



City of Rochester Hills
AGENDA SUMMARY
FINANCIAL ITEMS

1000 Rochester Hills Dr.
Rochester Hills, MI 48309
248.656.4630
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Legislative File No: 2026-0383

TO: Mayor and City Council Members

FROM: Ken Elwert, CPRE, Director Parks and Natural Resources
Dennis Andrews, CPRP, Deputy Director Parks and Natural Resources

DATE: September 14, 2026

SUBJECT: Parking Transaction Fees

REQUEST:

City Council is requested to authorize an increase to the Blanket Purchase Order for payment of parking transaction fees in the amount of \$70,000.00 for a new not-to-exceed amount of \$94,000.00 through April 30, 2028 to ParkMobile, LLC., Atlanta Georgia.

REASON FOR PURCHASE:

Following the adoption of the Ordinance authorizing parking fees for Innovation Hills (Legislative File No. 2025-0149), the City implemented ParkMobile, LLC for digital payment processing. The City contracted with ParkMobile utilizing the NCPA National Cooperative Partners Agreement, which allowed the City to take advantage of national discounted pricing due to high volume aggregated agency volumes and receive the best pricing available.

The City initially implemented ParkMobile at Innovation Hills as a pilot to evaluate platform ease of use, user adoption, administrative reporting and system reliability. An initial Blanket Purchase Order was established in the amount of \$24,000 as a baseline estimate while the City implemented the parking solution and gathered actual usage data.

ParkMobile has demonstrated strong operational reliability and public adoption. Based on this success, the amendment to the Ordinance changing the vehicle entry fee structure for Bloomer Park (Legislative File No. 2026-0096) was approved by City Council in March 2026. As a result, the City expanded ParkMobile services to Bloomer Park on April 6, 2026, continuing the City's effort to establish standardized, citywide parking operations. Due to increased user adoption and the added transaction volume from Bloomer Park, it is requested that approval of an increase to the Blanket Purchase Order in the amount of \$70,000.00 for a new not-to-exceed blanket purchase amount of \$94,000.00 be approved to cover transaction fees through the remainder of the contract term.

The original \$24,000 was established as a baseline estimate for Innovation Hills. Through June 2026, total transactions reached 59,025, generating \$23,610 in pass-through transaction fees (\$0.40/transaction) and leaving a remaining balance of \$390.00 on the Blanket Purchase Order.

To cover pass-through fees for the remaining 22 months of the contract term (July 2026-April 2028) we are requesting an increase of \$70,000, bringing the total not-to-exceed amount of the blanket to \$94,000. The rationale for the \$70,000 request is based on the following assumptions:

- Bloomer Park payment operations came online April 6, 2026. While combined monthly volume across Innovation Hills and Bloomer Park averaged 7,400+ transactions during its first quarter of joint operations (April-June 2026), the City does not yet have a full 12-month cycle to project Bloomer Parks' peak summer or off-peak winter trends with absolute certainty.
- At \$0.40 per completed transaction, a \$70,000 increase accommodates up to 175,000 completed transactions (an average of 7,950 transactions per month across both high-traffic parks over the remaining 22 months of the agreement).
- While these estimates may be on the higher side, providing this ceiling will prevent the need for additional administrative Blanket Purchase Order amendments prior to April 2028 if park attendance exceeds baseline expectations during peak seasons.
- This Blanket Purchase Order serves strictly as a pass-through remittance of transaction fees. If the transactions are not completed, the fees are never incurred, any unused funds simply remain on the Blanket Purchase Order unexpended with zero impact on General Fund.

Month/Year	Transactions	Month/Year	Transactions
May 2025	823	January 2026	403
June 2025	5543	February 2026	1195
July 2025	7311	March 2026	3167
August 2025	6265	April 2026	5138*
September 2025	5256	May 2026	8034*
October 2025	4312	June 2026	9034*
November 2025	1717		
December 2025	827		

PROCESS:

Vendor Name and Address:

ParkMobile, LLC.
1100 Spring Street. NW, Ste 200
Atlanta, GA 30309

Reason for Selection:

Cooperative Contract; Best Value

Method of Purchase:

Blanket Purchase Order

BUDGET:

Funding is included in the FY 2026 Adopted Budget, as well as the FY 2027-2028 Projected Budgets.

Fund Name	Department Account No	Account No. Description	3-Year Budget Amount	3-Year Cost	Remaining Budget
General Fund	756.801000	Parks Department / Professional Services	\$94,000	\$94,000	\$0

RECOMMENDATION:

It is recommended that City Council authorize an increase to the Blanket Purchase Order for payment of parking transaction fees in the amount of \$70,000.00 for a new not-to-exceed amount of \$94,000.00 through April 30, 2028 to ParkMobile, LLC., Atlanta Georgia.

APPROVALS:	SIGNATURE	DATE
Department Review		
Department Director		
Budget Content: Chief Financial Officer		
Purchasing Process: Procurement Manager		
Mayor		
City Clerk		

Contract Reviewed by City Attorney ☐ Yes ☒ N/A