 pieces of information – email, phone number and password. It is that simple!

Forgot your password? No worries, the Flowbird service includes a Forgot your password link. FaceID and TouchID are also supported allowing the user to use their face or fingerprint to access the service rather than typing in a password.

The Flowbird service is available globally and supported in over 25 different languages. The most commonly accessed languages in the United States are English, Spanish and French.

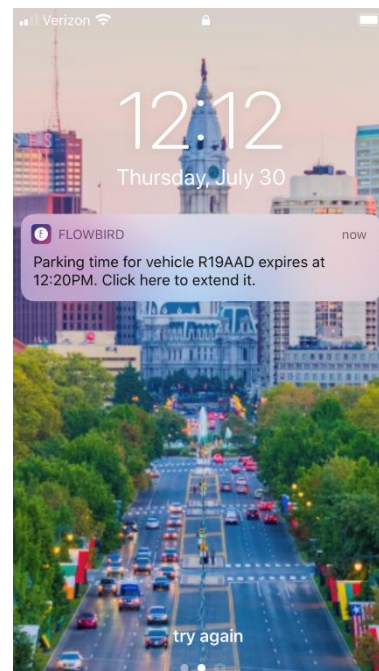
The Flowbird service can be downloaded from the App Store or Google Play. For those with a Windows phone or a tablet/computer, a website is available to make payments and manage their account.



## Notifications

The Flowbird service supports user defined notifications. This feature is very popular as a user may have different preferences on how to be notified and when to be notified.

Notifications	
I want to receive an email confirmation for each transaction.	<input checked="" type="checkbox"/>
I want to receive an email reminder before my parking time expires	<input checked="" type="checkbox"/>
I want to be notified about tickets bought on parking meters (if available for location)	<input type="checkbox"/>
<i>The end of parking notifications must be configured through the Notification Center of your iPhone.</i>	
Reminder period before expiry:	
hourly	10min >
long term	1d >



## Vehicle Selection

Multiple vehicles can be associated with a single account. A default vehicle can be selected for a quicker process. Vehicles can be added from the Account page or when starting a parking session. Vehicle descriptions can be added to help identify the vehicle.

## Rates/Duration

Flowbird will take full responsibility to configure the Flowbird service to match the City's rate structure, including time restrictions (minimum and maximum duration), non-enforcement hours, etc.

Many of the mobile payment solutions in existence today requires the user to select the duration before seeing the expiration time and parking fee. Flowbird heard the frustration and created a duration dial. The user moves the arrow around the dial to the desired amount of time. As the dial moves, the expiration time and fee automatically update in the center of the dial. Depending on the phone settings, the user will feel the phone vibrate and ping when moving the dial.

For those frequent parkers, parking locations can be saved as a bookmark (aka favorite). Bookmarks help the user save time and makes parking even more convenient.

## **Business Accounts/Fleet Management**

The Flowbird app offers businesses the opportunity to manage their fleet of vehicles from one account. This allows drivers to use the app without paying with their own credit card. The business owner can see all transactions and track driver's parking fees.

The screenshot shows the 'BUSINESS' registration page in the Flowbird app. The page has a header with 'PRIVATE' and 'BUSINESS' tabs, with 'BUSINESS' selected. The main content area is titled 'REGISTRATION' and contains a form with the following fields:

- Company name...
- Company identification number...
- Your company size... (dropdown menu)
- Vat number...
- Address...
- Postal code...
- City...
- Responsible first name...
- Responsible last name...
- Email...
- Country ([-]) United States (dropdown menu)
- Phone number... (with a note: 'You must enter your mobile phone number')
- Password... (with a note: 'You must enter a password')
- Password confirmation... (with a note: 'You must enter a password')

At the bottom of the form, there is a checkbox labeled 'I want to receive an email confirmation for each transaction.'

## FLOWBIRD BACK-OFFICE REPORTING SYSTEM OVERVIEW

Flowbird pay stations and mobile app communicate via wireless two-way communication with Flowbird's powerful back-office parking management suite which provides data/financial management solutions. The system is a complete suite of services based on a unique IT platform developed and managed by Flowbird as a fully hosted service. The Flowbird back-office manages the information to and from the meters/pay stations and redirects it to the customer via a password protected, web based interface.

Everything that occurs at a Flowbird device (status check, collection, maintenance operation, transaction, etc) is recorded and regularly transmitted to the central server. This information is then processed and ready for you to review and analyze.

The back-office system allows for remote changes to rates, messages, and ticket layouts.

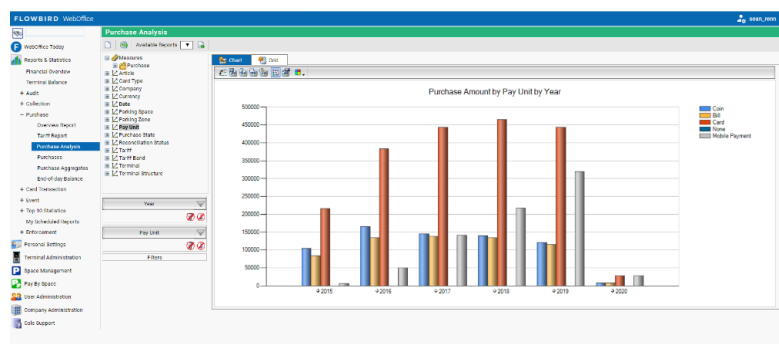
Using the web interface you can view all sales data in many different forms. For instance, you can view transactions by pay station, by group of pay stations, by type of transaction, or by type of user. The system allows for the integration of non-pay station payments such as mobile payments so clients have a more complete view of their parking system. Additionally, payment data can be integrated with citation issuance and LPR systems for fast look ups of space and plate numbers.

You can monitor the status of your pay stations using Flowbird's web interface because all alarms and warnings are right there for you to view. Like your sales data, maintenance data can also be viewed in different forms, making it easy to put a maintenance schedule together. The system can also send specific alarms right to your cell phone to alert you of a problem immediately.

Our back-office offers several reporting options. Each option allows for varying levels of flexibility in developing a report and the Flowbird implementation team will assist you in setting up the reports needed.

Standard Reports are pre-defined reports allowing the user to define parameters. Reports are broken down into categories such as

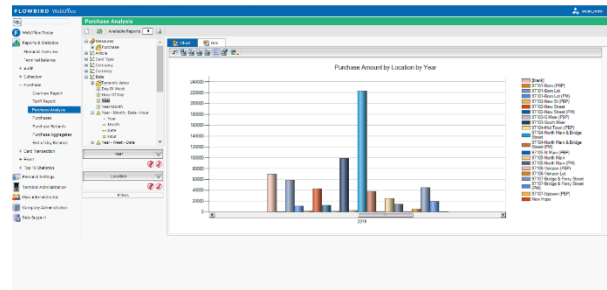
- Financial Overview
- Terminal Balance
- Collection
- Purchase
- Card Transaction
- Event
- Top 10 Statistics
- Scheduled Reports





Examples of standard included reports are:

- Current Maintenance Action Required
- Terminal Out-of-Order
- Communications Problems
- Maintenance Performed in the last seven days
- Cash Collections for the last seven days
- Cash-In-Terminals currently
- Consumables Status (paper and batteries)
- Parking Activity (number sold and dollar amount)
- Transactions by Payment

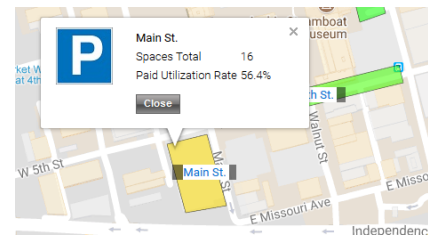


Custom reports can be created via the analysis function. The analysis function is a very powerful tool for refining statistical data and looking at the information from different perspectives. The technology used to process and present the information is OLAP (online analytical processing). The analysis function is available for collection, purchase and event data.

The Dashboard functionality equips users with up to date, graphical widgets that enable quick and easy data analysis so parking operations can focus on driving performance, not measuring it.

## Occupancy

Flowbird WebOffice, used in conjunction with the CWT Pay Stations, offers reporting and statistics on occupancy. Options include Online Paid Occupancy, Historical Paid Occupancy, Paid Occupancy Analysis and Occupancy Calculation. It starts with Google Maps and identifying zones, number of spaces and identifying terminal locations within each zone.



When viewing the map, the parking zones are highlighted on the map. Zoom feature allows for you to enlarge the map and see the shape of the parking zone. The name of the parking zone is also displayed.

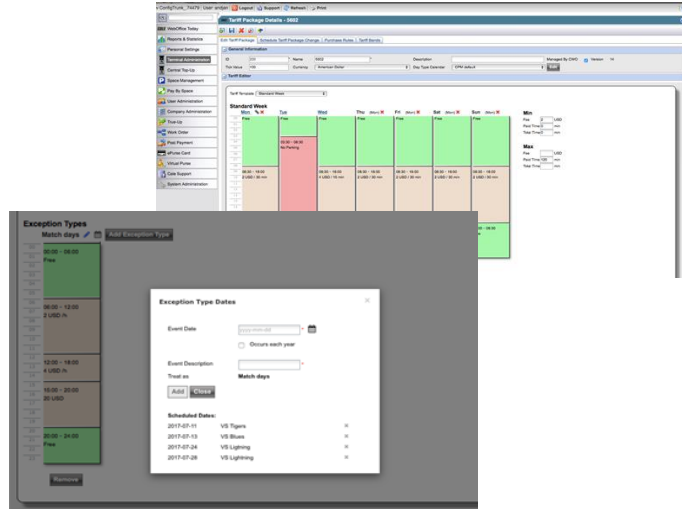
A 3-color gradient scale is available from green to red to show occupancy levels. Green is low occupancy, yellow is around 50% occupancy and red is at or near 100% occupancy.

Occupancy views are available in real-time or in the past (historical) via playback.

In the Historical Paid Occupancy feature, you can look at occupancy counts in the past. Zones change color (green to red) to show occupancy levels at a particular date and time. Clicking on a particular zone will show the paid utilization rate for the particular time and date.

## Rate Package Capabilities

The Flowbird back-office rate management functionality is displayed in the form of a standard week (Monday – Sunday) calendar. The calendar shows the standard rate structure for a given day and time. Exceptions to the standard rate schedule can be defined by date allowing for special rates such as event parking or free parking for holidays. The exceptions are automatically communicated to the meters/pay stations and rates are adjusted accordingly.

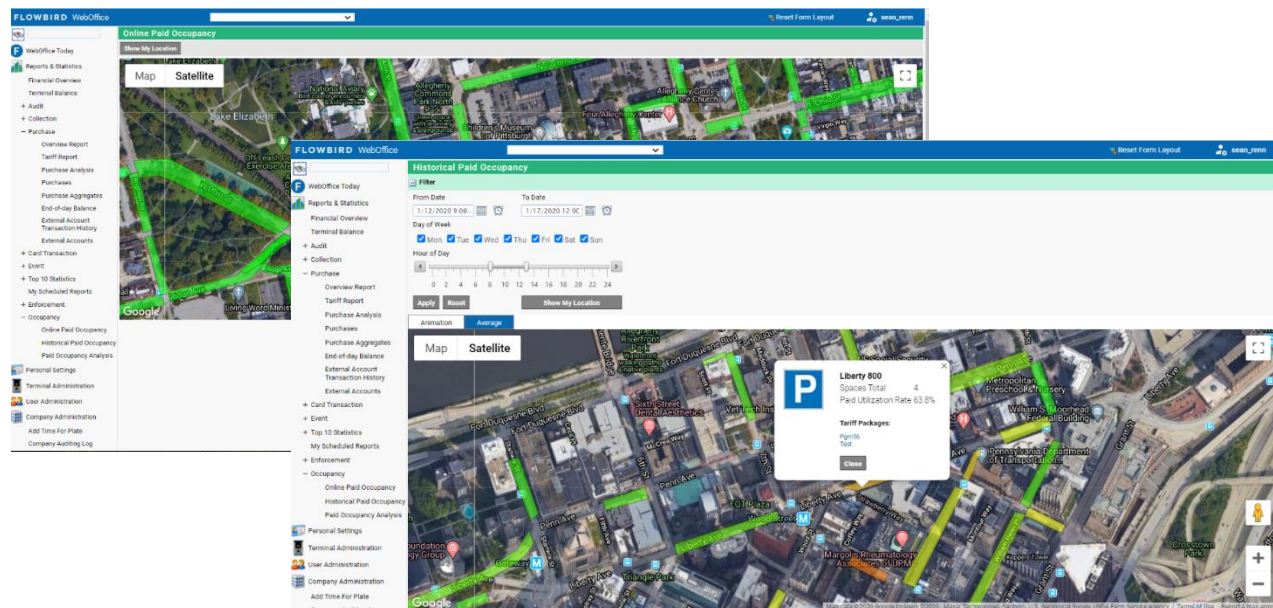


Rate management functionality can also be used to implement new rates on short notice. For short notice updates the back office uses the new remote management feature to communicate with the meter/pay station over cellular connection triggering the pay station to contact the back office and retrieve the new rate or command to execute.

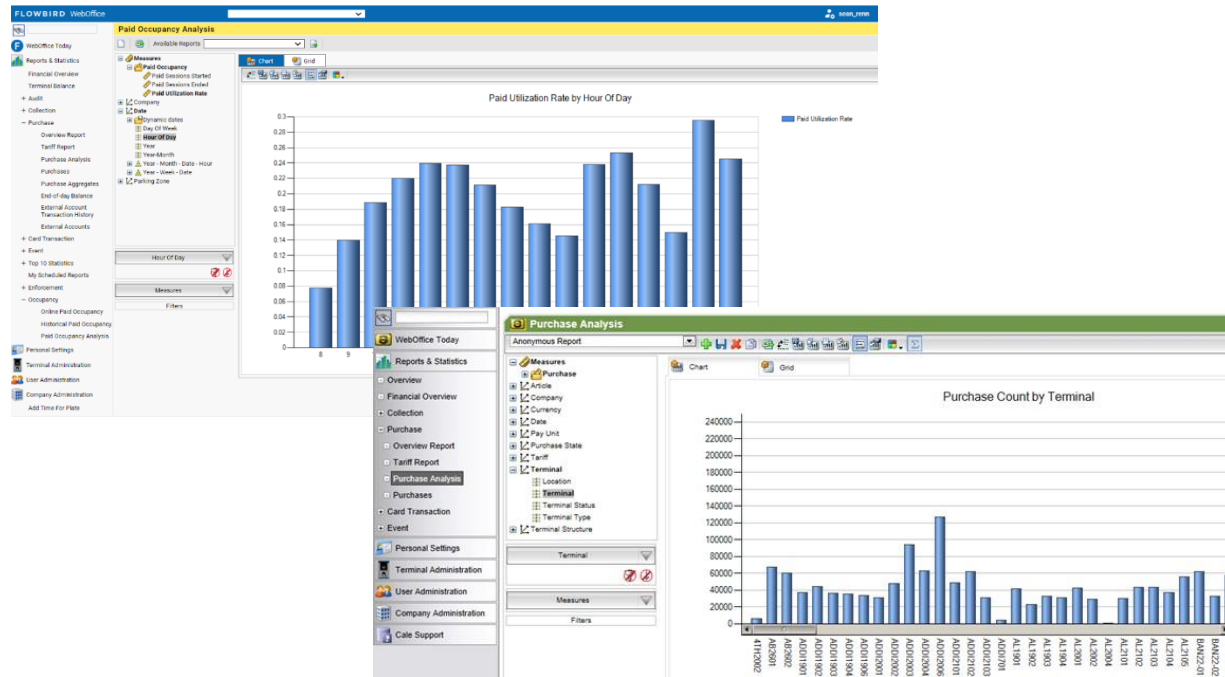
## Sample Back-Office Reports

Below are just a few samples of reports available in our back-office system. Additional examples or a live demonstration can be provided upon request.

## Current and Historical Occupancy



## Paid Occupancy and Purchase Analysis



## Alarms and Events

Unresolved Alarms									
Status ID	Terminal ID	Location	Node	Last Comm Date Local	Event Date	Event Level - Name	Event Code - Name	Hardware Unit - Name	Active Events
SCEN1001	1001	Scenic Ave	Euclid-Hearst Route	2/23/2012 11:32:06 AM	2/21/2012 3:54:57 PM	Warning	Paper near end	Printer	Active Events
CENT1001	1001	Center St	Main Route	2/23/2012 9:13:06 AM	2/23/2012 9:05:24 AM	Warning	Door opened	Cabinet door (units on door)	Active Events
HAR2201	2201	Harold Way	Main Route	2/23/2012 11:42:40 AM	2/22/2012 10:45:23 AM	Warning	Paper near end	Printer	Active Events
MLK2102	2102	MLK Jr Way	Main Route	2/23/2012 11:40:05 AM	2/22/2012 4:08:17 PM	Warning	Paper near end	Printer	Active Events
DUR2204	2204	Durant Ave	Telegraph Route	2/23/2012 11:38:13 AM	2/22/2012 4:50:17 PM	Warning	Paper near end	Printer	Active Events

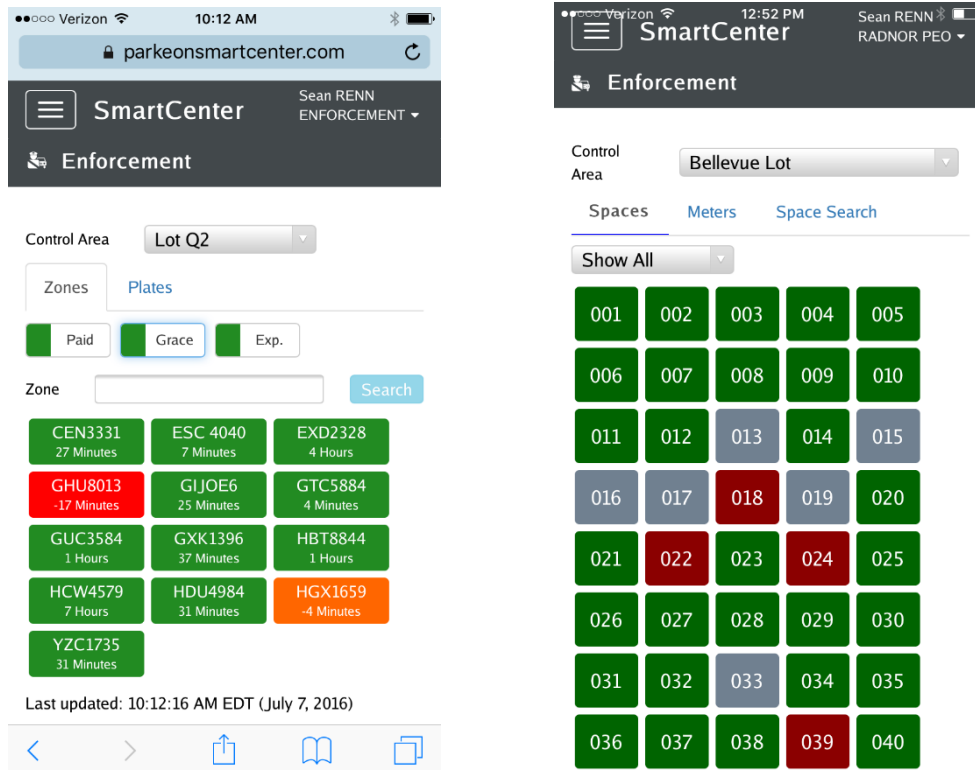
  

Events						
Terminal ID	Route	Event Date Local	Event Code - Name	Event Level - Name	Hardware Unit - Name	User Account - User ID
BAN23-01	Telegraph Route	4/12/2012 7:37:48 AM	Door opened	Reset Alarm	Cabinet door (units on door)	
BAN23-01	Telegraph Route	4/12/2012 7:37:52 AM	Door opened	Warning	Cabinet door (units on door)	
BAN23-01	Telegraph Route	4/12/2012 7:38:58 AM	Door opened	Reset Alarm	Cabinet door (units on door)	
BAN23-01	Telegraph Route	4/12/2012 7:39:42 AM	Door opened	Warning	Cabinet door (units on door)	
BAN23-01	Telegraph Route	4/12/2012 7:39:54 AM	Door opened	Reset Alarm	Cabinet door (units on door)	
BAN23-01	Telegraph Route	4/12/2012 7:34:47 AM	Door opened	Warning	Cabinet door (units on door)	
BAN23-02	Telegraph Route	4/12/2012 7:34:18 AM	Door opened	Reset Alarm	Cabinet door (units on door)	
BAN23-02	Telegraph Route	4/12/2012 7:34:02 AM	Door opened	Warning	Cabinet door (units on door)	
BAN23-04	Telegraph Route	4/12/2012 7:33:39 AM	Door opened	Reset Alarm	Cabinet door (units on door)	
BAN23-06	Telegraph Route	4/12/2012 7:33:13 AM	Door opened	Warning	Cabinet door (units on door)	
BAN23-06	Telegraph Route	4/12/2012 7:32:51 AM	Door opened	Reset Alarm	Cabinet door (units on door)	
BAN23-06	Telegraph Route	4/12/2012 7:32:34 AM	Door opened	Warning	Cabinet door (units on door)	
BAN23-02	Telegraph Route	4/12/2012 7:31:18 AM	Door opened	Reset Alarm	Cabinet door (units on door)	
BAN23-02	Telegraph Route	4/12/2012 7:30:54 AM	Door opened	Warning	Cabinet door (units on door)	
BAN23-04	Telegraph Route	4/12/2012 7:30:11 AM	Door opened	Reset Alarm	Cabinet door (units on door)	

## ENFORCEMENT

There are several options for enforcing the Flowbird solution:

1. **Utilize your current enforcement tools** and connect to Flowbird's web based control module to check the status of each plate or space. You will just need a device (phone, tablet, or ruggedized handheld) that can connect to the internet. If a vehicle is in violation, your enforcement officers will issue a citation with your current tools.



Examples of Flowbird's plate and space control modules

2. **Automate your enforcement system** by procuring a citation issuance and/or license plate recognition provided by one of Flowbird's trusted integration partners. Our system is integrated with the leading enforcement systems on the market including AIMS, Cardinal Tracking, CivicSmart, Data Ticket, Genetec, Gtechna, Passport, Turbo Data, Vigilant, and more.
3. **Utilizing Flowbird's various APIs** we can integrate with additional systems such as video analytics solutions to further enhance your enforcement initiatives.

## PROJECT SCHEDULE

Below is a sample project schedule with key milestones included. This schedule is flexible and can be modified to meet your implementation timelines.

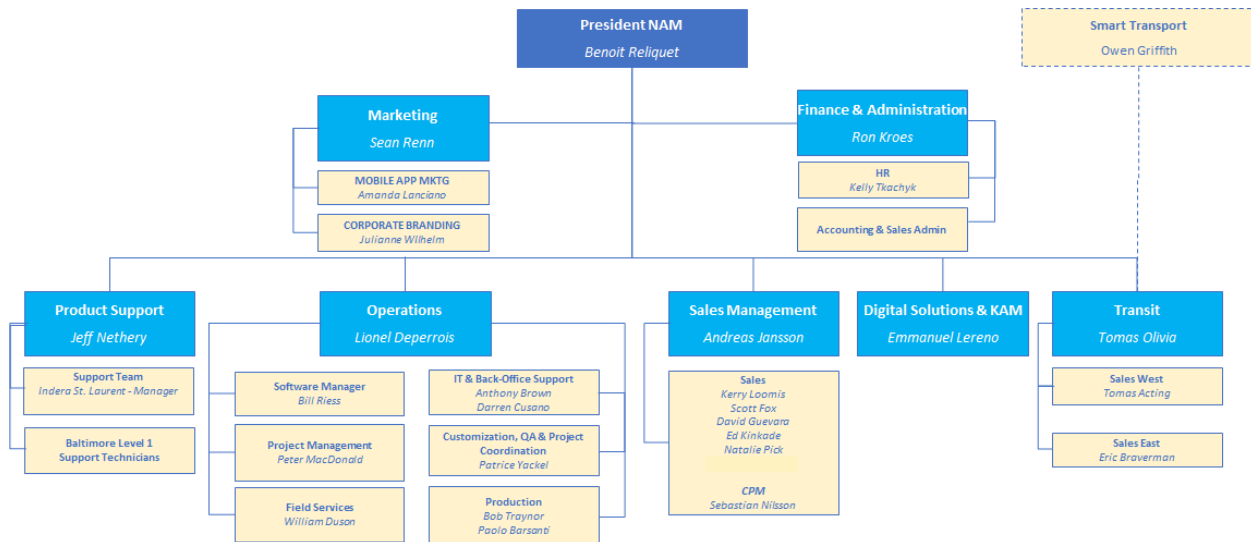
<b>Sample Project Implementation Timelines</b>  <b>The below schedule is based on an estimated notice to proceed date of May 3, 2021. Actual project implementation schedule will be delivered once contract is awarded. Our schedule can be accelerated if necessary to accommodate the City's needs.</b>	
<b>Notice to proceed</b>	<b>May 3, 2021</b>
<b>Project Initiation</b> <ul style="list-style-type: none"> <li>- Kickoff meeting scheduled</li> <li>- Software configuration confirmed</li> <li>- Fee structure and enforcement rules defined</li> <li>- Pay Station/Meter locations determined</li> <li>- Timeline confirmed</li> <li>- Marketing Plan defined</li> <li>- Schedule roll out and training with identified key operational team members</li> </ul>	<b>May 5 through May 14, 2021</b>
<b>Software build and internal testing</b> <ul style="list-style-type: none"> <li>- Pay Station software</li> <li>- Meter software</li> <li>- Mobile app setup</li> <li>- Banking setup</li> <li>- Integration and Back-Office Reporting Setup</li> </ul>	<b>May 17 through June 4, 2021</b>
<b>Pre-Installation Marketing Plan Executed</b> <ul style="list-style-type: none"> <li>- Flyers designed and printed by Flowbird</li> <li>- Mobile app signs/stickers designed and printed by Flowbird</li> <li>- Press release drafted by Flowbird and edited by City staff</li> <li>- Social media and website updates by City staff</li> </ul>	<b>May 17 through June 11, 2021</b>
<b>Final testing and shipping from Flowbird warehouse</b>	<b>July 6, 2021</b>
<b>Delivery of equipment to customer site, installation, customer training</b>	<b>July 12, 2021 through July 14, 2021</b>



## Section C – Staff Qualifications

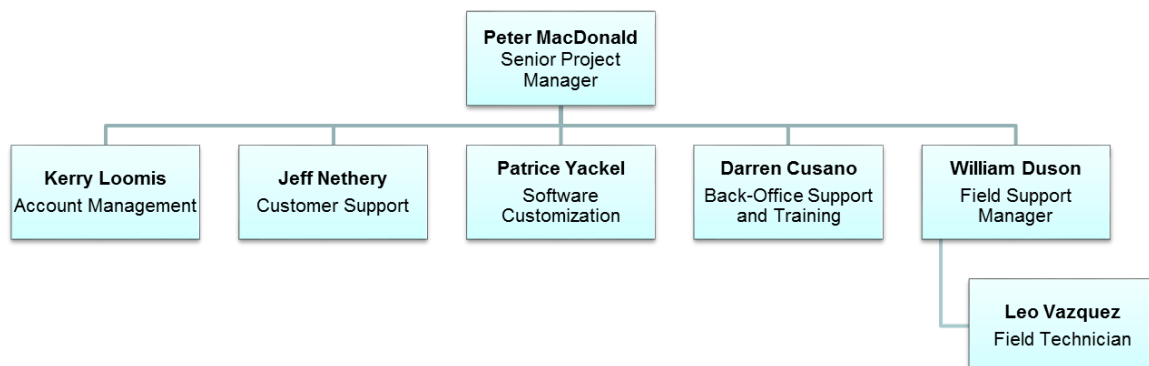
### Flowbird North America Organizational Chart

Flowbird North America's organizational chart is shown below, illustrating lines of authority to senior management. We employ over 80 staff members in the United States, located in strategic locations to best serve our customers.



### City of Rialto Project Team

Flowbird has assembled an experienced team to implement this exciting new project in the City of Rialto. The majority of our team has over 10 years of experience delivering parking solutions to clients, with no team member having less than 5 years of experience in the parking industry.



### **Peter MacDonald – Senior Project Manager**

Peter joined Flowbird in March 2017 as Senior Project Manager. Peter started in the urban mobility industry in 2008, where he worked as an Area Manager at Central Parking System in Seattle, WA. There he had P&L responsibility for a diverse portfolio of operations and set scope of work, implementation guidelines and schedules for multiple sites' technology upgrades. He also managed the establishment of large scale sites including project procurement, hardware/software installation, general operations, and training plans.

From 2010 to 2017 Peter worked for Conduent as a Project Manager and then a Program Manager. In these roles, Peter built effective relationships with clients, vendors and coworkers in order to synchronize scopes of work to meet overall project goals. He also managed project schedules, procurement, budgets, accounting activity, quality assurance, and contracts.

Peter oversees the project management team at Flowbird, and will be responsible for assigning the manager of this project based on the scope of work and timing of the implementation. He will monitor the progress together with the assigned project manager to ensure we go above and beyond the city's expectations.

*Peter has worked directly on projects for large parking and transit agencies across the country including:*



### **Kerry Loomis – Director of Business Development**

Kerry began her tenure in parking management over 15 years ago serving as an executive to a private operator. She consulted with municipal clients across the United States to build their parking programs from free parking to paid parking using a wide range of technologies.

Kerry is highly experienced in understanding many of the challenges that come with stakeholder communication, community outreach, and integrations from every aspect, including LPR, citation issuance/collections, coupons and validations, and off-street operations.

Kerry joined our team in January 2018 and is directly responsible for ensuring our continued success throughout the Western part of the United States. She will be one of your direct Flowbird resources throughout the project and through the contract period.

*Kerry manages large key accounts for Flowbird including:*



### Jeff Nethery – Global Products Support Director

Jeff, a graduate of the University of Washington in Seattle, joined Flowbird in 2008 and leads the Flowbird customer support team. He has served in multiple roles in the US and internationally with Flowbird including Customer Service Director and Global Product Director. Jeff has 30+ years of parking operations, management, consulting, and project management experience focused on improving operational efficiency, system integrations, and implementation of new technologies.

Jeff's background includes customer service program development, public outreach and education programs, consulting and planning, contract negotiations and compliance, project team coordination, customer relations, business and partnership development.

*Jeff works directly with several key Flowbird accounts across the country including:*



### Patrice Yackel – Software Customization Manager

Patrice has worked with Flowbird for over 15 years in various capacities. Her broad experience in accounting, customer service, Help Desk and service department management has made her a true partner to our customers. She has ensured timely installations to hundreds of satisfied customers.

Patrice's role at Flowbird is to oversee our software customization team, making sure that testing processes are being followed and that the customers are satisfied with the transaction flow seen by the end users. Patrice will work closely with our software customization staff and project manager to ensure that all rates, policies, messages, and screen graphics are accurate and meet the City's standards.

*Patrice's team has customized software for over 900 clients across the United States including:*



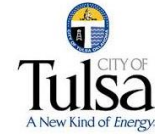
### Darren Cusano – Back-Office Support and Training

A graduate from the University of Hartford with a Bachelor of Science Degree in Computer Science, Darren joined Flowbird in 2004. Darren has worked with more than 300 clients (covering tens of thousands of parking spaces) to deliver seamless back-office implementations. This includes the setup and delivery of our back-office parking management system as well as mobile payment and enforcement application setup and delivery.

For new implementations, Darren configures the back-office with the correct zone/meter location and makes sure our system communicates with clients' merchant back for credit card processing. In addition, Darren is responsible for providing back-office and enforcement training to client staff and

guidance on the ins and outs of effectively using our powerful tools. Darren will also ensure that all connections are made to 3rd party applications for reporting or enforcement.

*Darren has worked directly on projects for over 300 Flowbird clients including:*



#### **William Duson – Field Service Manager**

William has over twenty years of field service experience, spending 11 years with Sunoco Corporation prior to coming to Flowbird in 2010. His work at Sunoco included the service of every aspect of service station maintenance, from back-office systems to maintenance of the pumps, and included electrical, mechanical, and hydraulic work. William was also the primary resource for training of new technicians.

In William's current position, he supervises and dispatches Flowbird field technicians. This includes selecting the right technician for project implementations. Prior to this management position which he assumed in 2019, William was a lead field technician in charge of installation of Flowbird equipment, on-site project management, on-site maintenance and service, system upgrades, and training.

*William has worked directly with key Flowbird clients around the US including:*



#### **Leo Vazquez – Field Service Engineer**

Based in Southern California, Leo joined in 2015. He brings more than 25 years of Field Service Engineer experience, specializing in Troubleshooting, Service and Repair of parking devices, Kodak and Noritsu imaging systems, and hospital medical imaging and equipment.

Leo is skilled in investigating, testing and resolving difficult maintenance, overhaul and repair issues. He also has extensive experience in the calibration, troubleshooting and repair of electronics, electronic instruments, electrical, electro-mechanical at the component and modular levels.

For this project, Leo will work closely with Flowbird's service provider to ensure that installation goes smoothly. Leo will also take the lead on training of City staff on day to day troubleshooting, maintenance, and service of the kiosks.

*Leo has provided installation and maintenance support for the many California clients including:*



## Section D – Firm Qualifications

### Company Profile

**Name of Firm:** Cale America, Inc. dba Flowbird Group

**Contact Details of the Firm:**

Address: 13190 56th Court, Suite 401, Clearwater, FL 33760

Phone Number: 813-405-3900 Fax Number: 813-405-3908

**Contact Person:** Kerry Loomis – 470-591-6974 – [kerry.loomis@flowbird.group](mailto:kerry.loomis@flowbird.group)

**Firm Website:** [www.flowbird.group/smartcity/us/](http://www.flowbird.group/smartcity/us/)

**Type of Firm:** Nationwide Corporation, Incorporated in Delaware

**Years in Business:** 50+ years

**Number of Employees:** 1,300 globally; 87 based in the United States

**Annual Revenue:** \$300+ million

**Company Officers:**

Benoit Reliquet – President

Kenneth Beattie – Secretary and Treasurer

Andreas Jansson – Vice President of Sales

**5,000+**

Flowbird clients  
across 70 countries

**\$300 million**

Annual Revenue

**\$25 million**

Annual investment in  
Research & Development

**80 million**

system users per week

**800**

Pay by cell  
systems deployed

**300,000+**

Pay Stations Deployed



## Company Background

Flowbird is the largest provider of on-street parking solutions in the world. In January 2018, Parkeon and Cale merged together to change the urban mobility landscape and reinforced its position of Global Worldwide Leader in Urban Intelligence and Mobility. Together we have more than 100 combined years of experience in the parking industry with systems in more than 70 countries. With more than 1,300 employees around the globe, the company has an annual revenue of over \$300 million. Company expansion is not necessary to perform this project and our team has the capacity to stay within promised deadlines.

Technology is a dynamic and vibrant environment that changes continuously. Managing that change with our clients has always been our strength. We solve Smart City and Smart Campus challenges going well beyond the concept of parking. We design and build complete ecosystems with strong Business to Business and Business to Consumer components covering a wide variety of services like:

- **Managing technology convergence: On Street, Off Street Parking and Transportation**
- **Simplifying mobility to citizens by helping drivers to find a space using real time occupancy analytics**
- **Collecting and sharing mobility data in real time through our Open Data Analytics platform**
- **Global and Digital approach in managing user rights and digital permits including data correlations for optimum dynamic pricing strategies**
- **Reinforced communication: Pushing local information to residents and visitors**
- **Invigorating downtown commerce through hyper-local advertising and validation campaigns**



## OUR MISSION

To facilitate the individual journey and maximize a city's unique mobility potential, while considering all city stakeholders and end-user experiences. Through our devices, elite service platform and our teams, we enable a new era for maximizing urban harmony and value throughout the city's core.



## Smart City Solutions Across The United States

The core customer base of Flowbird is municipalities, transit agencies, and universities. Our team supports transit and parking solutions for major organizations across the U.S. including:

### Municipalities

Austin, TX  
Baltimore, MD  
Boston, MA  
Boulder, CO  
Detroit, MI  
Chicago, IL  
Cleveland, OH  
Hartford, CT  
Indianapolis, IN  
Las Vegas, NV  
Los Angeles, CA  
Miami, FL  
Minneapolis, MN  
New York, NY  
Pasadena, CA  
Philadelphia, PA  
Pittsburgh, PA  
San Antonio, TX  
St. Louis, MO  
Washington, DC

### Transit Agencies

Community Transit (Everett, WA)  
C-Tran (Vancouver, WA)  
Hudson Link (Westchester Cty, NY)  
IndyGo (Indianapolis, IN)  
King County METRO (Seattle, WA)  
Lane Transit (Eugene, OR)  
M1-Rail (Detroit, MI)  
METRO Houston  
METRO Minneapolis/St. Paul  
New Jersey Transit  
New York City Transit  
NORTA (New Orleans)  
Oklahoma City Streetcar  
Portland Streetcar

### Universities

Clemson University  
Colorado State University  
Florida International University  
Harvard University  
Indiana University  
Minnesota State University  
Southern Illinois University  
State University of New York  
Texas Tech University  
University of California  
University of Colorado  
University of Kansas  
University of Maryland  
University of Missouri  
University of New Hampshire  
University of North Florida  
University of Oklahoma  
University of San Diego  
University of Texas  
Washington State University

*Flowbird provides mobility solutions in over 5,000 cities worldwide serving over 80 million users each week.*



## References

### City of Paso Robles, CA

Contact – Emily Kwatinetz  
Dixon Resources Unlimited (parking consultant  
for the City of Paso Robles).  
206-499-8183  
Email: [emily@dixonresourcesunlimited.com](mailto:emily@dixonresourcesunlimited.com)

Paso Robles is located in the Coastal Mountain Region of California, close to mountains, beaches, and deserts. The area is famous for its wineries and in downtown Paso Robles there are 15 wineries for your wine tasting and drinking pleasure. The downtown also features many shops and restaurants.

In August 2019, the City instituted paid parking throughout the town. Flowbird was the selected vendor to provide a comprehensive parking solution including mobile payments, digital permits, and touch screen kiosks.



**The City of Paso Robles was awarded  
Parking Today's Excellence in Technology  
and Innovation On-Street 2020**

### City of Ventura, CA

Contact – Rick Gallegos  
501 Poli Street  
Ventura, CA 93001  
805-654-7759  
Email: [rgallegos@cityofventura.ca.gov](mailto:rgallegos@cityofventura.ca.gov)

In October 2017, the City of Ventura released an RFP for the replacement of their existing Luke Pay Stations. Flowbird was awarded the contract and installed 59 Strada Pay Stations in May 2018. The pay stations feature a full color display screen and they are all wirelessly connected to Flowbird's Smartfolio back-office system.



The Pay by Space system is integrated with Data Ticket for efficient enforcement.

## City of Los Angeles Parks & Recreation

Contact – Joe Salaices  
221 N Figueroa Street, Suite 350  
Los Angeles, CA 90012  
213-798-8451  
Email: [joe.salaices@lacity.org](mailto:joe.salaices@lacity.org)

LA Parks and Rec has been a Flowbird client since 2016 and utilizes 52 Flowbird CWT pay stations to help manage parking around various City parks.



The agency's pay stations are all enabled to communicate wirelessly and Parks & Rec staff have access to Flowbird's WebOffice back-office management system for parking activity analysis and monitoring of maintenance issues.

## City of Artesia, CA

Contact – David Coleman, Parking Manager  
18747 Clarkdale Ave., Artesia, CA 90701  
562-860-3361 Ext 346  
Email: [Dcoleman@cityofartesia.us](mailto:Dcoleman@cityofartesia.us)

In 2012, the City of Artesia adopted an ordinance establishing a paid parking program in their downtown district and City Council approved a lease to purchase agreement with Flowbird.

The City implemented 29 Flowbird pay stations to help manage parking downtown. In 2018, the City approved an upgrade of the devices to include the 7" color display feature.



Artesia's pay stations are connected wirelessly to Flowbird's WebOffice back-office parking management system for remote monitoring and flexible reporting.

## **Section E – Required Forms**

## ATTACHMENT "A"

**\*NOTE: THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE "WORK PROPOSAL" FILE\***

### REQUESTS FOR PROPOSALS (RFP # 21-026) "PARKING METERS"

#### SIGNATURE AUTHORIZATION

PROPOSER: Cale America, Inc. dba Flowbird

- A. I hereby certify that I have the authority to submit this Proposal to the City of Rialto for the above listed individual or company. I certify that I have the authority to bind myself/this company in a contract should I be successful in my proposal.

  
\_\_\_\_\_  
SIGNATURE

- B. The following information relates to the legal contractor listed above, whether an individual or a company. Place check marks as appropriate:

1. If successful, the contract language should refer to me/my company as:

\_\_\_\_ An individual;  
\_\_\_\_ A partnership, Partners' names: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_ A company;  
X A corporation

2. My tax identification number is: 99-0371099

#### ADDENDA ACKNOWLEDGMENT:

Acknowledgment of Receipt of any Addenda issued by the City for this RFP is required by including the acknowledgment with your proposal. Failure to acknowledge the Addenda issued may result in your proposal being deemed non-responsive.

**In the space provided below, please acknowledge receipt of each Addenda:**

**Addendum(s) # 1,2,3 is/are hereby acknowledged.**

The "Small Business Concerns Information" sheet shall be included as part of Attachment "A".



### Attachment "A" - Business Concerns Information

The Proposer shall furnish the following information. Additional sheets may be attached, if necessary.

- (1) Name: Cale America, Inc. dba Flowbird
- (2) Address: 13190 56th Ct., Ste 401, Clearwater, FL 33760
- (3) Phone No.: 470-591-6974 Fax No.: 813-405-3908
- (4) E-Mail: kerry.loomis@flowbird.group
- (5) Type of Firm: (Check all that apply)  
       Individual        Partnership   X   Corporation  
       Minority Business Enterprise (MBE)        Women Business Enterprise (WBE)  
       Small Disadvantaged Business (SDB)        Veteran Owned Business  
       Disabled Veteran Owned Business        Other
- (6) Business License:        Yes   X   No License Number: We will obtain a City of Rialto business license upon award
- (7) Tax Identification Number: 99-0371099
- (8) Names and Titles of corporate members of the firm:  

<u>Benoit Reliquet</u>	<u>President</u>
<u>Kenneth Beattie</u>	<u>Secretary &amp; Treasurer</u>
<u>Andreas Jansson</u>	<u>VP of Sales</u>
- (9) Three (3) projects of this type recently completed:
- Type of project: Implementation of parking pay stations for the City of Minneapolis, MN  
Contract Amount: \$3.7 million Date Completed: December 2020  
Owner: Dillon Fried Phone: 612-673-5862  
Email: dillon.fried@minneapolismn.gov
- Type of project: Implementation of parking pay stations for the Baltimore Parking Authority  
Contract Amount: Approx. \$1 million Date Completed: Most recent installation - Feb 2021  
Owner: Candace Nue Phone: 443-573-2800  
Email: Candace.Nue@bcparking.com
- Type of project: Implementation of parking pay stations for City of Lawrence, KS  
Contract Amount: \$150,000 Date Completed: February 2021  
Owner: Brad Harrell Phone: 785-832-7591  
Email: Bharrell@lawrenceks.org

## ATTACHMENT "B"

**\*NOTE: THIS FORM MUST BE COMPLETED AND INCLUDED WITH THE "WORK PROPOSAL" FILE\***

### REQUESTS FOR PROPOSALS (RFP # 21-026) "PARKING METERS"

### DEBARMENT AND SUSPENSION CERTIFICATION

TITLE 49, CODE OF FEDERAL REGULATIONS, PART 29

The Consultant, under penalty of perjury, certifies that, except as noted below, he/she or any other person associated therewith in the capacity of owner, partner, director, officer, and manager:

- Is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any federal agency;
- Has not been suspended, debarred, voluntarily excluded or determined ineligible by any federal agency within the past 3 years;
- Does not have a proposed debarment pending; and
- Has not been indicted, convicted, or had a civil judgment rendered against it by a court of competent jurisdiction in any matter involving fraud or official misconduct within the past 3 years.

If there are any exceptions to this certification, insert the exceptions in the following space.

Exceptions will not necessarily result in denial of award, but will be considered in determining Proposer responsibility. For any exception noted above, indicate below to whom it applies, initiating agency, and dates of action.

Notes: Providing false information may result in criminal prosecution or administrative sanctions.

Consultant Name: Cale America, Inc. dba Flowbird

3-12-2021  
(Date)

  
(Signature)

Benoit Reliquet - President  
(Name & Title)

**ATTACHMENT "D"**

**CITY OF RIALTO  
DISCLOSURES REQUIRED BY PERSONS OR ENTITIES  
CONTRACTING WITH THE CITY OF RIALTO**

Pursuant to Rialto Municipal Code section 2.48.145, all persons or business entities supplying any goods or services to the City of Rialto shall disclose whether such person or entity is related to any officer or employee of the City by blood or marriage within the third degree which would subject such officer or employee to the prohibition of California Government Sections 87100 et. seq., Fair Political Practices Commission Regulation Section 18702, or Government Code Section 1090.

By submitting this proposal, or supplying any goods or services to the City, the undersigned hereby attests under penalty of perjury, personally or on behalf of the entity submitting this proposal or supplying any goods or services to the City, as well the entity's officers, representatives and the undersigned, that it/they have no relationship, as described above, or financial interests, as such term is defined in California Government Section 87100 et. seq., Fair Political Practices Commission Regulation Section 18702, or Government Code Section 1090, with any City of Rialto elected or appointed official or employee, except as specifically disclosed immediately below:

**Vendor/Contractor/Consultant:** Cale America, Inc. dba Flowbird

**City of Rialto Official/  
Employee Name(s)**

**The nature of the relationship with the  
person listed is:**

Not applicable

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**By:**  \_\_\_\_\_

**Name:** Benoit Reliquet

**Title:** President