Memorandum

To: Mayor, Town Council
From: Rick Wixom
Date: April 4, 2024
Re: **April 10, 2024 Town Council Meeting**
Utah Tech University - Parking Application Pilot Program Agreement

---

The Town's paid parking program includes a couple different ways for people to pay for parking. One way is physically interacting with one of the many parking kiosks throughout the town. A second way is using the mobile parking app provided by the parking kiosk company. Most often, people pay at the kiosks. A small portion pay via the mobile app. The app requires a user to download the app, create an account, set up a vehicle, etc. to pay for a parking transaction.

Utah Tech University currently provides a parking application for the State Parks called Parkspass. It uses a QR code to access a payment application using a mobile phone's camera. Jason Pitts, who manages the system, approached the Town about incorporating a similar application into the Town's paid parking system. A copy of his proposal is attached.

As management discussed this as an option, we determined that a pilot program, essentially a tourist season-long trial, would allow the Town to test the University's parking application system without causing much disruption to the entire program. Adding a Town application, using QR codes like the State Parks, may enable more people to quickly access paid parking without having to either interact with the parking kiosks or download the parking kiosk app.

This agenda item is to approve a pilot program agreement between the University and the Town to govern the pilot parking application. Attached to the agreement is a scope of work provided by Jason and the University which details the work that will be done by the University and the obligations of both the University and the Town.

Once the pilot is completed, we'll be able to review the data and determine if moving to a broader implementation is desirable and/or feasible.

The agreement has been reviewed by the Town Attorney and is presently in review by the University legal department. An approval of the agreement should be conditioned as to legal review.

Springdale Parking Application Pilot Program Agreement

This Pilot Parking Application Agreement (the "Agreement") is made on this 10th day of April. 2024 (the "Effective Date") by and between the Town of Springdale ("Springdale") and Utah Tech University ("Utah Tech"), collectively referred to as the "Parties."

RECITALS

WHEREAS, Springdale has since 2018 maintained a paid parking program utilizing both on street meters and mobile technology; and

WHEREAS, Springdale desires to explore options for improving the paid parking system by using additional technology to access paid parking features and improvements; and

WHEREAS, Utah Tech has created parking management tools currently in use by the Utah Division of State Parks (parkspass), which parking management tools may be similar to what is desired by Springdale; and

WHEREAS, Utah Tech as provided a proposed scope of work (Attachment A) to develop and provide Springdale a Springdale Parking Application (Park@Springdale) and deploy the application during the 2024 tourism season as provided herein, which is incorporated into this Agreement;

NOW THEREFORE in consideration of their mutual promises and covenant set forth herein, and for other good and valuable consideration, the Parties agree as follows:

1. **Term**. The Term of this Agreement shall be for a period of approximately 8 months or until December 31, 2024, commencing on the date of final execution of this Agreement.
2. **Obligations of Utah Tech**.
    a. Utah Tech shall provide the application, services, support, and invoicing described in Attachment A: Scope of Work.
3. **Obligations of Springdale**.
    a. Springdale shall provide the services, approvals, and payments set forth in Attachment A: Scope of Work.
4. **Termination**. Either party may terminate this agreement, without cause, upon ninety (90) days written notice to the other party. A notice of termination must be sent by certified mail to the other party's current address. Notice is effect three calendar days after it is mailed. At ninety (90) days, the parking application will be deactivated by Utah Tech.
5. **Payments after Notice of Termination**. If either party sends a notice of termination without cause, Springdale will continue to utilize the parking application until the termination date. Transaction fees, as described in the scope of work, shall be collected and invoiced up to the termination date when the application is deactivated.

6. **Indemnification**. Both Parties to this Agreement are governmental entities as defined in the Utah Governmental Immunity Act (Utah Code Ann. 63G-7-101 et. seq.). Nothing in this Agreement shall be construed as a waiver by either or both Parties of any rights, limits, protections or defenses provided by the Act. Nor shall this Agreement be construed, with respect to third Parties, as a waiver of any governmental immunity to which a party to this Agreement is otherwise entitled. Subject to and consistent with the Act, each party will be responsible for its own actions or negligence and will defend against any claims or lawsuit brought against it. There are no indemnity obligations between these Parties.
7. **Successors and Assigns**. This Agreement may not be assigned. Any attempted assignment is void. There are no third-party beneficiaries to this Agreement.
8. **Dispute Resolution**. If the Parties have a dispute about the interpretation of this Agreement or the performance of its terms, the Parties agree that the dispute must first be submitted to mediation and both Parties must, in good faith, submit to at least one (1) session of mediation. The mediator, who shall be legally trained (i.e., licensed Utah attorney or sitting or retired Utah district court judge), shall be jointly selected by the Parties. The Parties shall each pay one-half of all fees charged by the mediator. If the mediation is unsuccessful, either party may thereafter bring a court action to enforce the terms of this Agreement.
9. **Attorney's Fees**. If a court action is commenced to interpret or enforce any term of this Agreement, the prevailing party in that suit is entitled to recover from the other party reasonable attorney's fees and costs incurred in the action, including fees and costs incurred during an appeal.
10. **Modifications**. A modification of, or amendment to, any provision contained in this Agreement is effective only if the modification or amendment is in writing and signed by both Parties. Any oral representation or modification concerning this Agreement is of no force or effect.
11. **Interpretation and Severability**. Whenever possible, this Agreement must be interpreted so that each provision is valid under applicable law. If any part of this Agreement is held invalid or prohibited under applicable law, that part must not invalidate the remainder of the provision in which it is located, nor must it invalidate the remaining provisions of this Agreement.
12. **Applicable Law; Jursidiction; Venue**. This Agreement must be governed, interpreted, and construed by the laws of the State of Utah, including all procedural laws and applicable statutes of limitations. Any breach of this Agreement will be deemed to have occurred in the State of Utah. The state or federal courts sitting in Washington County, Utah will have jurisdiction to enforce this Agreement. Venue for mediation or any civil action to enforce the terms of this Agreement will be in Washington County, Utah.

13. **Titles and Headings**. Titles and headings of paragraphs in this Agreement are for convenience of reference only and must not affect the construction of any provisions of this Agreement.

14. **Acknowledgement**. The Parties acknowledge that they have had an opportunity to fully examine this Agreement and completely understand its terms. The persons signing this Agreement on behalf of the Parties represent and warrant that they have full authority to sign the Agreement and bind the Parties to the terms of this Agreement.

DATED as of the Effective Date first set forth above.

TOWN OF SPRINGDALE	UTAH TECH UNIVERSITY
_____	_____
Barbara Bruno, Mayor	By:

Attest:

_____

Aren Emerson, Town Clerk

Attachment A: Scope of Work

I. Scope of Work

The principal purpose for developing the Springdale Parking Application ("Park@Springdale") is to provide a convenient technology tool for visitors to Zion National Park to park their vehicles in the Town of Springdale when the Park parking is full. The application will allow visitors to scan a QR code and complete the parking transaction entirely on their mobile devices.

Utah Tech University (Utah Tech University) shall perform the following principal functions regarding Park@Springdale:

1. Create, host, and maintain Park@Springdale throughout the term of this agreement and provide the features as identified in Section 1 below.
2. Provide needed software, hardware, reporting, marketing, application support, and other services in support of Park@Springdale as outlined in Section 2 below.
3. Follow all technology and data security requirements as identified in Section 3 below.

Section 1. Park@Springdale Application Features

The core deliverable of the contract is a fully responsive mobile web application, available on iOS and Android platforms, that provides a means whereby Zion National Park visitors may pay for parking in the Town of Springdale from their mobile devices via the Park@Springdale mobile web application. Park visitors who pay for their parking via Park@Springdale will receive a QR code on their mobile device which may be scanned by a parking attendant for validation.

As development continues, Park@Springdale may also allow future park visitors to:

- View available parking spots in real-time
- Extend their parking duration remotely
- Receive notifications when their parking is about to expire

Utah Tech University will work closely with the Town of Springdale and the AIMS Parking Management Software provider to ensure seamless integration and data exchange between Park@Springdale and the AIMS system. Utah Tech University will adhere to all necessary security and data privacy protocols while handling visitor information.
The Town of Springdale will be responsible for providing Utah Tech University with the necessary API access, access credentials, and any other required information to

facilitate the integration between Park@Springdale and the AIMS Parking Management Software. The Town of Springdale will also be responsible for ensuring that the AIMS Parking Management Software is properly configured to receive and process the data transmitted by Park@Springdale.

Section 2. Park@Springdale Support Services

Utah Tech University will work toward providing the following services in support of Park@Springdale:

a. Provide Software and Hardware to the Town of Springdale
- Provide all needed software to operate Park@Springdale, including software upgrades, patches, and fixes
- Provide thoroughly tested upgrades for Park@Springdale
- Provide ongoing software and hardware maintenance
- Create a dashboard of current parking usage and analytics

b. Reporting and Data Access
- Provide an easily accessible way for the Town of Springdale and Utah Tech University to access data.
- Provide an easily accessible way for the Town of Springdale to generate customizable reports on parking revenue, usage, and trends in order to facilitate:
    - Credit card deposits and account reconciliation
    - Researching merchant disputes
    - Refunding transactions as needed
    - Report or analyze data by parking area or zone (on-street zones, parking lots, etc.).

c. Marketing/Advertising/Promotions
- Provide marketing and advertising services to increase awareness and usage of Park@Springdale
- Conduct customer satisfaction surveys and analyze results

d. Technical Support and Training
- Provide technical support to the Town of Springdale employees for all aspects of Park@Springdale
- Offer necessary training to the Town of Springdale staff

e. Customer Support
- Provide customer support to Park@Springdale users via online chat, SMS, or email

Section 3. Technology and Data Security

Utah Tech University must meet specific technology requirements as identified below and provide sufficient data security. Utah Tech University must not collect more data than what is needed to perform required functions or retain sensitive data any longer than is needed to accomplish its specified purpose.
Park@Springdale must meet specific technology requirements and provide sufficient data security as outlined below.

a. General Technology Requirements

- Park@Springdale must support the purposes set forth in the contract and be modular, enabling new modules or applications to be developed by Utah Tech University as business needs change.
- Park@Springdale must support the use of information technology to continually improve government efficiency and effectiveness while protecting privacy and fostering openness in government.

b. Security Standards

Utah Tech University must take reasonable steps to prevent unauthorized access to Park@Springdale. Utah Tech University will apply recognized industry standards to address system vulnerability to theft, mischief, and efforts at tampering with security measures that are in compliance with the Town of Springdale's current security policy and procedures. As determined by the Town of Springdale to be appropriate, the following specific security measures must be addressed:

- Computer hardware and software controls that ensure acceptance of data from authorized networks only.
- At the Town of Springdale's request, Utah Tech University shall enact reasonable security access measures to prevent access to the Park@Springdale data by parties identified by the Town. The Town of Springdale must notify Utah Tech University of any changes to access.
- Multi-character alphanumeric passwords, unique usernames, identification codes, or other security procedures that must be used by Town agency or Utah Tech University personnel.

c. Credit Card Processing, Merchant of Record, and Payment Card Industry (PCI) Compliance

- Utah Tech University may use J.P. Morgan Chase Paymentech and/or Shopify and/or another vendor for payment processing if agreed to by all parties in writing.
- The Town of Springdale or its designee shall register as the designated Merchant of Record for all credit card transactions and notify all parties of this designation. The Town of Springdale, or the designated Merchant of Record shall negotiate

and manage card processing fees as well as all reconciliations, refunds, and chargebacks.
- Utah Tech University shall ensure compliance with all applicable standards published by the PCI-SSC and other applicable security regulations or laws.

Section 4. Design and Implementation of Parking Signs with QR Codes

Utah Tech University will be responsible for designing and implementing new parking signs that incorporate QR codes, allowing visitors to easily scan and pay for parking using the Park@Springdale mobile application.

a. Sign Design
- Utah Tech University will collaborate with the Town of Springdale to create visually appealing and informative parking sign designs that include QR codes.
- The sign designs will adhere to the Town of Springdale's branding guidelines and any applicable parking signage regulations.
- Utah Tech University will provide the Town of Springdale with multiple design options for review and approval.

b. QR Code Generation
- Utah Tech University will generate unique QR codes for each parking location, ensuring that visitors are directed to the correct parking payment page within the Park@Springdale application, including on-street parking zones, parking lot locations, and parking lot locations that utilize a parking space number in the transaction.
- The QR codes will be designed to be easily scannable and will be tested for functionality across various mobile devices and scanning applications.

c. Sign Production
- Upon approval of the sign designs by the Town of Springdale, Utah Tech University will coordinate with Town and the Town's preferred sign maker to produce the physical signs.
- Utah Tech University will provide the sign maker with the necessary design files, specifications, and QR codes for production.
- If the Town of Springdale does not have a preferred sign maker, Utah Tech University will assist in identifying and selecting a suitable vendor for sign production.

d. Sign Installation
- Utah Tech University will work with the Town of Springdale to develop an installation plan for the new parking signs, ensuring that they are placed in optimal locations for visibility and ease of use.

- The Town of Springdale will be responsible for the physical installation of the signs, unless otherwise agreed upon between Utah Tech University and the Town.

e. Maintenance and Updates

- Utah Tech University will be responsible for maintaining the accuracy and functionality of the QR codes on the parking signs.
- If any updates or changes are required to the QR codes or sign designs, Utah Tech University will coordinate with the Town of Springdale and the sign maker to implement the necessary updates.

The costs associated with the design, production, and installation of the parking signs will be agreed upon between Utah Tech University and the Town of Springdale prior to the commencement of any work related to the signs. Utah Tech University will provide the Town of Springdale with detailed cost estimates for approval.

II. Contract Pricing and Fees

Utah Tech University shall retain a fee of $0.35 per vehicle transaction. The Town of Springdale shall collect all revenue from Park@Springdale transactions and determine the fees to be charged to Park@Springdale users. Utah Tech University will provide programming/options for the Town of Springdale to collect the transaction fee during the vehicle parking transaction. All expenses related to Park@Springdale must be covered by fees from Park@Springdale transactions and any additional funding allocated by the Town of Springdale for the project.

Utah Tech University shall perform the following functions:

1. Provide ongoing maintenance, software development, hardware, Town of Springdale Park@Springdale employee support, and other services for supporting the Park@Springdale application and other support services.
2. Ensure the Park@Springdale accounting tracking and reporting module is GAAP-compliant.
3. Provide a monthly invoice to the Town of Springdale by the 15th of the following month. Each invoice will include the following items: a. The total number of vehicle transactions processed through Park@Springdale for the previous 30 days; and b. The total amount due to Utah Tech University, calculated by multiplying the total number of vehicle transactions by the $0.35 per transaction fee.
4. Upon receipt of the monthly invoice from Utah Tech University, the Town of Springdale shall make payment within 30 days.

Springdale Parking Signs

Reflective Aluminum Sign

QR Code gives access to Web App that helps you Locate and pay for parking

EXISTING SIGNAGE

SIGN TYPE Parking QR Code Signage / QUANTITY: X / FRONT VIEW Scale=1:6

NOTE:

ELEVATION
Scale=1:24

parkspass.utah.gov

225 S Univ Ave
St. George, UT 84770

CLIENT NAME |
City of Springdale

PROJECT |
Zion Parking Management

PROJECT MANAGER |
Jason Pitts
Jason.Pitts@parkspass.org

DESIGNER |
Jessica Johnson

SHEET DESCRIPTION

Parking QR Code Signage

SHEET

01

Springdale Parking Modernization Proposal

powered by Parkspass.UTAH.GOV

March 18, 2024

CONTACT
Jason Pitts, Director
+1(888) 906-1896
Jason.pitts@utahtech.edu

OFFICE
Utah Tech University
225 S Univ Ave,
St. George, UT 84770

SOCIAL
parkspass.utah.gov
Instagram - @parkspass
Facebook - Parkspass Blog

Parkspass: Springdale Parking Modernization Proposal

Overview

As Zion National Park continues to attract more visitors, the limited parking within the park has led to an increased demand for parking in the nearby town of Springdale. To address this challenge and provide a seamless experience for guests, it is crucial to modernize Springdale's parking system. This proposal aims to enhance Springdale's parking system by integrating QR code technology, which will allow visitors to easily pay for parking without the need for a dedicated app or signup process. By adopting QR code technology, Springdale can improve the user experience, increase parking management efficiency, and provide valuable data to both visitors and administrators. To better understand the proposed solution, let us first examine Springdale's current parking system.

Table of Contents

Current Parking System

1

Springdale's current parking system consists of pay stations located throughout the town, where visitors can park alongside the road and pay for their parking sessions.

The pay stations accept credit cards and debit cards for parking payments. In addition to the pay stations, there is a mobile app that visitors can use to pay for parking. However, the process of using the app can be cumbersome, as visitors must first find out about the app at the pay station, download it, set up a user account, and then proceed with the payment. Parking enforcement in Springdale is managed by the town utilizing the AIMS system, which relies on license plate recognition technology to ensure compliance with parking regulations. While the current system is functional, the multi-step process involved in using the mobile app and the time-consuming nature of locating and using the pay stations can lead to potential confusion and frustration for visitors.

Full Parking Lot at Visitor Center

Proposed Solution: QR Code Integration

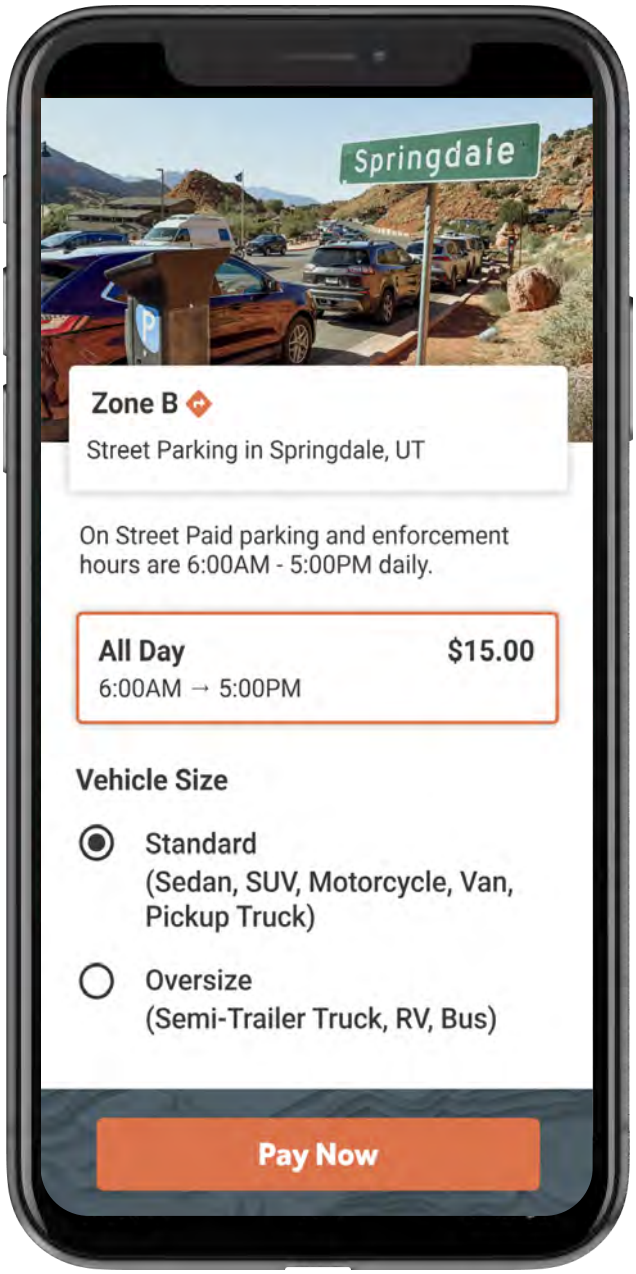
2

To streamline the parking payment process and enhance visitor experience, we propose integrating QR code technology into Springdale's existing parking system.

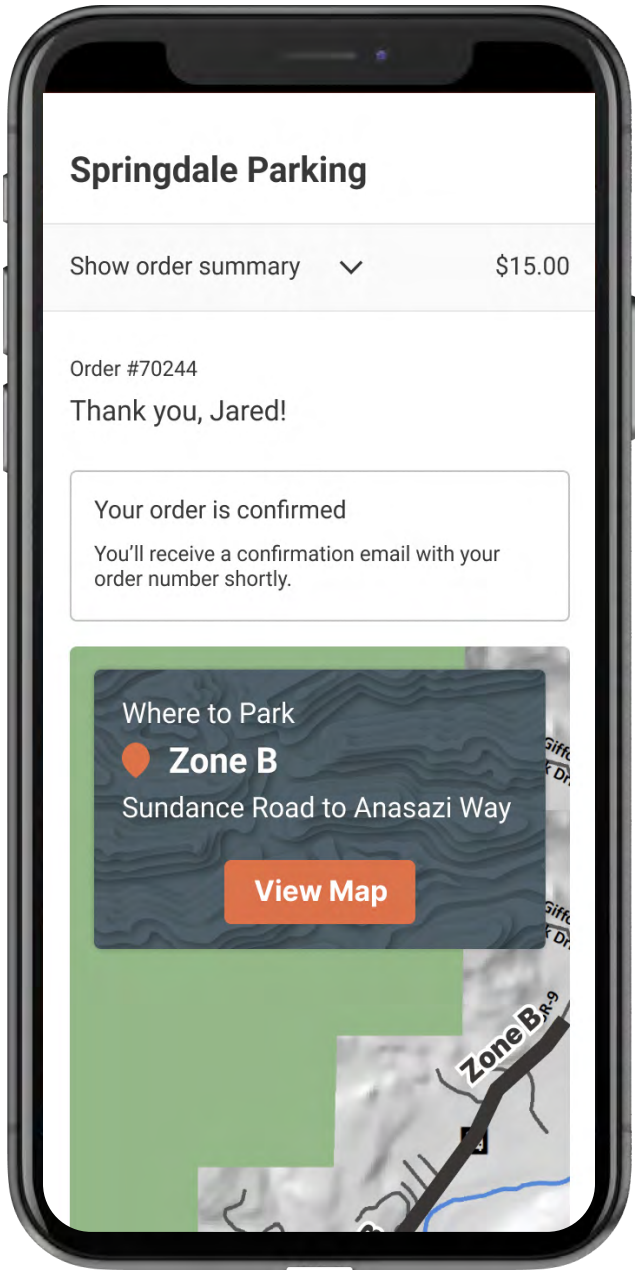
QR code signs will be placed adjacent to pay stations and throughout the different sections of the current parking system. By strategically placing these signs, visitors can easily locate and access the QR codes without having to rely solely on the pay stations.

QR Code Sign

When a visitor scans the QR code using their smartphone camera, they will be directed to a mobile-friendly payment page, eliminating the need to download a separate app or create a user account. This seamless payment process will significantly improve the user experience and reduce potential confusion. QR code integration is highly compatible with the current pay stations and can be implemented without significant hardware modifications, ensuring a cost-effective and efficient transition. Upon completing the payment, visitors will receive a digital receipt and an email containing valuable information to assist them during their visit to Springdale and the park, such as maps, shuttle schedules, and recommended activities. This additional resource will further enhance the overall visitor experience and provide a comprehensive solution to parking and visitor management.



Pay Screen appears when QR Code is Scanned



Order Confirmation Screen

Implementation

3

> The implementation process will involve designing and printing QR code signs, installing them adjacent to pay stations and throughout the parking system, setting up the QR code payment system, and testing the system to ensure seamless functionality.

The design and printing of QR code signs can be completed within 2 weeks, followed by a 1-week installation period. Setting up the QR code payment system and testing will take an additional 2 weeks, resulting in a total implementation timeline of approximately 5 weeks. The QR code system will work independently from the existing pay stations, with both systems communicating with the same API at AIMS, which is responsible for the enforcement system used by Springdale. This approach ensures a smooth integration without requiring any modifications to the current pay stations. One potential challenge is ensuring that visitors are aware of the new QR code payment option. To mitigate this, clear signage and instructions will be placed near the pay stations and throughout the parking system. Additionally, parking attendants will be trained to assist visitors and provide guidance on using the QR codes.

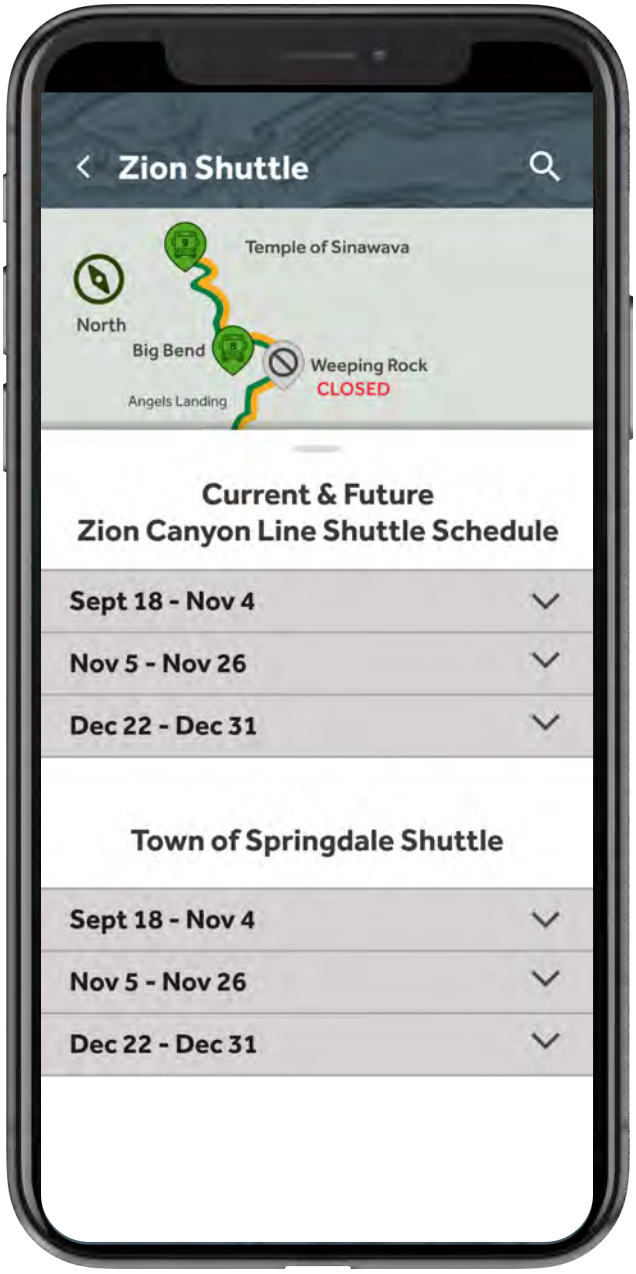
Benefits of the QR code System

4

The integration of QR code technology into Springdale's parking system offers numerous benefits. By providing a quick and easy payment method through QR codes, visitors can save time and avoid the hassle of navigating pay stations, ultimately leading to a more positive and stress-free parking experience.

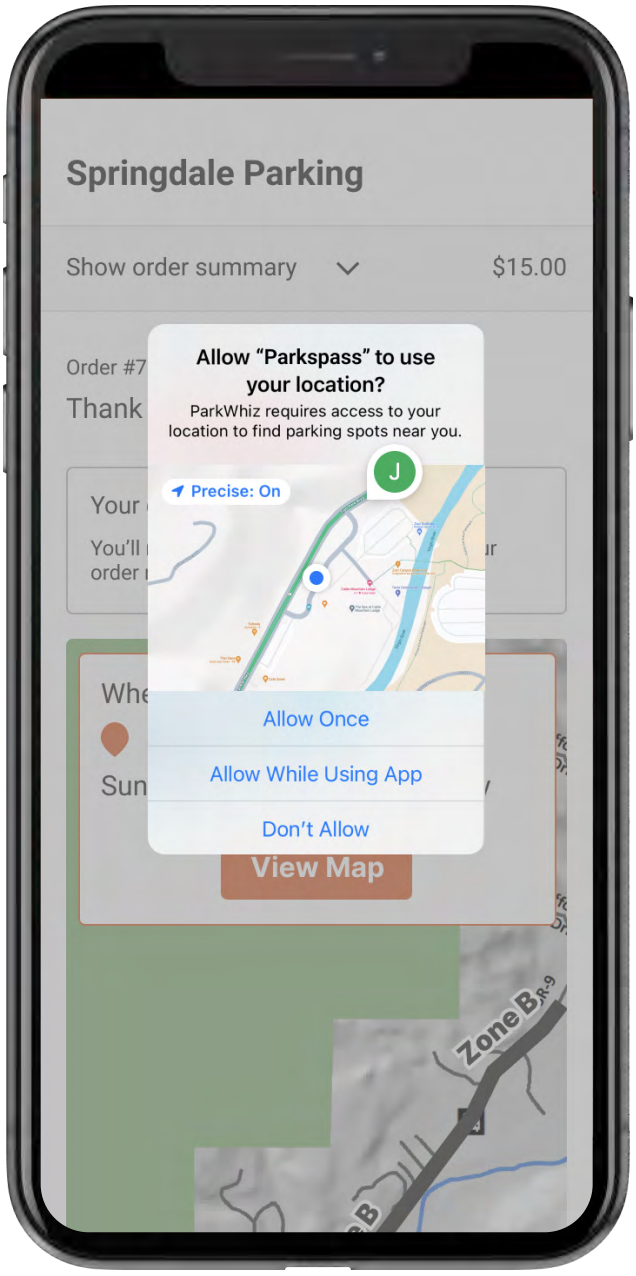
The integration of QR codes with the AIMS API will enable real-time data synchronization, allowing for more efficient enforcement and reducing the likelihood of errors or discrepancies between the payment systems. Furthermore, the QR code system will generate valuable data on parking patterns, occupancy rates, and payment trends, which can be analyzed to make data-driven decisions for optimizing parking layout, pricing strategies, and resource allocation. Implementing QR code technology is a cost-effective solution compared to installing new pay stations or overhauling the entire parking infrastructure. The minimal hardware requirements and seamless integration with existing systems make it an economically viable option for Springdale.

It is important to reiterate that the digital receipt and email provided to visitors upon completing their parking payment will significantly enhance their overall experience. These communications will contain valuable information, such as maps, shuttle schedules, and recommended activities, helping visitors make the most of their time in Springdale and the park.

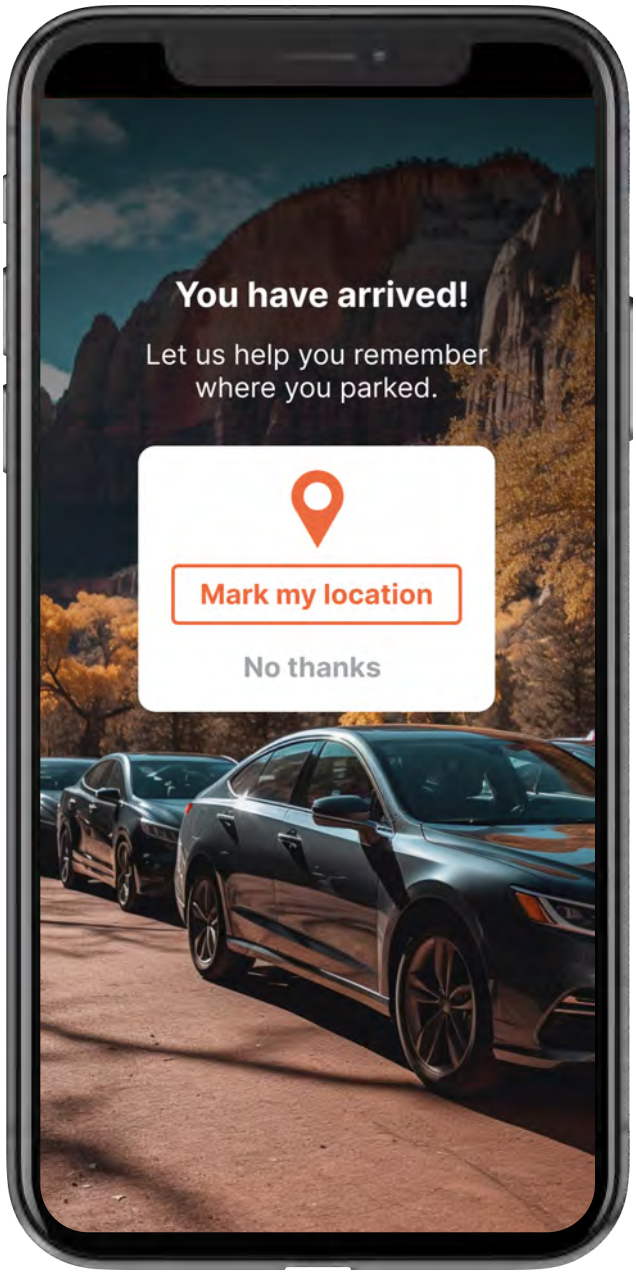


Shuttle Schedule

Additionally, the QR code system will offer the capability for visitors to drop a pin marking the location of their vehicle. This feature will assist visitors in easily locating their car when returning from their activities, further reducing stress and improving their experience. By providing these value-added services through the digital receipt, email, and pin-drop feature, Springdale demonstrates its commitment to delivering a comprehensive and visitor-centric parking solution.



Location Services



Parking Location Service

Current QR code Projects

5

> Parkspass and Utah Tech University are currently engaged in several successful QR code projects that demonstrate the effectiveness and versatility of this technology. These projects serve as strong examples of how QR code integration can enhance parking and visitor management systems.

Firstly, the current student and faculty parking system at Utah Tech University utilizes the AIMS parking system, which is the same system employed by Springdale. This familiarity with the AIMS system ensures a smooth integration process and a deep understanding of how QR code technology can be leveraged to improve parking management and enforcement.

Secondly, Parkspass has successfully implemented a QR code system that is used thousands of times per day across all 46 state parks in Utah. Visitors to these parks can easily scan a QR code on the designated signs to pay for their day use pass. Upon completion of the payment, an electronic pass is delivered to their device and sent to their email. The pass includes a QR code for staff to scan, the visitor's license plate information for enforcement purposes, and general information about the park with links to access additional resources. This system has significantly improved the visitor experience and streamlined park operations.

To see the Parkspass QR code system in action, please visit parkspass.utah.gov. The success of this system in Utah state parks serves as a compelling example of how QR code technology can be effectively implemented in a similar context, such as Springdale's parking system. By leveraging the expertise and experience gained from these existing projects, Parkspass and Utah Tech University are well-positioned to deliver a robust and user-friendly QR code solution for Springdale.

QR Code Sign at Snow Canyon State Park

Conclusion

6

In conclusion, the integration of QR code technology into Springdale's parking system presents a unique opportunity to enhance the visitor experience, streamline parking management, and optimize revenue generation. By leveraging the expertise and success of Parkspass and Utah Tech University in implementing similar QR code systems, Springdale can confidently adopt this innovative solution to address the challenges posed by the increasing number of visitors to Zion National Park.

The proposed QR code system offers a user-friendly, efficient, and cost-effective alternative to the current parking payment methods. Visitors will benefit from a seamless payment process, eliminating the need to navigate pay stations or download a separate app. The digital receipt and email containing valuable park information, along with the pin-drop feature for vehicle location, will provide a comprehensive and visitor-centric parking experience.

Moreover, the QR code system's compatibility with the existing AIMS enforcement system ensures a smooth integration process and enables real-time data synchronization. This integration will lead to more efficient enforcement, reduced errors, and the ability to make data-driven decisions for optimizing parking operations.

By implementing the QR code system, Springdale will not only improve the visitor experience but also demonstrate its commitment to embracing innovative technologies to manage the increasing demand for parking in a sustainable and efficient manner. This forward-thinking approach will position Springdale as a leader in parking management and serve as a model for other communities facing similar challenges.

We strongly recommend that Springdale seize this opportunity to revolutionize its parking system by adopting the QR code technology. The benefits are clear, and the successful track record of Parkspass and Utah Tech University in implementing similar systems provides a solid foundation for success. Let us work together to deliver a world-class parking experience for visitors to Springdale and Zion National Park."


Parkspass.UTAH.GOV