

**REPORT OF THE REVIEW COMMITTEE FOR THE PURPOSES OF RECOMMENDING A MOBILE
APPLICATION PROGRAM AND COMPUTER SOFTWARE PROGRAM FOR PROCESSING OF BEACH CREDIT
CARD SALES FOR THE BOROUGH OF MANASQUAN UNDER THE COMPETITIVE CONTRACTING
PROVISIONS STATED IN NJSA 40A:11-4.1
REVISED**

Members:

Wally Wall, Beach Manager
Joseph Delorio, Administrator/CFO/QPA
Mark Kitrick Esq., Borough Attorney

The following proposals were received and opened publically on November 13, 2015:

Viply LLC
1913 Atlantic Avenue
Manasquan (Wall) NJ 08736

The members of the Review Committee have signed the Competitive Contracting Conflict of Interest Certification form as required by NJAC 5:34-4.3.

The Request for Proposals for Mobile Application Program and Computer Software Program for processing of beach credit card sales was published in the Borough's designated newspaper in the Asbury Park Press on October 21, 2015 and in the Coast Star on October 22, 2015 with an opening date of November 13, 2015 at 10:00 am at Borough Hall, 201 East Main Street, Manasquan New Jersey. Also, a copy of the RFP was emailed to the following vendors: Community Pass, Viply, Zumu and Accela. Request for Proposals are attached to this report.

Summary of Vendors

Viply LLC is a digital pass application / platform solution and marketplace which offers organizations of all types the ability to create entrance point passes or an EZ Pass class of productions, which their customers can purchase via their mobile device.

Rank in Order of Evaluation

Viply LLC scored a weighted average of 14 points out of a possible 25 points.

Recommendation

After evaluating the firm the majority of the review committee recommends to the Mayor and Council to authorize the award for Mobile Application Program and Computer Software Program for processing of beach credit card sales to Viply LLC with conditions set forth in the Reason section. The conditions do not change the terms or conditions of the Request For Proposals, but rather makes the Governing Body aware of items needed to be addressed and aware of to successfully implement this application for the Beach Department

Reasons

There exists a need in the Borough of Manasquan for a Mobile Application Program and Computer Software Program for Processing of Credit Card Beach Sales in the Borough's Beach Department. Viply LLC's proposal addresses the needs for a Mobile Application and the ability to process credit card sales.

Mobile Applications for Beach Badge Sales in New Jersey is a unique feature. While mobile applications are common place in other industries, however, in government, for beach sales, it is unique. Therefore any proposal for consideration would be met with similar challenges and limited history.

The committee recognizes that Viply's management team and staff is well qualified but is new to government and beach sales operations. The Committee is in agreement that the RFP from Viply will meet the needs to capture data for financial and marketing purposes and process credit card sales. To implement this new venture for the Borough's Beach Department, the Governing Body must consider the following:

While Viply meets the RFP requirements for credit card purchases through a mobile device and its mobile application, it currently does not allow for the purchase for through a credit card alone. For example, if a consumer wishes to purchase a badge at the beach headquarters or a seasonal badge through a credit card and does not have a mobile device and a Viply application, they cannot purchase by credit card. We have been advised that Viply plans on starting a web based credit card purchase product in the Spring of 2016.

The committee believes seasonal badge sales will be the easiest to be implemented. However, on-line sales that require proof of age, handicap or ownership of vehicle will need to be integrated to assure proper sales are based on current beach department policies.

Strong training is paramount. Beach and Finance personnel will need face to face training by Viply staff. Test examples should include processes and reconciliations of sales as examples to allow a level of confidence among staff. A clear determination of responsibility will be necessary.

Viply's RFP indicates full integration with Edmunds, the Borough's current financial software. While there is no past experience with this process with Viply, test runs of sample sales will be necessary prior to the commencement of credit card sales. Bookkeeping integration and reconciliation with the new Viply system will also need to be tested prior to full implementation.

Compliance with NJSA 40A:11-4.5

This report has been submitted to the Governing Body of the Borough of Manasquan on November 13, 2015 and made available to the public in the Municipal Clerk's Office.