



Request For Proposals:

Parking Count and Guidance System

RFP # 2018-033

Automated Parking Guidance System

Proposal presented to
The City of Delray Beach
July 25th, 2018

Automated Parking
Guidance System (APGS)
RFP# 2018-033



July 25th, 2018

The City of Delray Beach
Purchasing Department
100 NW 1st Street
Delray Beach, FL 33444



RE: Park Assist response to Parking Count and Guidance System RFP 2018-033

To Whom it May Concern at The City of Delray Beach:

Thank you for the opportunity to submit a Proposal for the Old School Square Parking Garage in Delray Beach. We greatly appreciate the invitation to bid on this exciting project and are confident our solution and organization are the best fit for Old School Square.

Park Assist is the largest Parking Guidance Company in South Florida with over 6 installations locally along with a South Florida office and dedicated Local Project Manager. South Florida sites includes Miami Dade Transit, Fort Lauderdale Airport, Aventura Mall, Sawgrass Mills Mall, The Shops at Midtown Miami, and Brickell City Centre. Park Assist's engineering team invented the first ever camera-based parking guidance system and today, Park Assist is the industry leader with successful installations of their patented solution in over 31 countries and counting. In Park Assist's proposal response below, you will find why Park Assist has the best Parking Guidance Solution for Old School Square including:

- Proven, patented camera-based guidance technology with industry-leading accuracy
- Innovative camera detection technology & Automated license plate inventory
- 99%+ accuracy with monthly verifiable reports and a web-based reporting portal
- Real-time alerts to assist operations staff with enforcement
- Future software add-ons to further enhance the hardware system

On behalf of Park Assist, I want to assure you of our steadfast commitment to make parking at Old School Square just as enjoyable and profitable as the asset itself. Equally important to us is your complete satisfaction. We appreciate the opportunity to work with the City of Delray Beach and we are grateful for the opportunity to hopefully work with your team!

Sincerely,

Molly Silverstein

Regional Account Manager

Joe Ruggero

Executive Vice President

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Firm Information

Company Overview

Company Name:	Park Assist, LLC
Parent Company:	TKH Group
Year Founded:	2005
State of Incorporation:	New York
Corporate HQ:	57 West 38 th Street, 11 th Floor, New York, NY 10018
Florida Office Location:	6750 N Andrews Ave Suite #200 Fort Lauderdale, FL
Federal Tax ID#:	26 – 2047919
Primary Contact:	Molly Silverstein, Regional Account Manager
Email Address:	Molly.Silverstein@parkassist.com
Phone Numbers:	Corporate – 1.646.666.7525 Molly Silverstein – (561) 504-5305
Secondary Contact:	Vince Balsamo, General Manager
Email Address:	Vince.Balsamo@ParkAssist.com
Phone Number:	(954) 263-5410
Company Principals:	Gary Neff (CEO), Vince Erardi (CFO) Joe Ruggero (EVP)

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Park Assist LLC	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input checked="" type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ C Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶	
	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>	
	5 Address (number, street, and apt. or suite no.) 57 W 38th St, 11 Floor	Requester's name and address (optional)
	6 City, state, and ZIP code New York, NY 10018	
	7 List account number(s) here (optional)	

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

Social security number								
			-				-	
or								
Employer identification number								
2	6		-	2	0	4	7	9
							1	9

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶ <i>Vincent A. Sel</i>	Date ▶ <i>6/20/17</i>
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

Experience, Background and References

Company History and Background

- a. Park Assist has been in Business since 2005
- b. Park Assist is a business intelligence technology company that utilizes camera-based sensor applications to improve the parking experience. Park Assist's patented camera-based sensor systems are highly regarded in over 31 countries around the globe for their ability to improve the overall parking experience, integrate with other systems in place, and enhance operational efficiencies and security coverage. This year, Park Assist celebrates 13 years as the global leader in parking sensor technology and the pioneer of camera based parking systems. Park Assist is part of the TKH Group (Euronext: TWEKA), a \$1.6 billion publicly traded company headquartered in the Netherlands.

Park Assist is the largest provider of camera-based parking guidance solutions in the world.

Additionally, Park Assist is the only parking guidance company to call New York state and New York City their home, with the company's HQ having been in NYC since the company's inception in 2006.

Park Assist invented the first camera-based parking guidance system in 2010.

Park Assist's camera-based system is the only patented solution (US Patent #0113936A1).

Park Assist has a dedicated engineering team based in the New York HQ focused on forward-thinking innovation in parking technology to ensure clients will always be ready for the future.

Headquartered in New York City, Park Assist has corporate offices in Australia, Panama, Chile, the Netherlands, UK, and UAE. In the US, Park Assist's branch office is in New York with a regional office in Fort Lauderdale Florida.

Key Personnel

Park Assist, Chief Executive Officer: Gary Neff

As CEO, Gary is responsible for the worldwide delivery of Park Assist's mission and vision. He sets the standards for meeting client expectations and the performance required to meet Park Assist's promise. Gary has 30 years of experience in Parking Access and Revenue Control Systems (PARCS) as well as a wide range of parking technologies. He has also been an advisor to BMW on the development of the automaker's mobility platform. He is experienced in the parking industry and often speaks at national and international parking conferences on trends, issues and innovations.

Role for this project: Overall responsibility for the delivery of Park Assist's promise.

North America General Manager: Vince Balsamo

As General Manager, Vince is responsible for all North American operations activities for Park Assist. Vince has been with Park Assist since 2013 and has managed client accounts totaling over 60,000 parking spaces. Vince's commitment and dedication to customer satisfaction ensures that all client needs are addressed with the utmost attention and sensitivity. Vince is located out of Park Assist's HQ in New York.

Role for this project: Oversees all account management, installation, logistics, project management, service and support.

Senior Project Manager: Carlton Campbell

As Senior Project Manager, Carlton brings the experience of installing and servicing contracts for over 20,000 parking spaces nationwide. He is experienced in both large-scale, single space, and level counting parking systems with involvement from planning phase to project completion.

Carlton has installed solutions at leading airports for Park Assist including Fort Lauderdale, Aventura Mall, Brickell City Centre and Saw Grass Mills Mall. Carlton works with clients, contractors and the Park Assist development teams to ensure that every part of the project is carried out with care and the highest standards for quality. Carlton's attention to detail and responsiveness to client requests are just two powerful reasons why Carlton and Park Assist are successful in each project managed.

Role for this project: Lead project manager overseeing all installation and system commissioning.

Regional Account Manager: Molly Silverstein

As Regional Account Manager, Molly manages Park Assist clients and associated projects in the Northeastern Region of North America, through the procurement and managing accounts post-installation, executing from start to finish.

Role for this project: Primary contract for the RFP process, installation, account management and support.

Organizational Chart:

Gary Neff: CEO

Executive Vice President: Joe Ruggero

General Manager: Vince Balsamo

Regional Account Manager: Molly Silverstein

Senior Project Manager: Carlton Campbell

C. Project Experience

1. Headquartered in the United States, Park Assist has the most experience of any guidance manufacturer worldwide in designing, deploying, and supporting guidance systems for parking.
2. Park Assist has deployed these systems in over 31 countries around the globe, including forty installations in North America with top retail centers, municipalities, airports, healthcare centers, corporate campuses and casinos. Park Assist has worked with multiple public entities including the City of Sunrise for Sawgrass Mills Mall, The City of Fort Lauderdale for the Airport and has installations with other groups ranging from major international airports (SFO, Nashville, San Antonio) to other cities such as the City of Seattle, Culver City and Grand Rapids Michigan.
3. Park Assist has a fully staffed technical support team to assist with maintenance and support after installation.
4. Park Assist has the most camera-based installations in North America compared to its competitors

C. Subcontractors

Park Assist will utilize Infrasol to install their Parking Guidance System at Old School Square. Infrasol has installed every Park Assist installation in Florida as well as up the coast in the Southeast. They will be directly managed by Carlton Campbell, Park Assist's Senior Project Manager who is Based in the Fort Lauderdale Office. Infrasol is a Licensed Electrical and Structured Cable Company with a Florida Business License. They are licensed to perform both high voltage and low voltage electrical work.

E. Awards and Accomplishments

Park Assist was awarded the Innovative Technology Award for their work installing the first Camera-Based Parking Guidance System at an International Airport (Fort Lauderdale). Park Assist has also been nominated year after year for Intertraffic's Innovative Technology Award. Park Assist has the most installations of any Parking Guidance Company in the World.

F. Park Assist has no pending lawsuits or judgements

G. Client References

1. Fort Lauderdale Hollywood International Airport

100 Terminal Drive
Fort Lauderdale, FL 33315

Contact:

Michael Coleman, General Manager
mcoleman@spplus.com
(954) 359-0200

Installed: August 2015

Spaces: 5,500

Size: 1 garage

Features: *Park Finder, Park Alerts, Park Select-Rate*

Project Cost: \$3,300,000



Fort Lauderdale Airport was the first International Airport in the Country to implement a Camera-Based Parking Guidance System. They were able to better compete against lower-price point off-airport parking, raising their revenues by 22% after the Park Assist System was installed. They also offered their visitors a better experience through state of the art signage as well as first of it's kind Find Your Car kiosks allowing visitors to better find their cars. The airport staff uses the system for security alerts purposes as well.

2. The Shops at Midtown Miami

3401 North Miami Avenue
Miami, FL 33127

Contact:

Tariq Bayzid, Field Manager
fm@midtownmiamicdd.net
786-554-3855

Installed: 2017

Spaces: 900 spaces

Size: 1 garage

Features: *Park Finder, Park Alerts*

Project Cost: \$400,500



The Shops at Midtown Miami is a mixed-use site that encompasses shopping, dining, residences as well as local offices in a downtown environment. The site is growing rapidly and putting in a guidance system

allowed them to better offer parking availability ahead of time as well as assist with security concerns they were experiencing. The Shops at Midtown Miami has reduced crime by approximately 50% since installing Park Assist's M4 system and receives an alert any time a "black listed" license plate parks on site.

3. Aventura Mall

19501 Biscayne Blvd
Aventura, FL 33180

Contact:

Oscar Pacheco, General Manager
opacheco@turnberry.com
305-682-4160

Installed: 2016

Spaces: 2,100

Size: 1 garage

Features: *Park Alerts*

Project Cost: \$638,000



Aventura Mall is already heavily populated and with the expansion of the new wing of the shopping mall, they built a brand new parking deck too. The intention of putting in the system was in line with managing the rush that came with Holiday shopping. Park Assist's system went live prior to black Friday and has continued to be a huge success for the shopping mall.

4. Easton Town Center

160 Easton Town Center
Columbus, OH 43219

Contact:

Kristin Randall, Project Manager
krandall@steiner.com
(614) 750-0689

Installed: 2017

Spaces: 200

Size: 1 garages

Features: Park Alerts, Park Finder

Project Cost: \$190,000



Easton Town Center is a massive mixed-use shopping and dining destination in downtown Columbus Ohio. The client had previously put in ultrasonic technology which never ended up working as it should and proved to be a maintenance nightmare. The client ultimately decided to put in Park Assist as they appreciated the reliability, design and future-proof solution the product offers.

5. Brickell City Centre

Contact:

Joaquin Rojas, Senior Manager
jrojas@spplus.com
(305-373-4703)

Installed: 2016

Spaces: 1,119 spaces

Size: 1 garage

Features: Park Alerts, Park Finder

Project Cost: \$845,000



A new billion-dollar development in Miami sought an advanced solution that will not only improve the customer experience but also maximize the efficiency of the garage. Brickell City Center chose the M4 system to provide a state of the art experience for its visitors at their mixed-use destination.

Proposed System and Scope of Work:

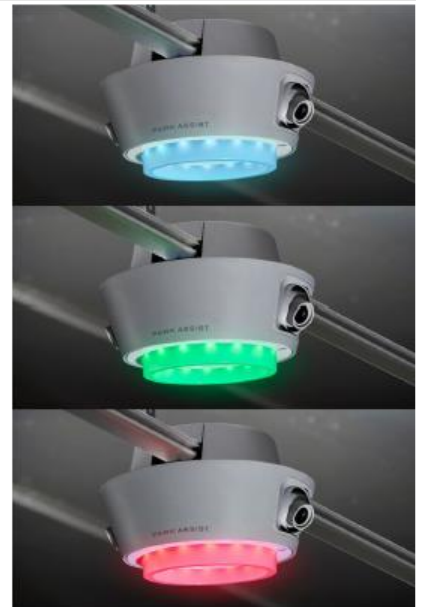
Park Assist M4 Camera Solution

The M4 Camera System is a patented network of sensing, processing, and displaying elements. The array of sensors collect data about parking status across the facility and then distribute that information to the network for use in guiding drivers and assisting operations staff.

The M4 Camera Sensor offers the ability to sense, identify and count vehicles **per individual parking space**. Configured with one or two CMOS digital cameras, the M4 sensor can monitor up to four parking spaces simultaneously. Captured images are continuously processed to detect parking space occupancy changes using proprietary image processing software.

The sensor sends parking status and images to the site's Core Server for management and reporting. Because the M4 sensor is based on digital imaging, it is the key enabling element for license plate recognition.

To indicate parking status to visitors, a highly visible Light Emitting Diode (LED) indicator is built into the M4 Camera Sensor, capable of displaying thousands of different colors. Each M4 Camera Sensor autonomously manages its own occupancy status and indicator color, providing visitors with real-time parking information.



Indication LED

Park Assist's M4 solution uses a ring of RGB LED for space indication capable displaying one of thousands of colors, all configurable via *Park Insights*. Our light rings are on average 8 times the size of the indicator lights used by other parking guidance solutions. With Park Assist's ring design, Old School Square will have a brighter indicator light and many more light color options to choose from.

Park Assist indicator lights are installed down the center of the drive aisle where each indicator light will cover 2 to 4 parking stalls. With fewer indicator lights than ultrasonic solutions, our system is more environmentally friendly and each light is easily recognized.

Each sensor will communicate with *Park Insights*, which will aggregate all the count data and communicate with the dynamic signage designated in the RFP. Real-time space available counts are

displayed on these dynamic signs. Signage will also allow space for customized messages for special events or when the garage is full.

Park Insights is Park Assist's proprietary cloud-base command center. It will allow end users to connect to all dynamic signage to communicate real-time parking data and control displayed messages.

Park Insights is able to detect any irregularities and troubleshoot the issue remotely. An alert can be emailed to designated recipients in real time. Park Assist support will follow up with a resolution and update email when the issue has been resolved or to provide next steps.

Dynamic Signage

For Old School Square the parking experience makes a crucial first impression on frequent visitors. To complement our revolutionary camera based smart-sensor system for parking guidance, Park Assist has developed a diverse portfolio of leading-edge wayfinding signage elements. This wealth of advanced options helps provide hurried parkers with assurance and peace-of-mind from the moment they arrive, creating a positive experience that encourages repeat visits in a brand-building way.



Level Count Detectors

A level count solution will be used on the roof level where there is no coverage for the M4 solution. Level count detectors are placed 3/4 inches deep into the concrete. They are connected by RS-485 serial directly to Park Insights Reporting. Park Assist's detectors can detect tailgating vehicles, those vehicles driving in the wrong direction and can analyze traffic patterns. Since they connect directly with the server, they can send information regarding the quality of the counts and alert staff accordingly. Each count will have a battery backup that will run for up to 24 hours.

Server and System Controls

All Park Assist installations include a license to *Park Insights*. *Park Insights* is the central computer collecting, managing and storing all parking data from the sensors. This cloud-based reporting system can be accessed on any computer, tablet, or smartphone with internet connection. *Park Insights* equips operations staff with a browser-based dashboard. This intuitive and customizable dashboard provides cloud-empowered access to system parameters across a site or a network of sites, including:

- Master configuration of bay groups, bay types and specified zones.
- Adjustment of multiple parameters, including guidance LED colors, for individual smart-sensors or groups of sensors.
- Parameters and permissions for designated user groups such as managers, attendants and data analysts.
- The ability to build complex conditional rules to adjust LED colors and way-finding signs according to percentage of occupancy, time of day, etc.

Workstations are not required for any Park Assist system. Designated users with a password can access *Park Insights* to view, search, and export reports. Users with administrative access can control signage displays, reset, or manually adjust garage availability. In the scenario that no computer is located onsite, we will price one as an alternate.

Offline-Line Functionality

Each M4 sensor houses its own processing unit for vehicle detection and memory for data storage. During server offline or connectivity disruptions, the M4 sensor will still be able to detect vehicles, change the LED light color accordingly and store parking data. When connection is restored, the M4 sensors will then transmit stored data to the server.

Networking/Head End Equipment

Each floor or region of a Park Assist System installation includes at least one Floor Cabinet, housing a network switch and power supplies supporting our sensors and signage. Floor Cabinets are typically linked via fiber optic cable to the network head end of our detection system.

System Hardware

Setting the standard for digital networks for parking, the Park Assist M4 System empowers a parking structure with knowledge and capabilities never before possible. This section provides system-level description and specifications, to understand overall system traits and behavior.

The M4 System consists of a network of camera sensor units providing image-based surveillance of every bay in a parking garage. Each unit contains one or two cameras, a bright, multicolor LED indicator light, and Ethernet network communication capabilities. The collection of camera sensors in the network communicates with the Core Server, a central management system. This server provides centralized management of the sensor network, updates connected signage for driver guidance, performs advanced processing steps, and responds to external inquiries for information.

Designed from the beginning for adaptability, the network architecture is expandable to support a large number of bays. Camera sensors are grouped into daisy-chained ‘strings’; a Floor Cabinet, acting as a network concentrator and central power supply, hosts multiple strings. All Floor Cabinets at an installation connect to a core switch, completing the network. *Park Insights* can drive signage external to its immediate network, and is accessible remotely for reporting and basic configuration. For direct customer guidance, *Park Insights* can also provide information to customer kiosks, enabling features such as *Park Finder*.

Some system functions are distributed, whereas others are centralized. For example, camera sensors individually perform detection of a vehicle in a bay and setting LED color from unoccupied to occupied. The Core Server performs license plate recognition. Regardless of where the function occurs, driver guidance via LED indicators and adjustments to signage are provided in real time. The system is extensible, with future updates adding new capabilities to the system.

Camera sensor units use machine vision processing to determine if a vehicle is present in a parking bay. Upon system installation, a four-sided polygon is defined in the camera sensor’s software for every bay. The cameras capture images constantly, each being processed within the camera sensor for activity within the polygons. When a valid change in the state of a bay is detected, the camera sensor follows its assigned rules for changing the color of the LED indicator (for example, green to red), and also reports the event to *Park Insights*.

Installation of the M4 System

The M4 system is installed down the center of the drive aisle. Each sensor is capable of monitoring up to four (4) parking spaces. Bright LED lights will remain green if one of the four (4) monitored spaces are available and it will turn red if all of the spaces are taken. The M4 sensors operate on low voltage power and connect to the level garage controller via Ethernet cable.

Park Assist's proprietary tracks are designed to work with all garage designs for a clean installation. Our tracks use specially designed joiners to maneuver around beams and obstacles inside the garage. We are able to install our camera sensors with minimum affect to clearance height.

Park Assist understands the difficulty and unpredictable cost involved in clearing sections of an operating shopping center garage for installation. Since Park Assist's installation is down the center of the drive aisle, we do not require parked cars to be removed during installation. We will select slow traffic hours for installation to minimize disruption to operation. **Not a single space was lost for any amount of time during our recent installation at Fort Lauderdale International Airport.**



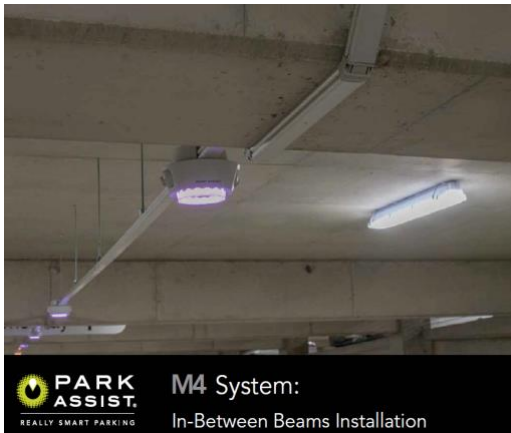
The main reason for the installation of an APGS is to enhance customer experience. We know that when an APGS installation requires closure of sections of the garage for long periods of time, it can have a negative effect on customer parking experience.

Installation Flexibility

Park Assist understands that no two garage designs are the same, and with installations in over 31 countries, Park Assist has seen and accommodated it all. Our proprietary channel has been designed with the utmost flexibility to allow the same product to be installed regardless of design obstacles such as low clearance, beams, drop ceilings, tiled ceilings, etc.

Park Assist has vetted the current garage design at Old School Square and can confirm that our proposed M4 system can be installed optimally at this location.

Two primary installation options for Old School Square:



*Both options require different pricing as indicated in our Fee Proposal



Installation Qualifications

Park Assist is a business intelligence technology company that utilizes state-of-the-art parking guidance to improve the parking experience. Park Assist's camera-based sensor systems are highly regarded in over 31 countries around the globe for their ability to improve the overall parking experience, integrate with other systems in place, and enhance operational efficiencies and security coverage. This year, Park Assist celebrates 13 years as the global leader in parking sensor technology and the pioneer of camera-based parking systems.

Park Assist oversees all installations. Our locally-based project managers are all experienced in parking guidance system installations for multiple types of parking garages and operations. Park Assist has a

steady network of contractors in the area and will consider them to provide the work on the Old School Square installation as well, pending the approval of the City of Delray Beach.

Carlton Campbell will be the lead project manager for Park Assist's installation at Old School Square. Carlton Campbell brings the experience of installing and servicing contracts for over 20,000 parking spaces nationwide. He is experienced in both large-scale, single space, and level counting parking systems with involvement from the planning phase to project completion. Carlton Campbell works with clients, contractors and the Park Assist development teams to ensure that every part of the project is carried out with care and the highest standards for quality. Carlton Campbell's attention to detail and responsiveness to client requests are just two powerful reasons why Carlton Campbell and Park Assist are successful in every project managed.

In addition to Carlton Campbell we will have a team of Project Managers working diligently to ensure the successful installation and implementation of Park Assist at Old School Square. With Carlton Campbell as the lead Project Manager for this project, two additional Project Managers will assist in the areas of installation and commissioning.

Why Park Assist

Entertainment districts are no place for untried technology. Your chosen system provider also needs to have a comprehensive handle on the current and future needs of your parking facility/portfolio. Here are some big-picture factors to consider.

	Park Assist Advantage
Innovation Leadership	Successful real-world proven solutions for both hardware and software, Enables us to continue to enhance our patented system.
Deep Industry Expertise	100+ years of intensive C-Level experience in the parking sector. Our prime movers have literally evolved with the industry itself.
Prominent Portfolio of Global Successes	Success in 31+ countries. The only camera based provider serving Fortune 500 clients, leading North America developers, and the premier developer in the Middle East.
Account Management & Support	Each client is assigned a dedicated Account Manager. A responsive, trusted guide throughout the system lifecycle. From pre-planning through installation, commissioning and ongoing support.
Financial Stability	Our remarkable growth trajectory is one source of confidence. So is the billion-dollar backing and resources of our parent, The TKH Group. Both of which fuel our ability to evolve and expand.
Service Infrastructure	A comprehensive offering including monitoring, fine-tuning, expert remote/onsite support and training. To ensure extended peak system performance and ROI.

Functionality at a Glance:

Currently in the market, there are two main methods for single space detection, ultrasonic and camera-based sensors. Both technologies are very accurate in vehicle detection, however ultrasonic sensors are limited in their capabilities.

	Park Assist M4
Level by level parking availability	✓
Space by space parking guidance with LED lights	✓
License plate recognition capabilities	✓
Thousands of programmable LED light colors	✓
Exact location of customer's car (<i>Park Finder</i>)	✓
Automatic license plate recognition alerts	✓
Streaming motion detected video surveillance	✓
Increase revenue through dynamic pricing	✓
Monitor and enforce different parking zones	✓
Integration with PARC for <i>Park Finder</i> , Flex-Rate	✓
Monthly verifiable accuracy report	✓
Integration with security video management system	✓

Comparing Accuracy:

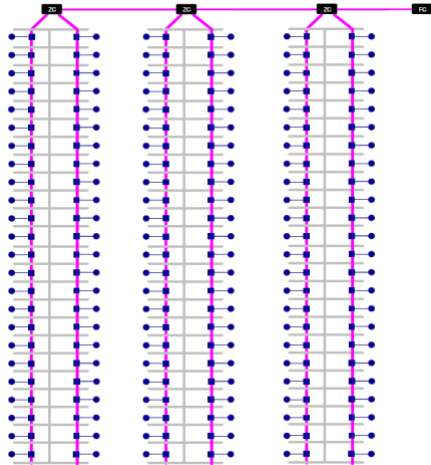
Park Assist's M4 cameras are rated at 99%+ accurate for space-by-space counting. Park Assist's accuracy rating is verified monthly by an analytical team remotely and a detailed report is submitted to the client and reviewed with a Park Assist account manager on a monthly basis.

Comparing Installations

Ultrasonic installation typically requires sensors and LED light fixtures to be placed over every parking space in the garage in contrast to a Park Assist camera system where each sensor is capable of monitoring up to four parking spaces. The M4 solution installation not only reduces the cost on

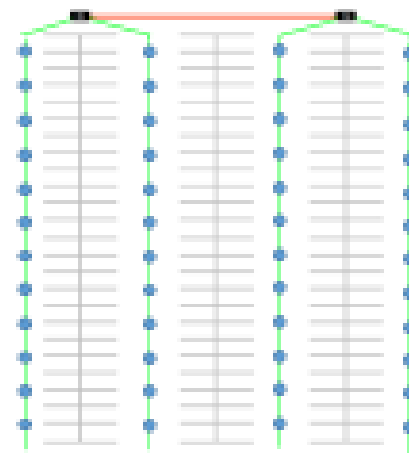
installation, but it requires less infrastructure and less equipment and hence is more environmentally friendly.

Ultrasonic Sensors



- 1 light per parking bay
- Increased visual clutter
- Often can be difficult to see one green light amongst all red lights
- Lots of cables and conduits

Park Assist M4 Solution



- 1 light per 2 or 4 parking bays
- Larger lights for better visibility at a distance
- Less cables and conduits
- Shorter installation time

Comparing Accuracy Reporting

Factory ratings for ultrasonic sensors are 99%. There is not a true measuring method to verify ongoing accuracy once the system is installed. In order to truly test the accuracy of an ultrasonic system, Old School Square needs to count every single car inside the garage and verify with the sensor indication lights for accuracy.

M4 cameras are rated at 99+% accurate for space by space counting. Park Assist's accuracy rating is verified monthly by a third party company remotely. Since the M4 system captures still images of every parking stall being monitored, it is very easy to compare sensor readings with the picture to determine accuracy.

Benefits of the M4 Smart-Sensor Solution:

Benefits of Park Assist's camera-based Parking Guidance and Business Intelligence System:

- Elevates the entire parking experience



- Aesthetic design of the M4 is widely regarded as superior to other systems
- Increased revenue and reduced operation cost through citation efficiency
- Enhanced security onsite
- Utilization of every space decreases CO2 emissions
- Provides arriving parkers and site operators with real-time availability by space, zone, garage and more
- Reduces search time to eliminate wasted time looking for a space
- Enables definition of policies within the garage including tiered parking
- Streamlined installation for quick deployment of system



Park Assist and the Environment:

The environmental impact of internal combustion vehicles in motion receives a large amount of attention in society, and rightfully so. Often overlooked are the environmental effects of parking, its design, and its technology. Park Assist's M4 solution drives a number of unique environmental benefits, while simultaneously offering customer service and operational advantages.

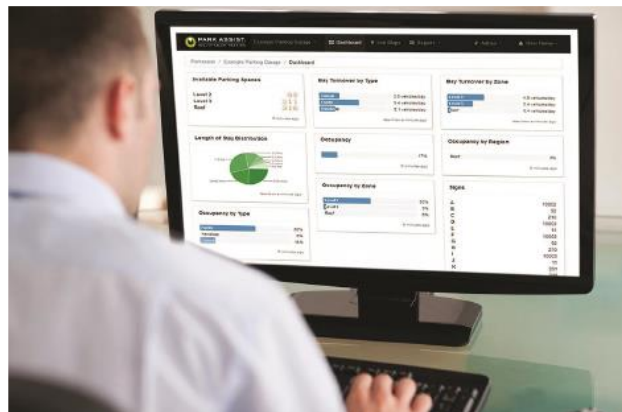


garage before and after installation of a Park Assist system, with eye-opening results. Average search time, the amount of time drivers circulate while locating a space, was reduced by 43% overall. This impact is greater when the garage is experiencing higher occupancy.

Prior to the system's installation, 15.4% of visitors spent over 5 minutes searching for a space; with Park Assist, this figure drops to 3.4%. Applying these time savings across an entire year of operation ARUP estimates a savings of 52,100 gallons of gasoline from reduced driving, preventing 459,000 kg of carbon dioxide emission. This is the equivalent of more than 1 million miles driven.

Reporting Tool – Park Insights:

Park Insights is the reporting and dashboard platform for real time, historical, and statistical reporting. Offering a simple, single point of access to parking garage data, it helps asset owners measure the performance of their garage and gather insights into user behavior. Live maps capture the current state of the facility, and historic visitor patterns can be analyzed to drive staffing for parking, security, and customer service staff. All reports can be accessed remotely via the



public web through unique secure user logins. *Park Insights* securely connects to each M4 site's Core Server installation via an encrypted HTTPS connection at 1 AM local time daily. Data from each site is analyzed, aggregated, and distributed to the *Park Insights* reporting system.

Park Insights is installed in a private, dedicated, and load-balanced server farm, offering a 99.9% availability guarantee with twice daily secure back-ups. Furthermore, the centralized architecture for *Park Insights* allows for the controlled release of new software upgrades, maintenance services, and new innovations seamlessly. As a privacy and security measure, *Park Insights* does not collect or store any images from sites' Core Servers.

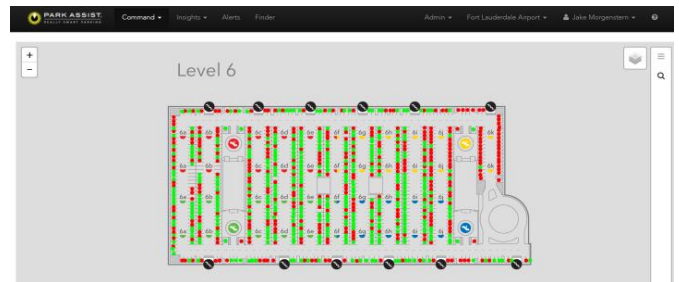
Data is reported in near-real time, with information typically less than 10 minutes old. The home page dashboard contains moveable widgets, displaying a variety of data. These widgets can also be embedded in other end-user applications. Widgets include:

- A site summary, with total number of bays and total number of visits today
- Site occupancy as a percentage, with statistics for occupancy by bay type and by level
- Available parking spaces per level
- Occupancy by region
- Sign status, showing the values displayed on all signs
- Available bays per level

- Bay turnover (how many times during the day a bay is occupied)

More detailed reports are also possible with **Park Insights**, including:

- Occupancy reports covering total average occupancy, daily occupancy, average number of daily visits, and hourly occupancy.
- Dwell time reports for understanding total average dwell time (length of stay in a bay), daily occupancy, and average number of daily visits.
- Turnover reports showing total average turnover, daily turnover, and hourly turnover.
- License plate reports: Most common license plates, license plates detected by day, log of license plates detected by day (Note: Available with LPR-based Software Applications).
- Heat maps showing a graphical representation of bay statistics: Utilization, dwell time, and turnover. Red areas are “hotter” and have higher values, yellow areas are middle values and blue areas are “cooler.”



Park Insights is compatible with these modern browsers:

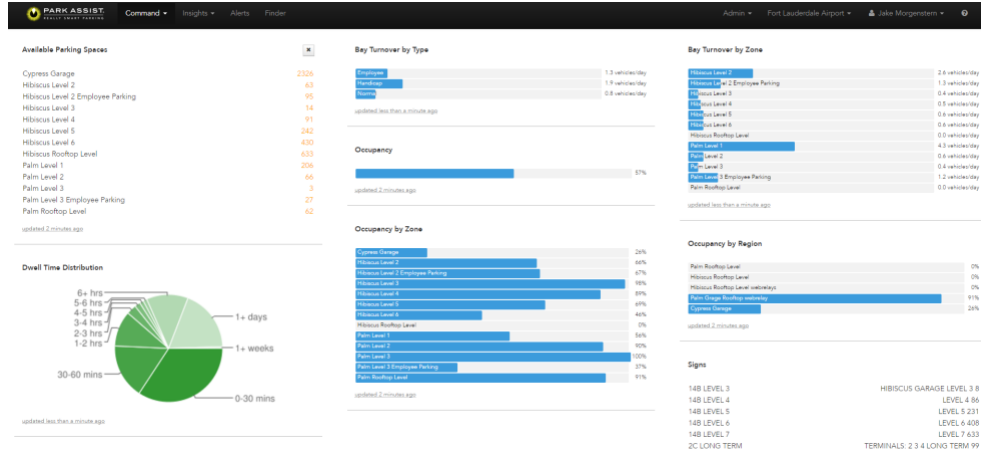
- Microsoft Internet Explorer 7+
- Google Chrome auto-updated to latest version
- Apple Safari 8+
- Mozilla Firefox auto-updated to latest version

With *Park Insights*, your data view can be as expansive or granular as you need. You can also create custom charts and graphs – fine-tuned to display exact timeframes, types of spaces, and other data categories.

Examples Include:

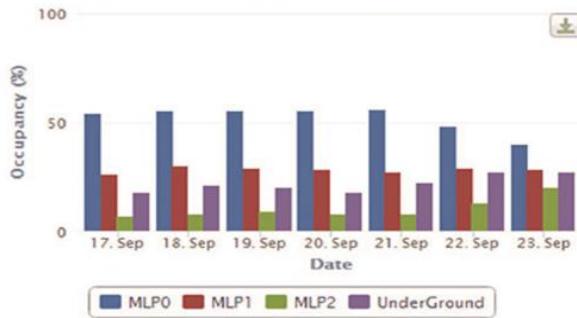
- Intuitive live heat maps showing the most heavily utilized zones and levels in your garage
- Daily-occupancy line graphs with separate curves for each day of the week
- A month’s worth of afternoon and evening data, comparing weekdays to weekends
- Unique-visitor frequency reports, including graphs showing how the proportion of weekly, monthly and infrequent visitors is changing over time
- Visualization graphs for vehicle entry and exit counts
- Data for an individual vehicle visits complete with duration, entry/exit timestamps, parking location, and specific vehicle ID through integrated License Plate Recognition (LPR)

Park Assist Proposal for Parking Count and Guidance System – RFP# 2018-033



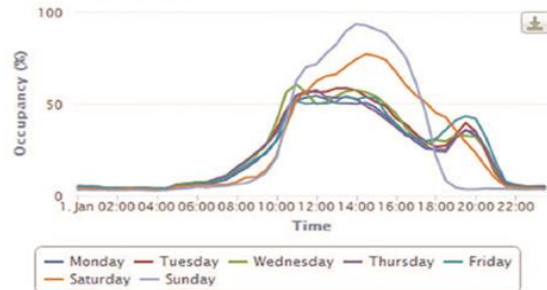
Historical Occupancy by Zone

The occupancy for each zone, day by day.



Hourly Occupancy by Day

The occupancy, day by day.



Dwell Report

📍 Downtown Garage

📅 01 Aug, 2013 - 31 Aug, 2013

🕒 12:00 AM - 11:30 PM

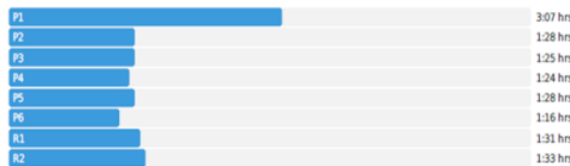
Average Dwell Time by Day of Week

The average dwell time for the whole site, by day of the week.



Average Dwell Time by Zone

The average dwell time for each zone.



Occupancy Report

📍 Downtown Garage

📅 01 Aug, 2013 - 31 Aug, 2013

🕒 12:00 AM - 11:30 PM

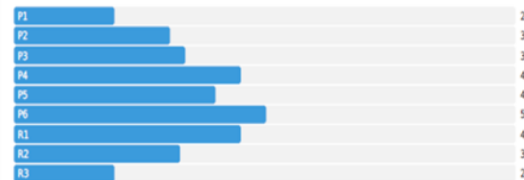
Average Occupancy by Day of Week

The average total occupancy for the whole site, for each day of the week.

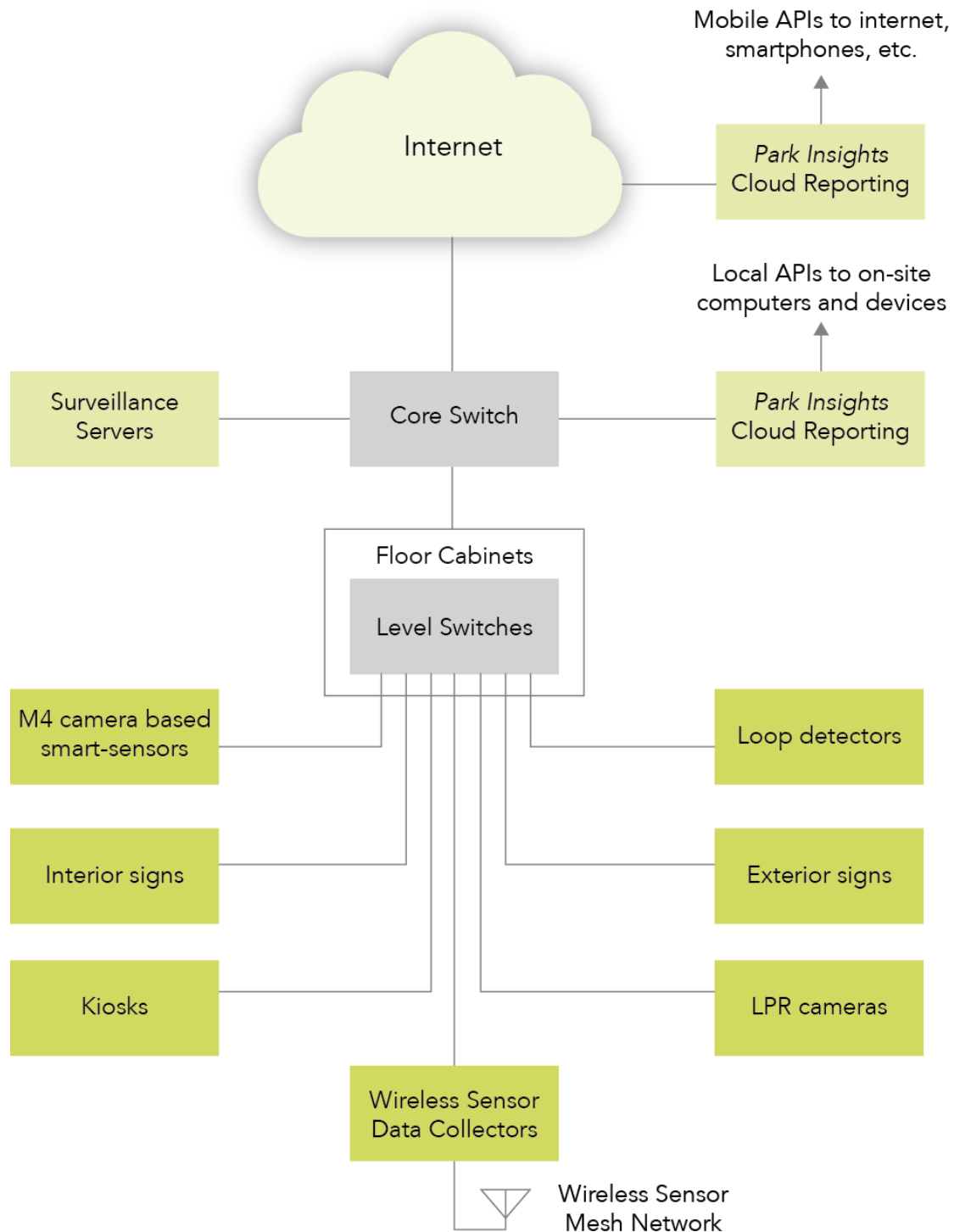


Average Occupancy by Zone

The average occupancy for each zone.

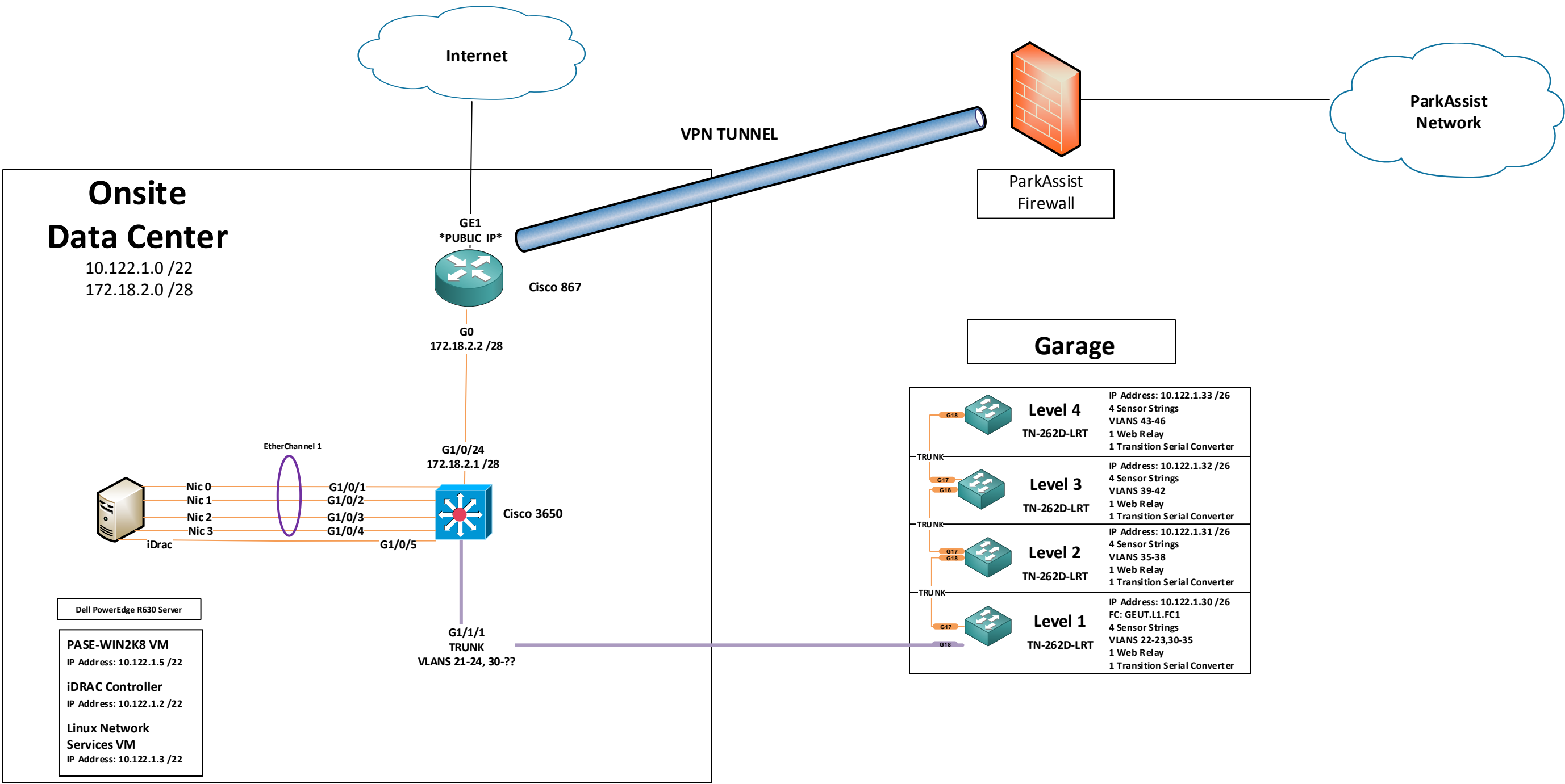


This network flowchart fully describes our software interface:

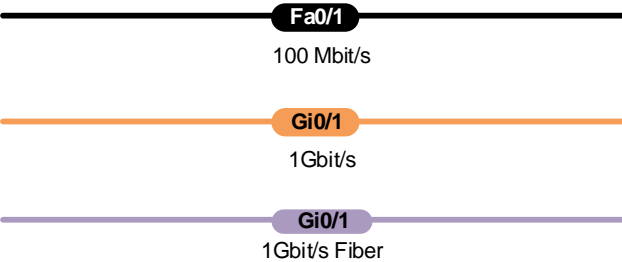


Note: Systems may use some or all of the above elements

Example Diagram



Uplink Connectivity Legend



Internet Requirements

- Dedicated Internet Connection Required
- Static Public IP Required
- 15mbps Download/15Mbps Upload Minimum

Site-to-site VPN

* The following ports/protocol #'s must be allowed for the S2S VPN connection

- ISAKMP: – UDP/500
- IPSEC: IP Protocol 50 & IP Protocol 51
- NAT-T: UDP/4500 **If Natted**

Purpose For Dedicated Internet Line

- A static public IP address is required to allow for the creation of a **site to site VPN** tunnel from the Park Assist network to the onsite client network. The VPN allows for remote support from Park Assist as well as the uploading of onsite data to our cloud services (Insights, Data Services, & Analysis). Our cloud services offers information on the garages for reporting and local data specific for the client.
- A **subnet range** (network) is allocated for each site depending on the number of strings onsite. This subnet range must be unique per site as we use a site to site VPN for remote access.
- Our Linux VM must have internet access to contact NTP servers as this provides NTP for all devices onsite.
- Having our own dedicated internet line keeps the Park Assist setup as a standalone network infrastructure. This keeps our system separate from any client network on site. This structure is preferred to mitigate any security risks and can prevent any network overlaps due to subnetting schemes.

Optional Software Features:

Park Assist's M4 solution not only provides accurate parking guidance functions, it also provides wide ranges of software features. These features can be added on during installation phase or any time after the system has been installed. This provides Old School Square with flexibility and future growth possibilities without ever needing to upgrade hardware.

Park Finder

With our *Find Your Car* locator feature, the parker enters the number for a license plate/parking ticket at a touchscreen kiosk or on a smartphone app. In seconds, the score system scours a database of currently parked vehicles, which were identified through our integrated LPR when they entered a space. Parkers will see exact locations of their vehicle on a digital map along with step by step walking directions from the kiosk to their car.



Park Alerts

Park Alerts is an automatic, rule-based alert system that assesses each individual car against the relevant set of rules or zones. Tapping into the integrated LPR built into our camera-based system, our *Park Alerts* software extension enables Old School Square to specify policies and rules for selected bays, zones, durations or license plates. *Park Alerts* integrates seamlessly with some of the well-known PARCs and mobile payment platforms.



Park Select-Rate

Park Assist's M4 system allows Old School Square to designate spaces for premium and conditional pricing. A color-coded LED on the M4 sensor attracts premium parkers to those spaces. Vehicle ID and location data is fed to PARC system, which already knows the premium rate to apply. This function removes the need for expensive gate systems or loss of spaces. *Park Select-Rate* can also be used for short-stay zones for high turnover areas or zones for special events.



Park Surveillance

With *Park Surveillance*, Park Assist's M4 system is able to capture streaming surveillance video whenever motion is detected in or around a space. Or continuously, if desired.

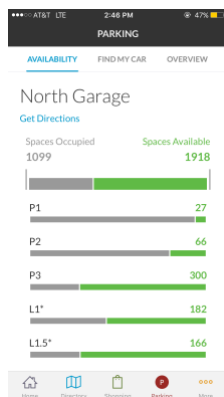


Since the M4 system is perched above the driving lane, their dual CMOS cameras have an unobstructed view of each vehicle during its entire stay in a parking space. This provides an expanded level of security that would otherwise be cost-prohibitive.

Mobile App/Web API

Our next generation *Mobile API* allows for integrating the Park Assist system data into mobile apps and websites to allow for an array of functionality. Utilizing our Mobile API brings real-time parking availability straight to the customer's phone and computer directing them as to which lots, garages, and specific levels have parking availability. The Mobile API also brings Park Assist's *Find Your Car* functionality to any mobile device allowing customers to find their lost vehicle right from their phone.

Park Assist's mobile app is currently available on iOS and Android. The Park Assist app will allow users to search for available parking ahead of time so they can plan their commute accordingly. If the City of Delray Beach prefers to develop an interface to be part of their own mobile app or website, Park Assist can provide the Web API for their developers. Many of our clients have utilized this API to develop their own custom applications.



Support & Maintenance

Park Assist has a full in-house team dedicated to support and maintenance. Unique only to Park Assist's system is a quarterly accuracy reading report breaking down accuracy, occupancy, trends by zones, levels and garage. Every M4 sensor will be constantly monitored for connectivity, performance and accuracy. The City of Delray Beach can have the peace of mind that Park Assist will detect and troubleshoot any and all issues before it affects operation and customer experience.

Park Assist maintenance goes far beyond a basic check on system operation; rather, it follows a detailed, holistic approach to every aspect of the sensor network, from hardware to software. With Park Assist taking numerous proactive measures to ensure system operation, your network will provide years of trouble-free operation and high performance. Inspection program is customized for each site, which assures complete coverage for each system's unique aspects.

Software maintenance is a key component of Park Assist's maintenance package. At its foundation are basic information technology maintenance practices, with remote inspections for the entire network. Using modern, secure remote access technology, Park Assist monitors and adjusts your sensor network without the need for intervention or presence. Software updates for sensing components and head-end gear are also applied using this approach.

Another advantage of Park Assist's software design is the built-in capacity for customization. If parking conditions or site design change in the future, Park Assist can create customized detection patterns tailored to the unique aspects of a site.

Warranty

This proposal includes One Year warranty on parts and labor for defects in materials or manufacture. Park Assist will repair or replace all work delivered under the Contract and correct any defect within the Warranty Period at no additional cost. Software updates to the current installed version of our software are also included as required. This warranty does not apply to situations where damage or malfunctions resulting from fire, flood, earthquakes, elements of nature or acts of God, strikes, riots, collision, vandalism, misuse, electrical surges, power failure, use of non-manufacturer approved parts, or any other similar cause beyond the reasonable control of Park Assist.

Hardware Maintenance

With field hardware spread across your entire car-park, it's important to keep a trained and focused eye on your equipment. Trained Park Assist technicians perform scheduled inspections of all field equipment to ensure that it is functioning correctly and that any degradation or minor issues are identified and resolved before they compound and significantly impact system performance.

While onsite, our Technicians will also perform a subset of corrective works to keep the system running smoothly.

We have placed an emphasis on ensuring you are provided clear and direct feedback following each scheduled visit. Your Account Manager will provide a comprehensive report highlighting the work completed, any issues identified and proposed rectification recommendations.

INCLUDED CORRECTIVE WORKS

- Lens cleaning
- Re-aiming cameras
- Tucking exposed cables back into trays
- Reconnecting any undamaged dislodged duct
- Repair or Replace Defective Equipment

Software Maintenance

Our well architected technology, vision-based sensors and internet connection, enable much of the system maintenance and optimization to be performed remotely. This is not only a more cost effective service delivery model but also enables us to thoroughly monitor your system, keeping our finger on the pulse.

With advanced monitoring capabilities and daily checks, our Support Team is able to detect and address many issues before they materially impact system performance. Should an issue require onsite

- Daily system health checks
- Accuracy Optimization of Vehicle Detection
- PARK Server Administration & Updates

intervention, our extensive remote diagnosis capabilities ensure that our technicians arrive onsite informed, appropriately equipped and with a clear plan for resolution.

Whether it be seasonal lighting changes or oil stains on the floor, every parking bay experiences environmental changes over time. Our Support Team ensures that no matter what environmental challenges are thrown our way; our camera-based sensors are always calibrated to deliver optimum detection accuracy. In addition, any issue which cannot be remotely resolved (e.g. re-aiming of a camera) are brought to your attention and resolved.

At the core of our industry leading parking guidance solution is PARK Server, a sophisticated and highly configurable piece of software which drives the system. Our Software Team constantly enhances and refines PARK Server and as a customer of our maintenance plans, all updates to this software are included.

Account Management

No matter how good our systems and processes may be, at the end of the day, great service delivery boils down to the people involved. Park Assist assigns a dedicated Account Manager, who actively coordinates all of the maintenance services for your site. They will learn your site, look to align our servicing procedures to your Standard Operating Procedures and establish working relationships with your onsite team.

Our Account Manager will attend regular maintenance review meetings, where the system's performance, client's feedback and any outstanding items will be addressed.

Regular training sessions will help your team get the most out of our system. Onsite training and webinars will help keep staff up to date with the latest features and best practice recommendations, whilst also helping to acquaint new staff with the system.

Service Desk + Service Levels

Should something go wrong, our Service Desk provides remote Technical Support and Incident Management during business hours.

For our Premium plan customers, this is an "all in" service which means you are not charged for any time spent remotely diagnosing or resolving incidents or providing the onsite team with technical support.

Park Assist's Basic maintenance package optimizes the system's day-to-day performance through a series of software upgrades and around-the-clock monitoring by trained parking guidance professionals.

Importantly, Park Assist provides committed timeframes for remotely diagnosing and resolving problems with the system. This places our customers with Complete and Premium maintenance plans at the top of the list and ensures an efficient and appropriate response.

Service Levels

Park Assist is committed to meeting and exceeding the following Service Levels:

Priority	Coverage Period	Support Channel	Acknowledgement Period	Remote Diagnosis Period	Resolution Period
P1	9AM to 5PM Business Days	Phone/email	1 hour	3 hours	48 hours
P2	9AM to 5PM Business Days	email or online support system	4 hours		3 Business Days
P3			8 hours		7 Business Days
P4					14 Business Days

Problem Prioritization

The following definitions are used to identify and prioritize problems with the system.

Priority	Problem
Priority 1 ("P1")	<ul style="list-style-type: none"> Any fault which causes a significant Safety Hazard Complete failure of all Supported Hardware and Supported Software The public API for integration partners being unavailable for reasons other than network/Internet connectivity loss (where "Public API" is Supported Software)
Priority 2 ("P2")	<ul style="list-style-type: none"> >20% of parking sensors on the Client Site being faulty or offline >20% of signs on the Client Site being faulty or offline >50% of loops on the Client Site being faulty or offline <95% of scored Vehicle Occupancy Detection Accuracy (VODA) <85% of collected License Plate Recognition accuracy Email alerts not being sent for reasons other than network/Internet connectivity loss (where "PARK Alerts" is Supported Software)
Priority 3 ("P3")	<ul style="list-style-type: none"> >2% of parking sensors on the Client Site being faulty or offline >10% of signs on the Client Site being faulty or offline >20% of loops at the Client Site being faulty or offline <98% scored Vehicle Occupancy Detection Accuracy (VODA) <90% of collected License Plate Recognition accuracy

	<ul style="list-style-type: none"> • PARK Insights being unavailable, or data not updating in PARK Insights, for reasons other than network/Internet connectivity loss (where “PARK Insights” is Supported Software)
Priority 4 (“P4”)	<ul style="list-style-type: none"> • >1% of parking sensors on the Client Site being faulty or offline • >5% of signs on the Client Site being faulty or offline • >5% of loops at the Client Site being faulty or offline

Onsite Priority Response

We appreciate that there are times when regardless of the formal problem prioritization, there is a need for an expedited onsite response to an incident. It’s for this reason that we offer *Priority Onsite Response*.

Priority Onsite Response ensures a Technician will be onsite within 48 hours from the time of your request. This can be requested at your discretion on a case by case basis.

Training & Testing

Park Assist Training Outline

Qualified Park Assist technicians or trainers in person will lead all training. Park Assist will provide the City of Delray Beach with an outline of the instruction material and approximate duration of the session. Each session will include hands on experience with the system and/or reporting software.

Park Assist Training falls into 3 different areas:

1. Software Training – Operations, reporting & statistics software
2. Software Training – Light configuration and backend changes
3. Technical Training – Basic fault finding

Software Training – *Park Insights*

Park Assist has developed the industry leading cloud based reporting tool *Park Insights*.

Park Insights enables real time and “anywhere” access to:

- Live occupancy levels
- Historic occupancy
- Dwell times, (M4 System Only)
- Turnover, (M4 System Only)
- Plate history, (M4 System Only)
- *Park Finder* (M4 System Only)

- Email Alerts

The functional design of *Park Insights* is very similar to that of Google, as such the training session is more about explaining and demonstrating the types of data available, rather than how to use the software.

Duration

2 sessions, 4 hours each

Who should attend?

This training is aimed typically at the non-technical users/operators. This training is kept at a high level, and looks purely at the remote data and system details.

Requirements

This can be demonstrated on any PC, though Internet access is required. Chrome or Safari Internet browsers are recommended for best experience.

Technical Training

The Technical Training is customized to suit the level of involvement required by the end user. This can entail:

- Basic Faultfinding
- Detailed Faultfinding
- Sensor replacement
- Sensor commissioning
- System calibration
- System configuration

Duration

2 sessions, 4 hours each

Who should attend?

This training is technically intensive, aimed at the advanced electrician/systems integrator. A sound knowledge of Faultfinding, Ethernet networks, IP addressing and general electrical knowledge will enable the user to extract full value from this session.

Requirements

Training is conducted with a mix of on-the-ground and IT-based tasks. Access equipment, garage access and system access is required.

Installation Testing

Detection Sensors: Park Assist will test connectivity strength between all sensors and the garage controller, verify equipment status updates are uploaded periodically and test offline functionality and UPS backup time.

Signs: Park Assist will test connectivity between sign displays and garage controller. All signs will go through multiple power cycles and brightness testing.

Head End Equipment: Park Assist will test connectivity between the 3 parking garages to make sure data is successfully transmitted to and from the central computer, test remote access to the central computer, and test offline functionality and UPS backup time.

Duration: 1 day

Operational Testing

Once all equipment pass installation testing, Park Assist will begin operational testing of the equipment and signs. Operational testing consists of 3 phases.

- 1. Detection Accuracy:** Park Assist will observe all sensor detection readings with real-time observations. We will recalibrate sensor sensitivity and logic until accuracy level is above 99%.
- 2. Sign Accuracy:** Park Assist will verify all signs are displaying the correct count for the region it is supposed to represent. We will also test signs for latency to make sure counts are changing in real time.
- 3. Reporting:** Verify all parking data is correctly stored in the database and uploaded to the cloud server. Verify if pre-define zones are calculated correctly.

Park Assist will conduct 2 operational testing period of the equipment. First, before the system goes live, and another test 20 days later. The second test is to make sure the system is still performing up to standard after a longer usage period.

Duration: 2 days

Already Proven. Always Innovating.

As the leading innovator of both level count and camera-based parking guidance technologies and with deployments in over 31 countries around the world, Park Assist offers the City of Delray Beach and Old School Square the depth of system design and experience, portfolio account support experience and a commitment to the future development unparalleled by any competitor in the market place.

System Design and Experience

Park Assist's technology is more tested and proven than any other parking guidance system in the world. Park Assist's technology has been deployed longer than any other system in the world and Park Assist also has more installations with camera-based guidance than any other manufacturer, dealer or distributor.

Designed by parking industry experts with well over 100 years of combined industry and parking technology experience, Park Assist's system is the most advanced and powerful product capable of adding future functionality as far out as ten years.

The Future

Because Park Assist has perfected both camera-based technology and level count solutions, we have been able to focus on the future of parking technology. We have developed forward-thinking software extensions that will add new functionalities, as well as releasing an enhanced API capable of integrating security, lighting, reservations, driverless and connected cars as well as PARCS.

Today, Park Assist is not only focused on parking guidance but also the business intelligence our systems can provide, as well as combining our technology with other analytic platforms. The company's roadmap for 2018 includes many exciting offerings far beyond what our competition can offer and this future-driven mindset is what led Park Assist to create the first camera-based parking guidance system in 2010.

Park Assist's commitment to our clients is the promise that while we are delivering you the most innovative solution today, we are also focused on the solutions you will need tomorrow. In 2018, we are developing innovative and groundbreaking technology for in-car communication with autonomous vehicles, integration with in-mall analytic platforms, and integration with mobile payment providers, employing applications with location-based services (Blue-dot technology) and more.

With Park Assist, you get substance and experience not pretense and promises. Our commitment to the City of Delray Beach and Old School Square is to bring all the strength of respected industry leadership, comprehensive parking and technology experience, proven innovation, and unequalled service to exceed your expectations. We want your business and are the most prepared parking guidance provider in the industry to deliver it.

Fee Proposal

City of Delray Beach
RFP No. 2018-033
Parking Count and Guidance System

b. Fee Proposal Template

ONE-TIME COSTS						
Item No.	Description	Unit of Measure	Unit Price	Estimated Qty	Extended Price	Optional (Yes/No?)
1	M4 Sensors	Hardware	\$274.86	158	\$43,428	No
2	Loop Detectors and Delineators	Hardware	\$615.30	2	\$1,230.60	No
3	Network and Head End Equipment (server, cabinets etc.)	Hardware	Various	Various	\$43,531.03	No
4	Cables and Channel	Hardware	Various	Various	\$9,170.31	No
5	Signage (13 Interior Aisle Signs, 1 Monument Sign with 5 LED Inserts)	Hardware	Interior: \$437.50 Monument: \$17,325 LED Inserts: \$2,080	13 Interior Signs, 1 Monument and 5 LED Inserts	\$33,412.50	No
6	Installation, Project Management, CAD Design, Logistics, Commissioning and Networking	Labor and Services	Various	Various	\$65,951.96	No
7	Mobile Application (non-recurring)	RECURRING COSTS			1 \$7,680.60	Yes
Item No.	Description	Unit of Measure	Unit Price	Estimated Qty	Extended Price	Optional (Y/N?)
1	5 Year Preventative Maintenance	Years	\$4,682.60	5	\$23,413	Yes
2	Alerts Software (license plate alerts) *not recurring (one time fee)	Perpetual License	\$9,750	1	\$9,750	Yes
3	Find My Car Software *not recurring (one time fee)	Perpetual License	\$9,750	1	\$9,750	Yes
4	Find My Car Kiosk	Hardware	\$10,700	1	\$10,700	Yes
5						
6						
TOTAL COST OF PROPOSED PARKING COUNT AND GUIDANCE SYSTEM (to include one-time and initial recurring costs only)						
			\$ 204,405			

TAB 7 – ATTACHMENTS

All Attachment/Forms and Affidavits required by this solicitation shall be fully executed by the Proposer and submitted as shown in Section 8 of this solicitation.

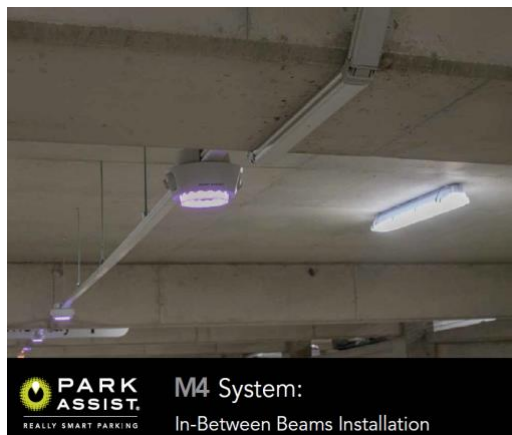
END OF SECTION 6

***Park Assist is also able to propose an alternate installation method that would reduce the total project cost to a grand total of **\$191,919**. This method would require the PGS system to be installed under the garage beams which would require the City of Delray to either A) Install a more rigid clearance bar or B) Slightly lower the clearance of the garage. :

Fee Proposal:

Base System	Qty
Number of Spaces	490
Park Assist M4 Sensors	158
Suspension System	320
Loop Counting Solution for the Rooftop	2
Onsite Server, Head-End, Business Intelligence Software Suite	Included
Internal Aisle Signs (130mm LEDs)	12
Entrance Monument Sign with Level Counters (200 mm LEDs)	1
Custom Mobile Application to display Parking Counts	Included
Park Assist Installation	Non-Binding Estimate
Park Assist Project Management	Included
Commissioning, Networking & Configuration	Included
Base System Total	\$204,405.00

*Park Assist is also able to propose an alternate installation method that would reduce the total project cost to a grand total of **\$191,919**. This method would require the PGS system to be installed under the garage beams which would require the City of Delray to either A) Install a more rigid clearance bar or B) Slightly lower the clearance of the garage. Please see below for images Showing both Options:



Maintenance and Software Pricing

Following the Warranty Period, The City can opt to work on a call out basis with Park Assist or opt into a Maintenance program. Below you will find the pricing for optional maintenance following the Warranty. Additionally, Park Assist offers software features that can be opted into at any time. There are no ongoing fees. Quotations for the Software best suited to Old School Square can be found below.

Optional Preventative Maintenance following Warranty:

Year 1	\$4,410.00
Year 2	\$4,542.00
Year 3	\$4,679.00
Year 4	\$4,819.00
Year 5	\$4,963.00
Year 6	\$5,1112.00

Optional Software:

Find My Car Software	\$9,750
Find My Car Kiosk	\$10,700
Alerts Software	\$9,750

FORMS

- 1) Acknowledgment of Addenda
- 2) Proposal Submittal Signature Page
- 3) Conflict of Interest Disclosure Form
- 4) Notification of Public Entity Crimes Law
- 5) Notification of Public Records Law
- 6) Drug-Free Work Place
- 7) Non-Collusion Affidavit
- 8) Truth-in-Negotiation Certificate

City of Delray Beach
RFP No. 2018-033
Parking Count and Guidance System

ACKNOWLEDGEMENT OF ADDENDA

INSTRUCTIONS: COMPLETE PART I OR PART II, WHICHEVER APPLIES

PART I:

List below the dates of issue for each addendum received in connection with this solicitation:

Addendum #1, Dated 6/28/18

Addendum #2, Dated 7/2/18

Addendum #3, Dated 7/12/18

Addendum #4, Dated 7/17/18

Addendum #5, Dated 7/19/18

Addendum #6, Dated _____

Addendum #7, Dated _____

Addendum #8, Dated _____

Addendum #9, Dated _____

Addendum #10, Dated _____

PART II:☐ NO ADDENDUM WAS RECEIVED IN CONNECTION WITH THIS SOLICITATION

Park Assist

Firm Name _____

Molly Silverstein

Signature _____

Molly Silverstein, Regional Account Manager

Name and Title (Print or Type) _____

7/25/18

Date _____

City of Delray Beach
RFP No. 2018-033
Parking Count and Guidance System

PROPOSAL SUBMITTAL SIGNATURE PAGE

By signing this Proposal, the Proposer certifies that it satisfies all legal requirements as an entity to do business with the City, including all Conflict of Interest and Code of Ethics provisions.

Firm Name:

Park Assist, LLC

Street Address:

57 West 38th St New York, NY 10018Mailing Address (if different from Street Address):

Telephone Number(s):

646-666-7533

Fax Number(s): _____

Email Address:

joe.ruggero@parkassist.com

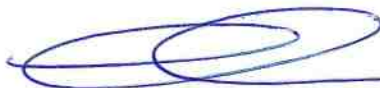
Federal Employer Identification Number:

26-204 7919

Prompt Payment Terms:

✓ % ✓ days' net ✓ days (N/A)

Signature:



(Signature of authorized agent)

Print Name:

Joe Ruggero

Title:

Executive Vice President

Date:

7/25/18

By signing this document, the Proposer agrees to all terms and conditions of this solicitation and the resulting contract/agreement.

THE EXECUTION OF THIS FORM CONSTITUTES THE UNEQUIVOCAL OFFER OF PROPOSER TO BE BOUND BY THE TERMS OF ITS PROPOSAL, FOR NOT LESS THAN 90 DAYS, AND THE PROPOSER'S UNEQUIVOCAL OFFER TO BE BOUND BY THE TERMS AND CONDITIONS SET FORTH IN THIS SOLICITATION. FAILURE TO SIGN THIS SOLICITATION WHERE INDICATED ABOVE, BY AN AUTHORIZED REPRESENTATIVE, SHALL RENDER THE PROPOSAL NON-RESPONSIVE. THE CITY MAY, HOWEVER, IN ITS SOLE DISCRETION, ACCEPT ANY PROPOSAL THAT INCLUDES AN EXECUTED DOCUMENT WHICH UNEQUIVOCALLY BINDS THE PROPOSER TO THE TERMS OF ITS PROPOSAL.

CONFLICT OF INTEREST DISCLOSURE FORM

The award of this contract is subject to the provisions of Chapter 112, *Florida Statutes*. All Proposers must disclose within their Proposal: the name of any officer, director, or agent who is also an employee of the City of Delray Beach.

Furthermore, all Proposers must disclose the name of any City employee who owns, directly or indirectly, an interest of more than five percent (5%) in the Proposer's firm or any of its branches.

The purpose of this disclosure form is to give the City the information needed to identify potential conflicts of interest for evaluation team members and other key personnel involved in the award of this contract.

The term "conflict of interest" refers to situations in which financial or other personal considerations may adversely affect, or have the appearance of adversely affecting, an employee's professional judgment in exercising any City duty or responsibility in administration, management, instruction, research, or other professional activities.

Please check one of the following statements and attach additional documentation if necessary:

☒

To the best of our knowledge, the undersigned firm has no potential conflict of interest due to any other Cities, Counties, contracts, or property interest for this Proposal.

☐

The undersigned firm, by attachment to this form, submits information which may be a potential conflict of interest due to other Cities, Counties, contracts, or property interest for this Proposal.

Acknowledged by:

Park Assist, LLC

Firm Name

[Signature]

Signature

Joe Ruggero, Executive Vice President

Name and Title (Print or Type)

7/25/18

Date

NOTIFICATION OF PUBLIC ENTITY CRIMES LAW

Pursuant to Section 287.133, *Florida Statutes*, you are hereby notified that a person or affiliate who has been placed on the convicted contractors list following a conviction for a public entity crime may not submit a Proposal on a contract to provide any goods or services to a public entity; may not submit a Proposal on a contract with a public entity for the construction or repair of a public building or public work; may not submit Proposals on leases or real property to a public entity; may not be awarded or perform work as a contractor, supplier, sub-Proposer, or consultant under a contract with any public entity; and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 [F.S.] for Category Two [\$35,000.00] for a period of thirty-six (36) months from the date of being placed on the convicted contractors list.

Acknowledged by:

Park Assist, LLC

Firm Name



Signature

Joe Ruggero, Executive Vice President

Name and Title (Print or Type)

7/25/18

Date


**Notification of Public Records Law Pertaining to Public Contracts and Requests
for Contractor Records Pursuant to Chapter 119, *Florida Statutes***

Pursuant to Chapter 119, *Florida Statutes*, Contractor shall comply with the public records law by keeping and maintaining public records required by the City of Delray Beach in order to perform the service. Upon request from the City of Delray Beach' custodian of public records, contract shall provide the City of Delray Beach with a copy of the requested records or allow the records to be inspected or copied within a reasonable time at a cost that does not exceed the cost provided in Chapter 119, *Florida Statutes* or as otherwise provided by law. Contractor shall ensure that public records that are exempt or confidential and exempt from public records disclosure requirements are not disclosed except as authorized by law for the duration of the contract term and following completion of the contract. If the Contractor does not transfer the records to the City of Delray Beach. Contractor upon completion of the contract, shall transfer, at no cost, to the City of Delray Beach all public records in possession of the Contractor or keep and maintain public records required by the City of Delray Beach in order to perform the service. If the Contractor transfers all public records to the City of Delray Beach upon completion of the contract, the Contractor shall destroy any duplicate public records that are exempt or confidential and exempt from public records disclosure requirements. If the Contractor keeps and maintains public records upon completion of the contract, the Contractor shall meet all applicable requirements for retaining public records. All records stored electronically must be provided to the City of Delray Beach, upon request from the City of Delray Beach' custodian of public records, in a format that is compatible with the information technology systems of the City of Delray Beach.

IF CONTRACTOR HAS QUESTIONS REGARDING THE APPLICATION OF CHAPTER 119, *FLORIDA STATUTES*, TO THE CONTRACTOR'S DUTY TO PROVIDE PUBLIC RECORDS RELATING TO THIS CONTRACT, CONTACT THE CUSTODIAN OF PUBLIC RECORDS AT OFFICE OF THE CITY CLERK LOCATED AT 100 NW 1ST STREET, DELRAY BEACH, FLORIDA 33444, PHONE NUMBER (561) 243-7000, EMAIL ADDRESS: JOHNSONK@MYDELRAYBEACH.COM.

Acknowledged:

Park Assist, LLC
Firm Name


Signature

Joe Ruggero, Executive Vice President
Name and Title (Print or Type)

7/25/18
Date

DRUG-FREE WORKPLACE

Park Assist, LLC is a drug-free workplace and has
(Company Name)
a substance abuse policy in accordance with and pursuant to Section 440.102, *Florida Statutes*.

Acknowledged by:

Park Assist, LLC
Firm Name


Signature

Joe Ruggiero, Executive Vice President
Name and Title (Print or Type)

7/25/18
Date

NON-COLLUSION AFFIDAVIT

STATE OF New York
COUNTY OF New York

Before me, the undersigned authority, personally appeared Molly Silverstein who, after being by me first duly sworn, deposes and says of his/her personal knowledge that:

- a. He/She is Regional Manager of Park Assist, LLC, the Proposer that has submitted a Proposal to perform work for the following:

RFP No.: 2018-033

Title: Parking Count & Guidance System

- b. He/She is fully informed respecting the preparation and contents of the attached Request for Proposals, and of all pertinent circumstances respecting such solicitation.

Such Proposal is genuine and is not a collusive or sham Proposal.

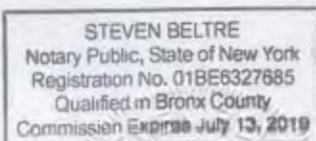
- c. Neither the said Proposer nor any of its officers, partners, owners, agents, representatives, employees, or parties in interest, including this affiant, has in any way colluded, conspired, connived, or agreed, directly or indirectly, with any other Proposer, firm, or person to submit a collusive or sham Proposal in connection with the solicitation and contract for which the attached Proposal has been submitted or to refrain from proposing in connection with such solicitation and contract, or has in any manner, directly or indirectly, sought by agreement or collusion or communication or conference with any other Proposer, firm, or person to fix the price or prices in the attached Proposal or any other Proposer, or to fix any overhead, profit, or cost element of the Proposal price or the Proposal price of any other Proposer, or to secure through any collusion, conspiracy, connivance, or unlawful agreement any advantage against the City or any person interested in the proposed contract.
- d. The price or prices quoted in the attached Proposal are fair and proper and are not tainted by any collusion, conspiracy, connivance, or unlawful agreement on the part of the Proposer or any of its agents, representatives, owners, employees, or parties in interest, including this affiant.

Molly Silverstein

Signature

Subscribed and sworn to (or affirmed) before me this 24 day of July, 2018 by Molly Silverstein, who is personally known to me or who has produced Florida Drivers License as identification.

SEAL



Notary Signature: [Signature]
Notary Name: Steven Beltre
Notary Public (State): New York
My Commission No.: 01BE6327685
Expires on: July 13 2019

TRUTH – IN – NEGOTIATION CERTIFICATE

The undersigned warrants (i) that it has not employed or retained any company or person, other than bona fide employees working solely for the undersigned, to solicit or secure the Agreement and (ii) that it has not paid or agreed to pay any person, company, corporation, individual, or firm other than its bona fide employees working solely for the undersigned or agreed to pay any fee, commission, percentage, gift, or any other consideration contingent upon or resulting from the award or making of the Agreement.

The undersigned certifies that the wage rates and other factual unit costs used to determine the compensation provided for in the Agreement are accurate, complete, and current as of the date of the Agreement.

(This document must be executed by a Corporate Officer.)

Name:

Joe Ruggiero

Title:

Executive Vice President

Date:

7/25/18

Signature:



Exhibit A: Terms and Conditions

General

- The specifics of timing and pricing in this proposal are valid for a period of 90 days from issue date. Pricing beyond this period is subject to change.
- Images are retained locally for approximately 3 weeks. Images are not stored in Park Insights.
- Installation is assumed to be non-union labor unless specifically communicated before the contract is signed. Prevailing wage, union, PLA install will be in addition to this proposal unless otherwise noted.
- Assumes access to site amenities.
- Park Assist assumes penalties, liabilities, and/or consequential damages will not be part of the contract terms and conditions.
- Any bonding requirements are not included in this proposal and shall be provided at an additional charge based upon scope.
- Any insurance requirements outside of standard coverage carried by Park Assist are not included in this proposal and shall be provided at an additional charge based upon additional requirements and terms of coverage. Liquidated damages are not included in this proposal.
- Park Assist reserves the right to negotiate mutually acceptable contract terms such as capping indemnity at CV.
- Final striping, high voltage power, and networking setup, provided by client, must be aligned with overall project schedule.
- Prior to installation start, the following conditions must be met/allowances provided:
 - The most current representation of the parking levels must be provided in AutoCAD.
 - All information regarding the site must be conveyed to Park Assist. This includes but is not limited to: clearance heights, ceiling heights, lane widths, space widths, server room location (headend equipment).
 - Security badging and access if needed.
 - All bay striping must be painted and final.
 - Mounting surfaces must be structurally sound.
 - Toxic substances (e.g. asbestos) abated to acceptable levels.
 - All 120-240V power will be delivered by the owner or quoted separately.
 - On-site storage area for a 40' shipping container for materials, with vehicular access.
 - 15 Mbps upload/download speed or faster, static public IP, internet access at the headend equipment location setup for Park Assist to manage their own network.
 - 12-25U rack space in an appropriate server or network room. (variable based on surveillance module).
 - Connection between headend equipment location and the first floor cabinet of each garage will be a, client provided, Park Assist managed network connection. (Cat5 or Fiber dependent upon ethernet distance restrictions).
 - All floor cabinets will require a client provided dedicated 30A circuit, all other ancillary cabinets/ equipment require a dedicated 20A circuit.
 - All Park Assist cabinets and ancillary equipment requires a, client provided, Park Assist managed network interconnection (copper/fiber).
 - This proposal includes One Year warranty on parts and labor for defects in materials or manufacture. Warranty does not cover damage or malfunctions resulting from acts of

God, collision, vandalism, misuse, electrical surges, power failure, or use of non-manufacturer approved parts or consumable supplies.

- Project is subject to a 25% restocking fee plus shipping for any material deduct post contract execution

Contractor Responsibilities

- This Contractor shall provide an M4 system for the parking garage at Old School Square per the Bill of Quantity (BoQ) provided above.
- This Contractor shall commission the M4 system to confirm operation within 20 days from installation completion date.
- This contractor shall furnish and install all equipment as quantified in the BoQ above.
- LED lights on camera sensors to be color customizable to indicate if parking spaces are occupied or unoccupied. Handicap spots are to receive blue LED lighting.
- Camera sensors are to be secured to channel and conduit hanging of parking garage.
- M4 channel system is to be installed at a maximum height above floor to be determined upon further garage details such as the presence of beams, pipes, and sprinkler systems. This Contractor shall meet minimum clearance heights provided throughout the garage.
- If applicable, interior garage signs are to be furnished and installed with customizable displays. Casings for signs shall be provided and determined by this Contractor.
- This Contractor includes all mounting equipment necessary to install the signs for wall or floor mounted configurations. This includes any steel supports, angles, etc.
- Arrow signs shall display parking count spaces available and directional arrows.
- This Contractor shall provide signs as described on BOQ above. Installation will be done by the Contractor. All power and data to level-signs or outdoor signs will be run by others. Specially designed enclosures are not included unless if specifically priced on the proposal.
- If applicable, site signage shall use a wireless configuration for data transfer. This contractor shall be responsible to install, configure, and maintain during agreed maintenance period.
- Final termination of power and data wiring connections shall be the responsibility of this Contractor.
- This Contractor shall provide all head-end equipment required to operate the system. This includes 2-D design and software setup, server hardware, server licenses and core switch.
- All areas of work will be cleaned and debris free at the end of each shift.
- Practical Completion
- As installation of field components is completed, there shall be a maximum of 4 week commissioning period. The following criteria shall be met to pass a practical completion test:
- A commissioning report issued by this Contractor that shows the number of parking spaces covered. The report shall include images of each parking space and a location on the level map.
- The LED light for the parking sensor shall change color within 10 seconds from the moment a parking vehicle parked and turned off the engine.
- The signage count shall be updated within 60 seconds from the moment the vehicle is detected in the parking space. This is adjusted to a timeframe of 1.5 minute for wireless signs.
- Average detection accuracy shall not be less than 99% across the entire garage, during the entire day.
- During the commissioning period Park Assist will analyze images of vehicles to improve detection accuracy, accuracy may be lower than spec during this period.

Exclusions Include

- Cost associated with 15 Mbps up/down internet access.
- High Voltage Electrical Work (2 120v power locations for the cabinets as well as the data connection between the cabinets)
- Costs associated with lost time due to client or third party delays, alterations to scope, or union/industrial disputes.
- Power and data connections between all cabinets and ancillary equipment unless noted otherwise.
- Any extra work due to special conditions brought about after the date of contract execution or general site allowances.
- Costs to integrate the Park Assist technology with other platforms, requests outside the standard Park Assist offering or customized reports unless specifically included in this proposal.
- Costs to run any fiber cabling between structures. Including all Fiber optic backbone, fiber cabling, terminations and testing, fiber components and fiber/copper conversion equipment.
- Costs for any civil, site or concrete work.
- Any type of X-ray work, GPR scanning or civil work including but not limited to ceiling, roads, and ramps.
- All 120VAC power to system equipment
- Core drilling
- Any cost, or responsibility for local permits
- Any cost, or responsibility for check fees
- Any cost, or responsibility for correction or upgrades of existing conditions and code violations
- Costs accrued based on misinformation provided by the client using email, CAD drawing or by phone, including but not limited to outdated drawings, wrong/missing: ceiling height, clearance height, lane width, bay width, column width.
- Traffic management cost is not included.
- This scope of work does not include any night work, holiday work or overtime work.
- Cost for premium time, overtime or shift work is not included unless our own forces create the cause of delay
- Costs or schedule impacts associated with vandalism.
- Costs or schedule impacts associated with restriping requiring updated design.
- Demolition, other than 'safe-off' so that demolition can proceed safely
- Back charges for damaged finished surfaces, except negligence
- Painting, other than standard factory finishes (including touchup)
- Sealing of roof penetrations and flashings
- Estimate is based upon construction proceeding on a normal schedule (five days per week-eight hours a day), not an accelerated schedule
- Installation requests outside the trade standard including but not limited to: mounting cabinets at expansion joints, mounting cabinets in direct exposure to elements (direct sun, rain), mounting sensors outside the operational range.
- Equipment storage costs throughout installation, if not provided onsite in a secure location by client.

Signage Statement

- Unless otherwise noted, Signage is being offered as an Estimated Allowance and is not included in the Base System Pricing.
 - The initial Signage Allowance is based upon client requests, and/or engineered estimates by Park Assist based upon decision points down a drive aisle or at a ramp level. The estimates are based upon the current drawings of record provided by the client.
- A Signage Plan will be submitted once a thorough Technical Review has been performed at the site. This Technical Review normally occurs in the late stages of the Sales Cycle, and is in accordance with the specific needs of the client.
 - The Signage Plan will include a Mockup of each level showing all Interior Aisle, Level, and other signage. Each Sign will have its own unique ID.
 - The Signage Plan will also include Bay Grouping to identify which Bay Group is assigned to a specific sign. Note: Each Sign has its own reference number.
 - A Table is also provided per level that identifies what Sign is assigned to a particular set of Bay Groups. This table will allow the client to understand the count information each particular sign is displaying.
- We understand that the Signage Plan is dynamic until the final Signoff. Our Proposal will be adjusted throughout this process and only until the Final Signoff, will the Signage Package be included in the Base System.
- Any changes to the Signage Plan, after Contract will be subject to a Change Order (whether positive or negative based upon the scope of the change(s)).

**SECTION 11
SOLICITATION SUMMARY**

The City of Delray Beach
100 NW 1st Street
Delray Beach, FL 33444

PURCHASING DEPARTMENT**SOLICITATION SUMMARY****IMPORTANT NOTICE**

The information you provide on this page will be read aloud at the PUBLIC OPENING for this solicitation. It is VERY IMPORTANT that the summary information you provide below is exactly the same information contained in your Proposal. If subsequent to the opening of Proposals, the City determines that the information contained in the electronic version of your Proposal is different from the information on this Solicitation Summary, the City reserves the right to deem your Proposal NON-RESPONSIVE and remove your Proposal from further evaluation and consideration for contract award.

PROPOSAL INFORMATION

Proposal Number: RFP No. 2018-033

Title: Parking Count and Guidance System

Due Date and Time: July 25, 2018, 2:00 P.M., ET

Name of Proposer: Park Assist, LLC

Address: 51 W. 38th Street New York, NY 10018

Contact Person: Molly Silverstein

Authorized Signature: Molly Silverstein

Date: 7/25/18

By signing and submitting this Solicitation Summary, the Proposer affirms that the information provided above is an exact and correct summary of the information contained in the electronic version of the Proposer's Proposal to the City of Delray Beach.

**THIS SOLICITATION SUMMARY MUST BE SIGNED AND INCLUDED AS AN ORIGINAL HARDCOPY
IN THE ENVELOPE CONTAINING YOUR PROPOSAL.**

END OF SECTION 11