

City of Dunnellon  
Agenda Summary Form

**Meeting Date:** September 7, 2022

1. Responsible Department: Finance
2. Presenter: Jan Smith
3. Recommended Action: Authorize staff to move forward with SafeParc in obtaining a contract for a boat launch program to present to Council in October along with a draft ordinance implementing a boat launch fee program

**Subject:** Boat Launch Fee Program

**Request for Approval Summary Explanation & Background:**

**July 14, 2022**-Council voted to notify the Florida Game and Fresh Water Fish Commission that they desired to terminate Agreement #64 (City #96-30) for the enhancement of public recreational boating opportunities at the Dunnellon Boat Ramp. This agreement was set to automatically renew for another 25 year period. The agreement imposed various restrictions the City was mandated to follow. For example: provide free parking for all boat trailers and cannot impose usage fees that would help maintain the park amenities.

**July 26, 2021**-The City received a letter dated July 26, 2021 from the Commission that the agreement was terminated and the boat ramp will revert to exclusive control of the City of Dunnellon 60 days from the date of the notice.

**December 8, 2021**-Council directed staff to look at other boat ramps and come back with recommendations for a boat launch program.

**February 15, 2022**-Staff reached out to Citrus County to inquire as to their recent implementation of a boat launch program. Citrus County provided staff their documentation to support their decision to contract with Premier Parking.

**March 1, 2022**-Staff performed a site visit to two Citrus County boat launch sites.

**March 9, 2022**-Staff discussed the site visit at the Council Workshop where they were directed to invite a representative from Premium Parking to make a presentation on a launch fee program.

**April 6, 2022**-Charles Dummett with Premium Parking gave a presentation to Council. Council directed an agreement be drawn up for review at the next Council Workshop in May.

**May 4, 2022**-Staff provided council information on a 3-year contract received from Premium Parking. Further discussion followed regarding the best time to begin collecting fees and when to begin the work on setting up the system. Council directed staff to bring a draft ordinance to the June workshop.

**June 8, 2022**-Discussion continued regarding Premium Parking Services' violation fee, the pay by QR code system and a kiosk not providing a camera system for enforcement. There was discussion as to Mayor White and Mrs. Odom witnessing confusion at a boat ramp in Crystal River using the pay-by-phone method. It was discussed that further investigation as to companies offering boat launch payment options is appropriate.

**July 6, 2022**-Staff reached out and received responses from 3 additional companies that can provide the City the capability to implement a boat launch program. Council was presented cost information on a total of 4 companies. Council directed staff to invite representatives from the top 3 companies to make a presentation at the August workshop.

**August 3, 2022**-Presentations were made by AdCompSystems Group and Flash Parking

**August 8, 2022**-Presentation was made by SafeParc. Staff presented the results of a boat ramp user survey taken the weekend of August 5<sup>th</sup>. Of the 37 survey participants:

- None were City of Dunnellon residents
- 5 participants would not return to the boat ramp if a fee was charged
- 17 participants use the boat ramp greater than 10 times/year
- As to preferred fee payment method – 14 via kiosk, 9 via text, 7 via QR code

Council asked staff to bring forth a recommendation at the September workshop for consideration.

### **September 7, 2022-Staff Recommendation**

Staff recommends contracting with SafeParc for a boat launch program for the following reasons:

- Locally owned and operated out of Ocala
- Flat rate for annual support
- Installation, software, training, shipping included in cost of Kiosk
- LPR enforcement camera provided at no extra cost with text notification to Officer
- 24/7/365 dedicated staff and support
- Kiosk can be hard wired or solar powered
- Deployment 21 days from an executed agreement and deposit
- Lowest base cost provider \$13,650

**Procurement Method: Proposals**

**Fiscal Information: N/A at this time**

**Attorney Review: To be provided when contract is presented**

City of Dunnellon  
Boat Launch Program

Council Workshop-September 7, 2022

Company	Company Location	Cost of Kiosk	Warranty	Annual Support	Installation	Implementation/Training	Software	Shipping	Other	Total	Options			Comment
											Barrier Gate	LPR Camera	Pay-by-Smart Phone	
AdCompSystems Group	Texas	\$18,850	Yes	\$3,600 or 20% for 24/7 Remote Support Does not include on-site tech support	City selects contractor	included	included	TBD		\$22,450	\$6,800	\$4,500	\$3,500-1 time fee plus \$1 merchant fee charged to user	Cost of Kiosk includes 4G wireless modem
Flash Parking	3801 S Capital of Texas Hwy #250, Austin, TX 78704 Local Office-Tampa	\$17,205 Cost of Kiosk,Bollards, Network Kit, Cell Modem	2 years	\$2,400	\$6,835 includes shipping	\$1,800	\$0	\$0		\$28,240	N/A	Not Recommended	4% Fee to company. Either City or User; pays 3.5% seller fee + \$0.35 buyer fee. \$0.35 per transaction; Either City or User pays	City can rent equipment for 1 time fee of \$315 for cell modem and \$6,585 for civil/installation then \$630/month for minimum 2 years = \$22,020
Premier Parking Service	New Orleans	\$5,910	Unknown	\$8,064	included	TBD	Unknown	TBD		\$13,974	N/A	Yes	90/10 Revenue Share	Customer to source data plan with Verizon
SafeParc	Ocala	\$6,250	1 year	\$2,400	included	included	included	Included	\$5,000	\$13,650	N/A	Provided-no cost	Pay via text 60/40 revenue share	Other Fee (recommended to budget annually) is to provide for machine repairs after warranty expires, software upgrades etc.