

DOWNTOWN MOBILITY AUTHORITY

Memphis, Tennessee



REQUEST FOR INFORMATION (RFI)

Parking Operations Solutions and Services

For the DMA-Managed Downtown Parking Garage Portfolio

RFI Issue Date: August 3, 2026

RFI Closing Date: September 4th, 5:00 p.m. Central Time

Issued by:

Downtown Mobility Authority (The Parking Authority of the City of Memphis and County of Shelby, Tennessee, d/b/a Downtown Mobility Authority)

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Table of Contents

1. Introduction	1
1.1 Overview of the DMA's Interest and Goals	1
1.2 What Is a Request for Information (RFI)?	2
1.3 Who Should Respond?	2
1.4 The Modular-Stack Vision and Growth Partnership	2
2. DMA Parking Management Background	3
2.1 About the DMA	3
2.2 Portfolio (Scope of This RFI)	3
2.3 Current Operations	3
2.4 Financial Overview (Approximate Annual)	4
3. Information Solicited	5
3.1 Parking Operations Stack	5
3.2 Questions	7

4. General Instructions	9
4.1 Additional Insights	9
4.2 RFI Response Submission and Format	9
4.3 Information Requested in Response	9
4.4 DMA Contact Information	9
4.5 Costs	9
4.6 Public Record	10

1. Introduction

1.1 Overview of the DMA's Interest and Goals

The purpose of this Request for Information (RFI) is to solicit information, advice, and industry best practices from parking-operations providers — including full-service operators and individual technology and service vendors — to help the Downtown Mobility Authority (DMA) shape one or more future procurement solicitations for the operation, technology, and management of its downtown parking facilities. Responses will help the DMA understand the current market and prepare more detailed, better-informed solicitations in the near future.

Responses should provide information useful to the DMA in developing future solicitations related to the following services, processes, and workflows:

1. Access and revenue control (gated/gateless, license plate recognition)
2. Payment processing (mobile app, text, kiosk/pay station, web, in-lane)
3. Monthly/subscription, business-account, reservations, and validation programs
4. Enforcement, citation issuance, invoicing, and collections
5. Occupancy and utilization tracking, reporting, and analytics
6. Demand-based (dynamic) pricing and revenue management
7. Customer-facing discovery, wayfinding, and pricing transparency
8. Facility maintenance, cleanliness, safety, and security
9. Staffing, training, project management, and future system/module development
10. Expansion into on-street/curbside management and a growing facility portfolio

Through this RFI and the solicitations that may follow, the DMA seeks to leverage high-quality public parking and increased mobility options to support existing businesses and catalyze new development. The DMA's desired outcomes include:

1. **Clean and safe facilities** — well-lit, well-kept areas, especially where people walk (stairwells, elevators); incidents requiring emergency or recurrent security response tracked

and reported to the DMA, facility improvements aligned to Crime Prevention Through Environmental Design (CPTED) principles.

2. **Easy to use and easy to understand** — a customer-first experience that puts satisfaction ahead of revenue and favors conversion over punishment.
3. **Maximized utilization and productivity** — not just how full our garages are, but who uses them and whether we are near the price/utilization frontier that keeps facilities in a healthy occupancy range; a focus on revenue per space, not revenue alone.
4. **Compliance** — a parking system that drives payment compliance and minimizes the share of transient users who avoid paying entirely.
5. **Shared parking management** — positioning the DMA as the “parking hub” of Downtown — a one-stop resource for anyone parking Downtown, on- or off-street, in DMA or non-DMA facilities — supported by clear pricing and a Downtown parking map.
6. **A modular, interoperable operation** — an operation whose components are interchangeable, so any single layer can be improved or changed seamlessly.
7. **Room to grow** — a partner able and willing to help the DMA expand into new areas of parking management, including on-street / curbside operations and additional facilities.

1.2 What Is a Request for Information (RFI)?

A Request for Information is used by the DMA to gather detailed information from as many industry experts and potential suppliers as possible about their products, services, and capabilities. It helps the DMA understand the market landscape and how potential solutions align with the DMA’s needs and goals.

This RFI includes specific questions and provides background on the DMA’s context and objectives. It is issued solely to obtain information. It does not obligate the DMA to issue or amend any solicitation, or to include any RFI provision or response in a future solicitation. Responding is entirely voluntary and will neither advantage nor disadvantage a respondent in any subsequent Request for Proposals (RFP) or Invitation to Bid. All responses will be public record; please do not submit confidential information.

1.3 Who Should Respond?

This is an open RFI, and all are encouraged to respond — full-service parking operators, technology and equipment vendors, startups, consultants, researchers, and academic institutions. Local, regional, and national participants are welcome.

Because the DMA is exploring a modular operations stack, respondents may respond for a single component/layer or for the full stack. Respondents are invited to answer any or all of the questions in Section 3 based on their products, services, and expertise.

1.4 The Modular-Stack Vision and Growth Partnership

Parking is delivered through many customer touchpoints; friction or failure at any one of them can cause a customer not to return. To keep quality high, the DMA intends for its operations to be modular and interchangeable: each layer should communicate with the others — from database and payment processing to staffing — and each handoff between components should be auditable, with established procedures for resolving conflicts. Introducing multiple vendors

adds complexity and some costs to efficiency, but builds a more resilient and adaptable operation; the DMA intends to weigh that tradeoff carefully.

Equally important, the DMA is looking for a partner that can and will help it grow. The DMA currently owns and / or operates six garages and intends to manage Downtown parking more holistically over time — including on-street/curbside management and additional facilities. Respondents are asked to demonstrate not only current capability but a willingness and track record of helping public parking operations expand into new service areas (see Section 3).

2. DMA Parking Management Background

2.1 About the DMA

The Downtown Mobility Authority (DMA) owns and / or operates public parking facilities in Downtown Memphis and functions as one of the five organizations that work in tandem through the Downtown Memphis Commission (DMC) to support a safe, accessible, and economically vibrant Downtown. The mission of the DMA is to be the convener of key stakeholders and advocate for mobility and parking improvements in Downtown Memphis while working to ensure adequate parking and mobility options that will support a growing Downtown today and in the future.

2.2 Portfolio (Scope of This RFI)

This RFI concerns the six garages the DMA currently manages, totaling approximately 3,988 spaces:

Garage	Address	Spaces
First Parking Place	21 S. Second St.	409
Shoppers Garage	85 N. Front St.	340
Justice Center	245 Washington Ave.	1,000
Gayoso	100 Main St.	210
250 Peabody Place	250 Peabody Place	1,053
Downtown Mobility Center	60 Beale St.	976
Total		3,988

The DMA also has financial interests in additional garages through capital lease financing arrangements but does not operate those facilities. These garages are outside the scope of this RFI.

2.3 Current Operations

The DMA's garages currently operate in a gateless configuration, using license plate recognition (LPR) and payment by text, mobile app, and kiosk/pay station. Day-to-day operations are provided under a management agreement with the DMA's current operator, Premium Parking, whose agreement runs through June 30, 2027. Although the DMA does not directly manage on-street parking in Memphis, the current contract with our operator includes portions of the meter-less on-street paid parking located within the DMA's service area. These revenues, minus a small processing fee collected by the DMA and the operating expenses incurred by our contracted operator are directed to the City of Memphis. These revenues are not included in the financial overview provided in Section 2.4.

2.4 Financial Overview (Approximate Annual)

The figures below are annual parking revenues for the six-garage portfolio, drawn from final operator statements for the fiscal year ended June 30, 2026 (FY2026). They are provided for context only, are rounded, and exclude all expense information.

Revenue by type

In FY2026, the six garages generated approximately \$5.1 million in gross parking charges and about \$4.6 million net of promotional discounts and sales tax. The approximate share of gross revenue by type:

Revenue Type	Approx. Share
On Demand (transient)	~38%
Subscriptions / monthly	~35%
Other / contract parking	~15%
Reservations	~5%
Star Spaces (premium reserved / transient)	~4%
Validations & collections	~3%

Shares are of gross parking charges, before promotional discounts (~4%) and sales tax (collected and remitted).

3. Information Solicited

The DMA seeks responses from providers who can offer information about the solutions, systems, software, hardware, and services below — including implementation, support, and project management — and who have experience with projects of similar size and scope. The table below lists the components the DMA is considering for future procurement. Respondents should indicate, for each component they offer, its current use and any potential future use.

3.1 Parking Operations Stack

Solution Area	Component(s)/Potential future components	Current / Potential Future Use (if applicable)
1. Parking Access and Revenue Control System (PARCS)	License plate recognition (LPR)	Hardware, Communication Devices, Maintenance/Support Installation and Integration with Subscription/Account Management provider
	Entry/exit technology (gate or gateless)	Hardware, Communication Devices, Maintenance/Support
	Parking Ticket Payments Collection System	Pay-by-app (mobile)
		Pay-by-text
		Cash payments
		Web/online payment
		In-lane/attended payment
		Merchant processing & reconciliation
		Reservation capability
	Kiosk / pay station	Payment processing of parking ticket and other associated fees, cash payment
		Hardware, installation, communication devices, maintenance/support
	Occupancy Measurement	Occupancy Sensing/Tracking
	Revenue & Pricing Management	Dynamic / demand-based pricing engine
		Event pricing with caps & staff-approval controls
		Rate surveys & market comparison reporting

Solution Area	Component(s)/Potential future components	Current / Potential Future Use (if applicable)
2. Subscriptions & Accounts	Monthly parking / subscription management	Portal for user management of subscriptions
		<i>Multi-facility access under one product type</i>
		<i>Providing and validating user access to different pricing structures that support students, hospitality workers, motorcycle and scooter users, disabled placard/plate holders</i>
		<i>Micromobility and transit integration</i>
	Business / corporate accounts	Contract Management & Negotiation
		Business Customer-facing portal for management of subscriptions and users
3. Enforcement	Enforcement Electronic Ticket Issuance, Invoicing for unpaid parking	LPR-based detection of non-payment
		Citation issuance & processing, handheld ticket issuance, mobile printing, violation imaging
		Diversion and conversion of non-paying customers
4. Violation Collection	Violation Collection	Primary & secondary collections
		Integration with Parking Access & Revenue Control System
5. Business Intelligence	Data Reporting	Real-time or near-time utilization & transaction dashboards, automated reporting
		<i>Data ownership, API / MCP & export capability</i>
	Business Insights	Analytics, insights & recommendations
		Integration with PARCS
	Downtown parking map / availability	Near-time or real-time availability of parking, real-time

Solution Area	Component(s)/Potential future components	Current / Potential Future Use (if applicable)
6. Customer Discovery & Wayfinding		pricing of garages (including event or other special rates)
	Dynamic signage & pricing display	Event pricing, real-time pricing
	In-facility wayfinding	Signage, lighting
7. Facility Operations & Maintenance	Janitorial Services	Regular cleaning of all publicly accessible facility spaces, incident tracking and response, customer-focused cleaning strategies
	Preventive & corrective maintenance	Lighting, management of fire suppression system maintenance, management of elevator maintenance
	Security, CPTED & incident tracking/reporting	Management of security services subcontracting, <i>incident reporting/tracking database management, recommendations for security/built environment improvements</i>
	Staffing & staff management	
8. Program Management & Growth	Transition to new Operations	Onboarding, staff training, project management of transitions
	Portfolio Growth Management and Consultation	System/module development roadmap
		<i>Expansion into On-street / curbside management</i>
		<i>Portfolio growth support</i>

3.2 Questions

Respondents may answer some or all of the questions below, based on their experience and the products and services they provide.

Solutions and Service

1. Identify and describe the products, services, systems, software, and hardware your organization could provide to operate and/or equip the DMA's garages consistent with the goals in this RFI. Indicate which layers of the stack (Section 3.1) you address.
2. Are administrator and end-user training offered with these solutions?

3. What levels of maintenance and support are available for the software? For the physical equipment?
4. Describe your approach to facility maintenance, cleanliness, and security — including CPTED and the tracking/reporting of incidents to your customers.
5. Describe your on-the-ground operations model (staffing levels, hours, roving vs. fixed presence, and customer service).
6. Describe your entry/exit approach and how you minimize friction and non-payment (“leakage”) among transient users. Describe how you have worked in environments where booting is not allowed by law.
7. Describe your data practices and reporting capabilities — real-time dashboards for utilization, occupancy, enforcement events, and average pricing and volume by facility; data ownership; API/export options; ad-hoc and automated reports.
8. Describe your dynamic / demand-based pricing capability and the controls you can enforce (for example, caps and staff-approval thresholds for hourly and event rates).
9. Can the proposed solution be customized? If so, what are the development costs and timeframes?
10. Describe any third-party relationships or dependencies the solution would rely upon.

Interoperability & Modularity

11. Describe how your solution fits into a modular, multi-vendor stack. How do you support interoperability, clean and auditable handoffs between components, and conflict resolution when multiple vendors are involved?
12. Describe interoperability with major parking-purchasing platforms and with other parking systems operating in the City of Memphis.

Shared Parking & the Multi-Facility Subscription Product

13. Describe your ability to provide and help develop a shared/virtual “park-once” parking network that ties parking supply to specific Downtown buildings across ownership.
14. Describe your ability to provide a multi-garage, single-account product.
15. Describe your strategies and capability to integrate with micromobility and transit providers (for example, MATA, Groove OnDemand, and bike/scooter share).

Growth & Expansion

16. Demonstrate your ability AND willingness to help the DMA grow beyond its current garages — including on-street / curbside management (enforcement, dynamic curb pricing, and periodic occupancy ground-truthing) and an expanding facility portfolio. Provide concrete examples where you have helped a public parking operation expand into new service areas.
17. Describe the consulting, project management, integration, and transition services you could provide to support both initial implementation and future expansion.

Experience & References

18. Describe similar projects (of comparable size and scope) your organization has completed or partnered on, the critical success factors, and any business partners involved.
19. Describe your experience with transitioning parking operations. What are the minimum recommended transition timelines your organization requires? Provide concrete examples of transition timelines you have managed in the past.

4. General Instructions

Please note that this RFI is issued solely for the purpose of obtaining information. Nothing in this RFI shall be interpreted as a commitment by the DMA to enter into a contract with any respondent.

4.1 Additional Insights

The DMA may follow up on this RFI through virtual or in-person conversations to extend its market research. Please contact the DMA (Section 4.4) with questions or if you are interested in a further conversation.

4.2 RFI Response Submission and Format

All responses are due no later than the closing date and time on the cover page. Responses may include any information the respondent believes is useful and, at a minimum, should respond point-by-point to the items in Section 4.3. If a respondent chooses not to respond to an item, please note it and, if possible, briefly explain. Responses should be submitted by email to the DMA contact in Section 4.4, include the organization's official name on the first page, and use numbered pages. Printed materials may be mailed to the DMA contact address provided in Section 4.4 at the respondent's discretion.

4.3 Information Requested in Response

1. Organization name (and parent company, if applicable)
2. Organization address
3. Organization website
4. Contact name and contact information (email required)
5. A description of your organization and the basis of your expertise in responding to this RFI
6. Responses to the questions in Section 3.2
7. The stack components (Section 3.1) you provide, with current and potential future use noted

4.4 DMA Contact Information

Please direct all communications, questions, and responses to:

Morgan Shaw, Transportation & Mobility Program Manager

Downtown Mobility Authority

shaw@downtownmemphis.com

114 N. Main St.

Memphis, TN 38104

4.5 Costs

By submitting a response, respondents agree that any cost incurred in responding to this RFI, or in support of activities associated with it, is the sole responsibility of the respondent. The DMA shall not be responsible for any costs incurred by respondents in preparing their responses.

4.6 Public Record

All responses to this RFI will be public record under the Tennessee Public Records Act (Tenn. Code Ann. § 10-7-503 et seq.), regardless of any confidentiality notice to the contrary. Do not submit confidential information in your response.