

CITY OF MUSKEGON

CITY COMMISSION WORKSESSION

April 7, 2025 @ 5:30 PM

**MUSKEGON CITY COMMISSION CHAMBERS
933 TERRACE STREET, MUSKEGON, MI 49440**

☐ **CALL TO ORDER:**

☐ **NEW BUSINESS:**

A. Parking Enforcement Management System Public Safety

B. Community Organization Gatherings at Farmers Market City Clerk

☐ **PUBLIC COMMENT:**

☐ **ADJOURNMENT:**

AMERICAN DISABILITY ACT POLICY FOR ACCESS TO OPEN MEETINGS OF THE CITY OF MUSKEGON AND ANY OF ITS COMMITTEES OR SUBCOMMITTEES

To give comment on a live-streamed meeting the city will provide a call-in telephone number to the public to be able to call and give comment. For a public meeting that is not live-streamed, and which a citizen would like to watch and give comment, they must contact the City Clerk's Office with at least a two-business day notice. The participant will then receive a zoom link which will allow them to watch live and give comment. Contact information is below. For more details, please visit:

www.shorelinecity.com

The City of Muskegon will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio tapes of printed materials being considered at the meeting, to individuals with disabilities who want to attend the meeting with twenty-four (24) hours' notice to the City of Muskegon. Individuals with disabilities requiring auxiliary aids or services should contact the City of Muskegon by writing or by calling the following:

Ann Marie Meisch, MMC. City Clerk. 933 Terrace St. Muskegon, MI 49440. (231)724-6705.
clerk@shorelinecity.com



Agenda Item Review Form

Muskegon City Commission

Commission Meeting Date: April 7, 2025	Title: Parking Enforcement Management System							
Submitted by: Timothy Kozal, Public Safety Director	Department: Public Safety							
Brief Summary: The police department is looking to switch over to a new parking enforcement management system for paid parking to increase efficiency for our parking enforcement officers and a more user-friendly experience for consumers.								
Detailed Summary & Background: Parking Enforcement has a contract with Passport Inc. to provide services for people to purchase daily paid parking passes as well as pay any parking citation. Their contract expires on 07/19/2025. We are looking into a new parking enforcement system to increase efficiency and accuracy. T2 Systems came in at the lowest bid compared to Passport and Aims Parking. T2 Systems quoted \$22,126 for the first year and a \$10,764 annual cost for each year after that. T2 Systems also has a user-friendly app for customers to purchase paid parking and a responsive customer service team. Using the T2 Systems would still allow for annual parking passes to be purchased at kiosks. T2 Systems would add additional options for people to purchase daily passes using an app, pay for parking citations using an app, and parking enforcement to check parking passes by reading license plates.								
Goal/Focus Area/Action Item Addressed: Key Focus Areas: Goal/Action Item: 2027 Goal 1: Destination Community & Quality of Life								
Amount Requested: \$22,126	Budgeted Item: <table border="1"><tr><td>Yes</td><td>X</td><td>No</td><td></td><td>N/A</td><td></td><td></td></tr></table>	Yes	X	No		N/A		
Yes	X	No		N/A				
Fund(s) or Account(s): 101-772-801	Budget Amendment Needed: <table border="1"><tr><td>Yes</td><td></td><td>No</td><td>X</td><td>N/A</td><td></td><td></td></tr></table>	Yes		No	X	N/A		
Yes		No	X	N/A				
Recommended Motion: I move to award T2 Systems with the bid for parking enforcement's management system.								
Approvals:	Guest(s) Invited / Presenting:							

Immediate Division Head	X		No
Information Technology			
Other Division Heads			
Communication			
Legal Review	X		



T2 MobilePay

PARKING PAYMENT SOLUTION

MOVE FORWARD

T2 MobilePay

YOUR CUSTOMERS. YOUR BRAND. YOUR REVENUE.

You work hard to attract customers, build your brand, and generate revenue. With third-party parking apps, you may be giving away control of your customers, minimizing your brand value, and losing out on revenue they retain from transaction fees. While they provide a great service to parkers, are they a great option for you?

T2 MobilePay, powered by TEXT2PARK, gives you complete and total control of your parking operation while providing your parkers a simple and convenient way to pay for parking on their smartphones.

MobilePay is a browser-based solution requiring no app for parkers to download. They simply send a text message or scan a QR code specific to your lot, enter their parking and payment information, and go on their way. They are your customer. There is no third party in between you and them. T2 delivers the solution to you and gets out of your way.

Additionally, by integrating mobile payments with T2 Iris™ software and T2 Luke® Pay Stations, MobilePay brings all of your transaction data together into a single system, providing consistent enforcement and reporting. And unlike existing mobile payment providers, who are acquiring your data to further their own business, T2 gives you complete control and ownership of your parking activity and your data.



T2 MobilePay

WHAT MAKES T2 MOBILEPAY DIFFERENT?

TAKE BACK CONTROL OF YOUR PARKING OPERATION



THE ROI IS CLEAR

By maintaining contact with your parking customers with messaging, by charging convenience fees that you set at your discretion,

and by retaining 100% of your parking revenue,

you can expect to realize at least a **6-8% revenue increase** using T2 MobilePay versus a third-party app.

This can equate into \$10s of thousands of dollars per lot, per year in revenue.*

*A single location processing 3,000 monthly mobile transactions charging \$5.00 fee plus a convenience fee can realize an \$8,000+ revenue gain when compared to using most third-party apps. Savings generated by setting and retaining convenience fees plus eliminating lost revenue from third-party apps directing parkers to competitors' parking lots.



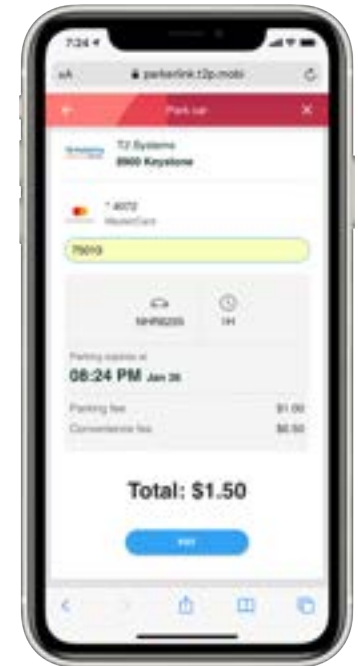
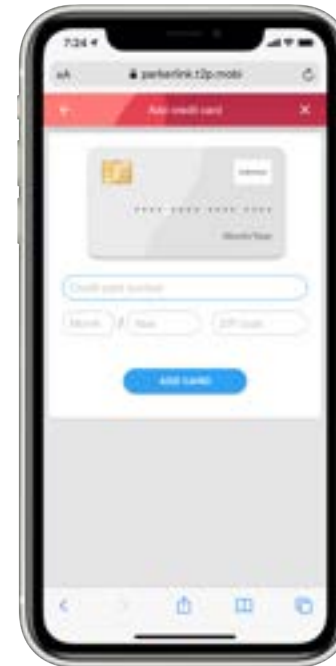
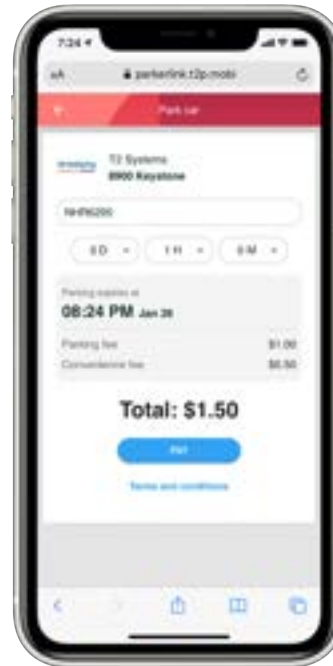
T2 MobilePay

HOW IT WORKS

Text P-Code or Scan QR
Code & Click the Link

Enter License Plate,
Time & Payment

Confirm ZIP
Code & Click PAY



THE SIMPLEST MOBILE PARKING PAYMENT SOLUTION



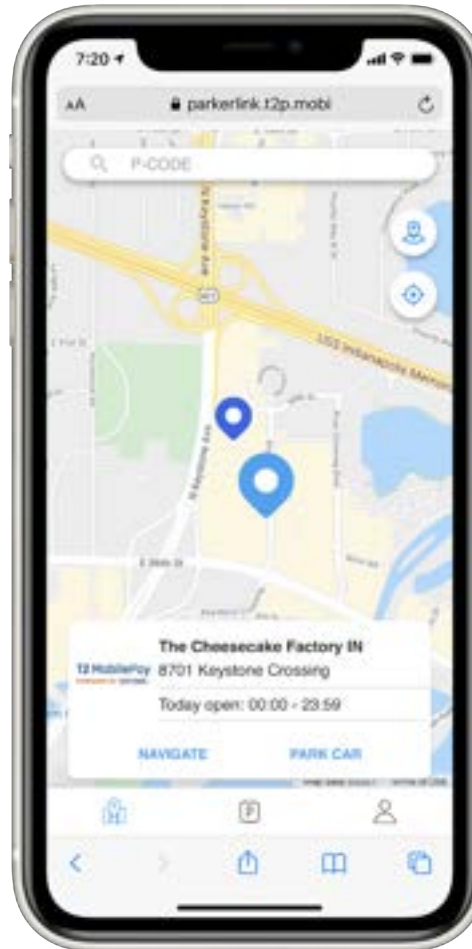
T2 MobilePay

KEY BENEFITS

BENEFITS FOR PARKERS

- Touchless and cashless payment option
- No app to download or account to create
- Supports multiple languages
- Parking expiration notifications and extend-by-phone capability
- Easy e-validations and digital receipts
- Option to save license plate and payment information for future use
- Search functionality for additional parking locations

Provide your customers the ability to see all your parking locations on a map, but never your competitors' lots.



BENEFITS FOR OPERATORS

- Bypass third parties and own your customers and your data
- Leverage mobile convenience as a pricing tool with customizable convenience fees
- Seamlessly integrates with T2 Iris to:
 - Offer a unified rate and rule engine for all channels, including third-party providers
 - Record all your transactions in one place for consistent enforcement, real-time monitoring, and comprehensive reporting and analytics
 - Provide ability to look up mobile transactions by zone or plate
- Communicate public messages or generate additional revenue with advertising options
- App-free platform increases mobile payment adoption
- Works with existing mobile payment apps as an option for users who do not have the app
- Simple, straightforward, transparent pricing with no recurring development fees



T2 MobilePay

ALL-IN-ONE SOLUTION

T2 Iris integrates with MobilePay, T2 Luke Pay Stations, and other third-party payment solutions to provide a single system of reference for enforcement and full reporting capabilities for *all* your transactions.

Unified Rate & Rule Engine

Iris provides a single interface for defining your rates and rules, ensuring consistent pricing no matter the transaction type. Plus, Iris has the most flexible rate options in the marketplace, enabling you to make parking more convenient for your patrons and more profitable for your operation.

Real-Time Data & Reporting

Iris brings all of your parking transactions together in one application, allowing you to see your operation's complete revenue and transaction picture in real time. Iris also provides ongoing reporting of your mobile transaction data and combines it with your other payment data to generate comprehensive reports.

Enforcement

Since all of your transaction data – whether from MobilePay, pay stations, or other third-party apps – flows through Iris, you can enforce your parking with one system versus having multiple integrations with enforcement systems, eliminating the risk of different data being sent via different APIs.



Luke Pay Station Integration

Transactions started with MobilePay can be extended at a T2 Luke Pay Station, with future functionality allowing for pay station transactions to be extended using MobilePay.



T2 MobilePay

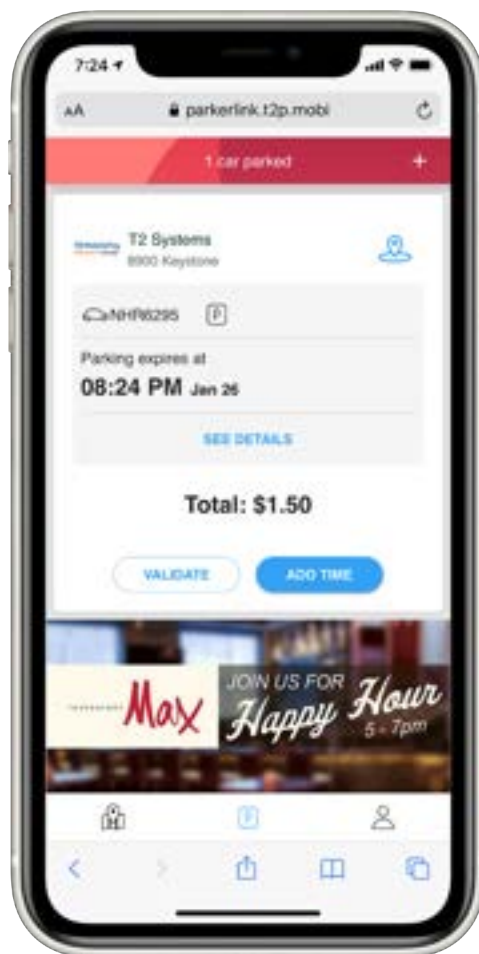
PROMOTIONAL MESSAGING

Expand your parking business with real-time, geotargeted online messaging on your MobilePay portal. Build and enhance your relationship with your customers, get feedback on your customer service, or sell the space to local stakeholders and businesses.

Promotional messages are easy to set up and manage in your MobilePay portal. You can display a single, static image or a rotating carousel of images.

With geotargeting, your messages will display based on where a user has parked. This enables you to direct specific messages to different customers based on their location.

However, the real value of MobilePay's promotional messaging is the ability to create new revenue streams by selling advertising space to local stakeholders and businesses, such as a restaurant near your lot wanting to promote its happy hour.



ABOUT T2 SYSTEMS

T2 Systems was founded in 1994 with one simple goal: make parking better. We immediately established a leadership position in the parking industry and continue to pave the way in new technologies that help you seamlessly manage parking, mobility, and transportation services.

Today, we provide the most comprehensive solutions available to process transactions and leverage data to make informed decisions. Our unified parking management platform puts all the tools you need to be efficient and effective at your fingertips, with one place to manage your T2 solutions, including Pay Stations, Permits, Enforcement, PARCS, and more.

With a strong track record of delivering projects that generate real return for our customers, and by delivering a quality experience for parking patrons, T2 continues to focus on helping our customers move their operations forward.





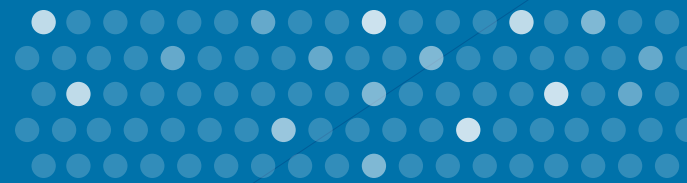
800.434.1502 | T2Systems.com

Indianapolis Office (Headquarters)

8900 Keystone Crossing, Suite 700
Indianapolis, IN 46240
317.524.5500

Burnaby Office

4321 Still Creek Drive, Suite 330
Burnaby, BC V5C6S7
778.375.6000



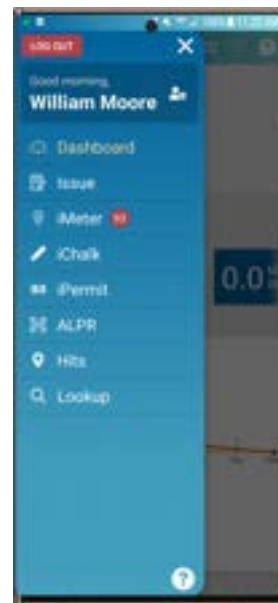
UPsafety PE Solution Mobile Enforcement

REAL-TIME INFORMATION IN YOUR HANDS

With the UPsafety PE Solution's Mobile Enforcement Platform (formerly "UPsafety Mobile"), issuing tickets is quick, easy, and accurate, helping officers enforce more efficiently and safely. Easy-to-navigate auto-fill screens take officers step-by-step through the ticketing process, effectively completing each enforcement entry required. The platform runs on any Android device, and seamlessly integrates with the UPsafety Cloud parking and permit management portal in real-time to ensure all data on handhelds are up-to-date and accurate, to the second.

FEATURES

- Issue citations and include GEO-coded photo evidence
- Intuitive and easy to read screens
- Streamline multiple enforcement tasks and eliminate time-consuming steps
- Auto-populate fields instantly through ALPR, voice, or barcode scanning
- Instant verification of timed parking stays, permit validations and exclusions, and paid parking status through one snapshot.
- Monitor metered parking with your Pay-by-Space, Pay-by-Plate, or Pay-by-Cell integrations
- Track tire valve locations for electronic tire chalking and access chalks recorded by officers on separate devices
- Automatic scofflaw identification and escalation
- Real-time Google Maps integration
- Ticket data is uploaded in real-time to the UPsafety Cloud and is immediately available for payment by violators



The Mobile Enforcement platform for the UPsafety PE Solution offers a wide array of features and functionality.

View real-time enforcement analytics and take action.



UPsafety PE Solution by T2 Mobile Enforcement

STREAMLINE YOUR ENFORCEMENT

The Mobile Enforcement Platform for the UPsafety PE Solution ensures you have every component needed for advancing the efficiency of your ticket issuance operation, from the ground up.

The software is loaded with tailored features designed to allow officers to issue tickets accurately in 20 seconds or less. Never before has such a powerful and complete platform been available for smaller and unique operations like yours.

ALPR

Eliminate Time-Consuming Steps

With our Automatic License Plate Recognition (ALPR) integration, a simple photo of a vehicle's license plate number will fill out information for you within our Mobile Enforcement software. ALPR integration will provide you with instant verification of timed parking stays, scofflaw offenses, permit validations and exclusions, and paid parking status—all through a single snapshot.

The Auto-Capture feature puts a full car-mounted ALPR engine in the palm of your hands. Capture license plate information without stopping and snapping a photo — simply point the camera at a vehicle while walking by, and you will be alerted if the vehicle is in violation.

Benefits

- Simplifies your overall ticketing process
- Increases efficiency
- Simultaneously checks scofflaw and permits
- Streamlines multiple enforcement tasks in a single step
- Saves and attaches photos to tickets for good record keeping



Snap the plate and check for chinks, meter violations, permits, scofflaw, and more.

A screenshot of the mobile app interface showing a ticket form. The form includes fields for 'Vehicle License Info' (with a dropdown for 'P001370423'), 'Location' (with a dropdown for 'COPLEY ROAD'), 'Vehicle' (with fields for 'Make', 'Model', 'Year', 'Color', 'VIN'), 'Violation' (with a dropdown for 'M1 - EXPIRED METER-635'), 'Image' (with a 'TAKE PICTURE' button), 'Notes' (with a text area for 'DEFENDANT PARKED BETWEEN TWO METER'), 'Permit Info' (with fields for 'Permit Number', 'Permit Type', 'Permit Date'), and 'Associated Records' (with a 'VIEW DETAILS' button). The form also includes a 'TOTAL' field showing '35.00' and buttons for 'PRINT & ISSUE' and 'PRINT PDF'.

Fields are auto-filled using ALPR

* Fields can be customized to your operation

UPsafety PE Solution by T2 Mobile Enforcement

ELECTRONIC TIRE CHALKING

Time Vehicle Stays in Seconds

Our state-of-the-art electronic tire chalking functionality aids officers in performing the task of timing vehicle stays without the use of notepads, bending, or physically contacting the vehicle.

It ensures maximum efficiency when chalking many vehicles at once with our streamlined, customizable process. Choose if images, license plate numbers, space/ meter numbers, location names, and valve stem positions are required, optional, or not needed at all.

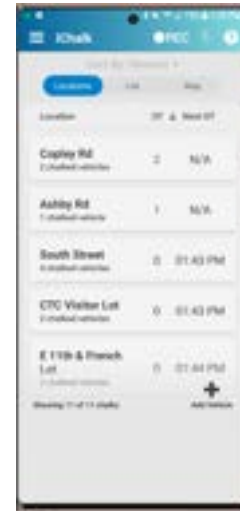
Images provide proof of violation and can assist officers in re-confirming if the same vehicle is over time. Each photo is time stamped and includes GPS information of where the vehicle was chalked.

Features

- Valve stem position marking
- Duplicate chalk alerts
- Intelligent chalked vehicle sorting
- Real-time Google Maps integration



New Vehicle



Vehicle List



Sorting Filter

MONITORED METERED PARKING

Real-Time Pay-By-Phone/Space Enforcement

Your Pay-by-Space, Pay-by-Plate, or Pay-by-Cell integrations work with our Mobile Enforcement Platform to inform officers of current parking payment status prior to ticket issuance.

Utilizing accurate, real-time data delivered directly into officers' hands, this feature provides an overview of all spaces in an area, with information on which have been paid for, which are soon to expire, and which have already expired. With this solution, officers know what areas to target first, thus increasing efficiently while patrolling.

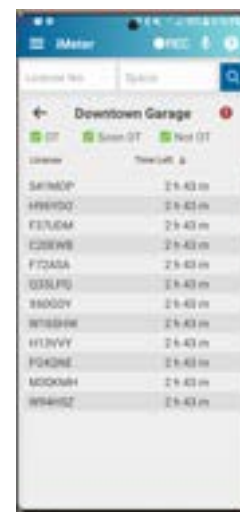
We integrate with a growing list of industry-leading kiosk and pay-by-phone vendors.

Features

- Real-time accurate data
- On-the-spot verification
- On-demand data filtering
- Auto-population of ticket data



By Location



Location Details



Over-Time Vehicles

UPsafety PE Solution by T2 Mobile Enforcement

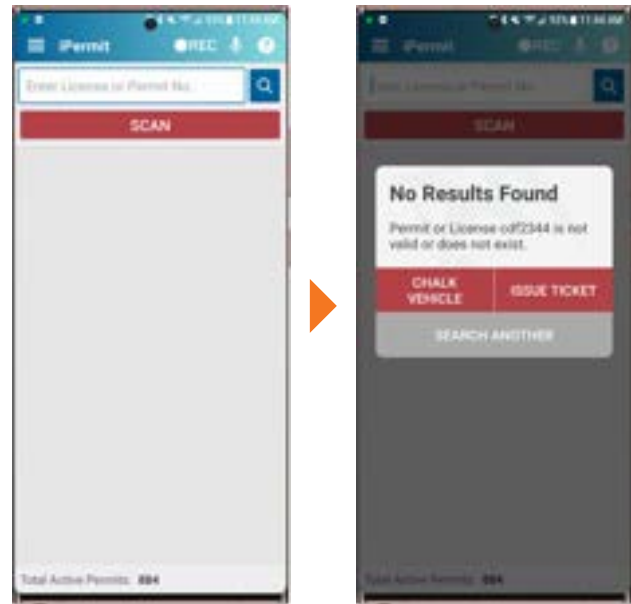
REAL-TIME PERMIT INTEGRATION

Check the Validity of Vehicle Permits

The integration of permit verification is an integral part of the UPsafety PE Solution and its Mobile Enforcement Platform.

With its functionality, you can enter a permit ID number or scan the ID barcode to instantly review details electronically. View the permit ID, vehicle registration number, vehicle registration state, vehicle make, vehicle type, vehicle color, permit holder contact information, and permit holder contact information.

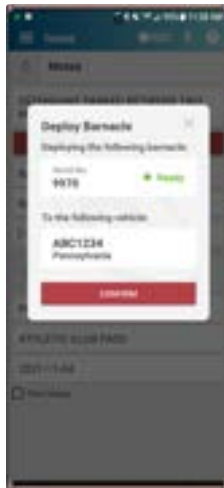
If a vehicle does not have a permit ID number visible, you can simply enter the vehicle registration number and state to verify if the vehicle has a valid permit.



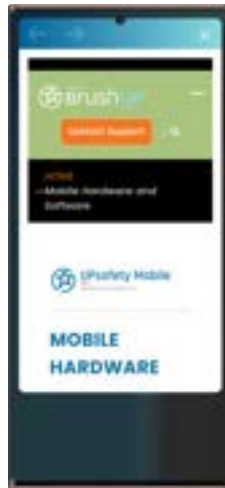
SOME ADDITIONAL FEATURES & FUNCTIONALITY



Scofflaw
Notification &
Escalation



Barnacle and Boot
& Tow Integration



Online Support at
your Fingertips

"The Greenville Police Department Parking Enforcement Unit has been using the UPsafety solution since 2015 for our enforcement and permitting needs. I've been completely satisfied and recommend the platform – it was also the most competitive and user friendly system for us."

Sr. Parking Control Officer
City of Greenville, North Carolina

ABOUT T2 SYSTEMS

T2 Systems is the largest parking, mobility, and transportation provider in North America, with more than 25 years in the parking industry and currently serving thousands of parking professionals. T2 integrates the best people, processes, and technology to provide powerful, high performance, and secure parking solutions. Its open technology and processes are used to manage more than 200 million parking transactions for over 2 billion dollars annually across all 50 states and ten provinces in Canada. Customers rely on T2 for permit management, enforcement, PARCS, multi-space pay stations, and more.

To learn more about T2's reliable and innovative parking technology solutions, visit T2systems.com.



Agenda Item Review Form

Muskegon City Commission

Commission Meeting Date: April 7, 2025	Title: Community Organization Gatherings at Farmers Market								
Submitted by: Ann Meisch, City Clerk	Department: City Clerk								
Brief Summary: Staff met with the City Attorneys to create a guideline for requests from community organizations to be in attendance at the farmers market.									
Detailed Summary & Background: The Farmers Market receives requests from organizations to participate at the farmers market to raise funds for their organization, bring awareness to their organization, gather signatures for petitions, etc. The City Attorneys reviewed our current guideline and suggested some changes. Staff is suggesting groups must fill out the attached request to be at the market. Three organizations will be allowed at the market at a time. The organization may bring one - four foot table and two chairs and a 10x10 tent. The Market Manager will place the organization between the picnic table area and food trucks on Market Street. Organizations may attend up to three times per season. Selling of items will be prohibited.									
Goal/Focus Area/Action Item Addressed: <u>Key Focus Areas:</u> <u>Goal/Action Item:</u> 2027 Goal 1: Destination Community & Quality of Life									
Amount Requested:	Budgeted Item: <table border="1"> <tr> <td>Yes</td> <td></td> <td>No</td> <td></td> <td>N/A</td> <td></td> <td></td> </tr> </table>		Yes		No		N/A		
Yes		No		N/A					
Fund(s) or Account(s):	Budget Amendment Needed: <table border="1"> <tr> <td>Yes</td> <td></td> <td>No</td> <td></td> <td>N/A</td> <td></td> <td></td> </tr> </table>		Yes		No		N/A		
Yes		No		N/A					
Recommended Motion: To approve the Community Organization application as presented.									
Approvals: <table border="1"> <tr> <td>Immediate Division Head</td> <td></td> <td></td> </tr> </table>		Immediate Division Head			Guest(s) Invited / Presenting: No				
Immediate Division Head									

Information Technology			
Other Division Heads			
Communication			
Legal Review			



Community Organization Application

1. This application must be received at least 5 days before the group's desired market attendance date.
E-mail: muskfarmermkt@shorelinecity.com
2. Please note that approval of community groups is based on number of applicants and how many times the organization has been at the market during a season. A maximum of three community groups will be allowed each Saturday or other market days. Community groups will be limited to Market Street between the barricades area only near the stage. One table no more than 4' long and two chairs are allowed and you must bring your own. Also allowed is a pop-up tent no larger than a 10'x10'. No community organizations are allowed to enter the vendor area of the market to carry out their activity. Community groups will be limited to no more than 3 times per market season (May – November). During Winter Market (December – April) no community groups will be allowed inside the barn.
3. Community organizations or non-profit organizations include churches, public schools, public charities, public clinics and hospitals, amateur sports organizations, political organizations, legal aid societies, volunteer services, organizations, labor unions, professional associations, research institutes, museums, and some governmental agencies
4. We prohibit the use of megaphones or any sound amplifying systems.
5. Any signage must be no larger than a 24" x 36" and the display of offensive signs is prohibited.
6. Please arrive by 8:45 a.m. and report to the market office. Hours allowed for community groups will be 9:00 a.m. – 1:00 p.m. The purpose of these hours is to allow vendors to set-up and break-down before market opens and after closing.
7. No selling of any items by community groups will be allowed.
8. Community group representatives are responsible for finding parking **OUTSIDE** the market property.
9. The purpose of these rules is to keep walkways open for traffic and to not interfere with the operation of the market, not to prohibit speech.

Name: _____

Name of Organization: _____

Address: _____

Phone Number: _____

E-Mail: _____

Please provide the following information regarding your organization: Mission and or Vision Statement:
Organization Values and Goals: Why do you wish to be represented at the Muskegon Farmers Market?
What date(s) do you wish to attend?

Please sign below. I have read a copy of the Muskegon Farmers Market Operation Guidelines and agree to comply with them.

Signature: _____ Date: _____