



Brett A. Peze
Vice President & General Manager
Conduent State & Local Solutions, Inc.

Brett.Peze@Conduent.com
Telephone: 215.561.8238

May 16, 2019

Mr. Carl Phillips
Parking Administrator
City of St. Louis
Treasurer's Office
1200 Market Street, Room 220
St. Louis, MO 63103

RE: Proposal for Parking Management

Dear Mr. Phillips:

Conduent State & Local Solutions, Inc. ("Conduent") is pleased to submit our proposal in response to the St. Louis Treasurer's Office ("STLTO") Request for Proposal ("RFP") for Parking Management, Software, Meter Maintenance and Collections in addition to Parking Violations Bureau services. Specifically, our proposed offering is for a subset of the services required in Component A; to provide our proprietary eTIMS® violation processing system and related services, including name and address acquisition, print/mail, CitySight® Enforcement software suite, and optional data analytics. Our proposed offering does not include the staffing of PVB or services covered in Component B, except for references to parking management software. We are honored to provide the aforementioned services and believe that continuing our relationship in a revised structure will result in program that will meet and exceed the Treasurer's dynamic vision for parking management in St. Louis.

We have carefully reviewed the RFP and detailed requirements. After in depth consideration to scope of services, cost, technological expertise, innovation, and risk, we are pleased to offer services uniquely geared towards improving access, increasing social equity, mitigating congestion, generating revenue, and improving service to the St. Louis public, specifically:

- eTIMS® Citation Management, our innovative violation processing system
- Name and address acquisition and verification from state departments of motor vehicles
- Integration with the STLTO's selected ALPR operator to improve booting and, should the Treasurer's Office elect, permit verification
- Permit processing, including virtual permitting and online purchases, leveraging eTIMS®
- CitySight® Enforcement and CitySight® Enforcement Manager, our latest suite of citation issuance software, a leap in form and function from its predecessor, PocketPEO, deployable on any compatible device procured by the STLTO or its designated agent

- Advanced analytics, the option to utilize our data scientists and award-winning analytical services to help guide and optimize parking policies and staff decisions using big data

These services represent our core mission, and we can ensure the STLTO continues to operate without interruption, revenue loss, or customer pain while innovating on Day One. We can do that through the application of analytics, the creation of tailored payment plans, and new services. We offer a low-risk, low-cost, and high-reward option for violations processing that will allow STLTO and its selected operator to focus on other program improvements without the distractions associated with a complex system conversion; new programming and development to accommodate the City’s business rules; and retraining PVB staff.

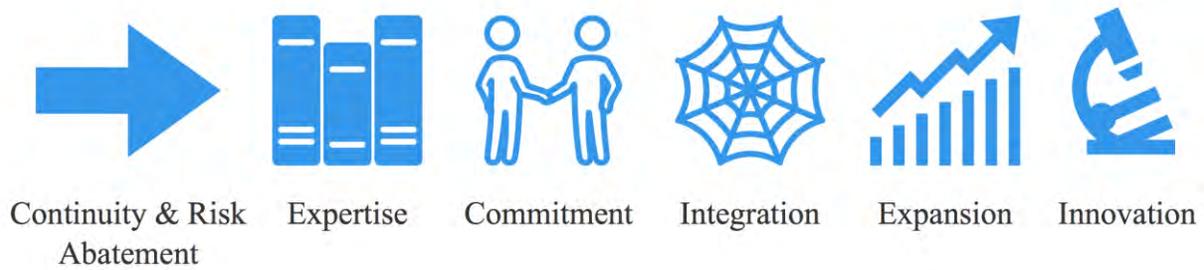
That said, we understand that our current offerings may not have always met your expectations. That disappoints us. To remedy any shortcomings, our response seeks to raise the bar across all areas of our offerings. We have gone to great lengths to ensure that we have the right capital, expertise and corporate commitment to execute, at the highest level, on every deliverable offered in our response. We ask that you earnestly consider the merits of our response, including:

- An upgraded violations processing system; our re-platform migrates eTIMS® to a cloud environment and our UI/UX initiatives will ensure eTIMS® is more reliable, flexible and easier to use for the STLTO and its agents;
- The latest iteration of our citation issuance software, CitySight® Enforcement suite, *at no additional cost*, providing the STLTO with the industry’s most advanced and intuitive violation issuance platform;
- The benefits of ongoing systems upgrades, either developed through independent discussions with the STLTO and its agents or our vast user community;
- Eighty hours of free data analytics work designed to help solve intractable parking problems, including the allocation of resources, the routing of personnel, fine schedules, or those issues that most concern the STLTO;
- Continued per citation revenue growth as detailed in our proposal;
- Consulting on hardship payment plans and methods to increase social equity; and
- A commitment to provide focused, professional services tied specifically to our central offering and to work closely and integrate with the STLTO’s chosen vendors and partners.

We realize that STLTO will receive other offers for these services and do not take the opportunity to continue our partnership with STLTO for granted. The Treasurer’s Office is seeking best-in-class services and technology solutions. We also recognize that STLTO requires more flexibility. To that end, we are pleased to offer the Office the opportunity to pilot various ticket issuing devices (“TID”) citation issuance platforms, including our CitySight® software and enforcement applications offered by other vendors, to allow St. Louis enforcement personnel the opportunity to select the product and software that works best for them, Conduent has experience integrating our eTIMS® system and related services with competitor’s issuance devices and software. We believe our next generation enforcement solution stands up favorably to other products available in the market and we are up for the challenge and relish the opportunity to allow enforcement staff to have the final say in what best meets their needs.

As you review our proposal, you will find an undercurrent of pervasive themes that focus on the STLTO and the constituents and visitors that you serve. These recurring ideas—continuity and risk abatement,

industry expertise, customer commitment, agnostic integration, service expansion, and innovation to solve problems—denote our true value proposition for the STLTO.



As a committed partner, we will improve operations while reducing risk, apply our expertise to integrate with the STLTO's preferred vendors, expand STLTO's customer service reach, and continue to innovate.

Our proposal outlines integrated solutions for providing state-of-the-art applications, platforms, technologies, and operational best practices to support a parking program that achieves the Treasurer's important mission of fair, intelligent and effective management of precious parking resources. The STLTO's vision is achievable. As the industry's leading provider of parking management applications and business intelligence platform solutions, Conduent has helped cities and counties across the United States and the United Kingdom to implement and operate parking programs that improve traffic flow, promote safety, and stimulate economic development.

In fact, we provide parking management and business intelligence solutions to many of the largest and most sophisticated parking programs in the U.S. Whereas many of our competitors support less complex client environments with average ticket volumes of 30,000 tickets a year or less, Conduent offers solutions specifically designed for complex, high-volume municipal environments like St. Louis.

Transportation modernization is moving at an increasingly rapid speed, and Conduent remains as the forerunner of parking technology and innovation. In the past year alone:

- We were awarded and implemented an innovative new enforcement and data analytics contract with the City of Chicago to provide our CitySight® software and related services
- We were awarded an innovative Virtual Permitting solution with integrated LPR enforcement and mobile applications (in partnership with Parkmobile) in Columbus, OH
- We transitioned to a new more modern data center, located in East Windsor, NJ
- We were awarded parking contract rebids in Boston, Cambridge, San Francisco, and Somerville, MA
- We completed the migration of our first eTIMS® client to the Microsoft Azure cloud environment and developed a planned schedule for migrating all of our clients

We're happy that our clients and the industry are taking note of these achievements. We're even more excited about the opportunities ahead, including the future of parking in St. Louis and the potential benefits that Conduent could bring under a renewed partnership with STLTO to provide a more focused scope of work.

As illustrated below, Conduent, our clients, and the programs we support have won numerous awards and received accolades for our innovation and achievements. That recognition keeps coming: we co-authored

a research paper that was named Best Applied Paper by the Transportation Research Board earlier this year. The STLTO deserves to be recognized for all of its amazing work on the part of its constituents. If awarded scope as part of this procurement, we will do our utmost to ensure ParkLouie and other STLTO initiatives are added to this list.

<p>2013 NPA Parking Innovator of the Year</p> 	<p>2014 Smart Parking Projects Award</p> 	<p>2014 "Parking Matters" Marketing and Communication Award</p> 	<p>2014 Promising Innovation in Transportation Award</p> 
<p>2014 Finalist Best of Intelligent Transportation Award</p> 	<p>2014 IPI Award of Excellence</p> 	<p>2014 Fortune's Top 20 Big Data All-stars</p> 	<p>2015 Top Product Environmental Leader</p> 
<p>2015 "Know Outlets" Advocate of the Year Award</p> 	<p>2015 P3 Awards Gold Winner</p> 	<p>2016 Bright Idea's Innovation in American Government Award Semi-Finalist</p> 	<p>2016 DC Downtown Improvement District Award</p> 
<p>2017 Westword Best of Denver Award</p> 	<p>2017 IPI Award of Merit parkDC: Penn Quarter/Chinatown</p> 	<p>2018 IPI Award of Merit parkDC: Penn Quarter/Chinatown</p> 	<p>2018 IPI Award of Merit ParkIndy: Driving Community Engagement and Investment through Parking Privatization</p> 
<p>2018 NPA Project of the Year Award</p> 	<p>2018 NPA "40 under 40" Award: Eduardo Cardenas</p> 		<p>40 Under 40</p>

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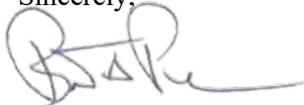
Figure STLTO-1. Awards and Recognitions

Our solutions are complex, but our proposal is simple: provide a low-risk, high-value proposition for the Treasurer's Office that builds on a strong foundation. As the violations processing provider for the STLTO, St. Louis acquisition of DMV data and collections rates have improved, providing a substantial and reliable revenue stream. As your current system provider, we are uniquely positioned to ensure no disruption in service delivery to the public or program revenues to STLTO or the City. We'll provide a myriad of new system enhancements and upgrades behind the scenes, allowing the STLTO to focus on its vision. Conduent's institutional knowledge and understanding of current business rules will further help mitigate risk and facilitate a smooth transition.

Our response to the RFP requirements provides real world examples of our capabilities. We're offering innovative solutions to difficult customer challenges and providing a foundation for the future. We recognize and accept the challenges of the past, but we ardently know we provide the best path for the future of parking in St. Louis. By selecting Conduent for its ticket processing system and related services, STLTO can avoid the staff and management time demands, costs and risks associated with a complex system conversion at the PVB and focus exclusively on developing an improved partnership structure and exciting enhancements, equipment upgrades, and other initiatives that will benefit the St. Louis public and further elevate the St. Louis parking program. Our proposal is conditioned on the successful negotiation of mutually acceptable terms and conditions.

On behalf of Conduent, thank you for your consideration and the opportunity to compete for your valued business.

Sincerely,

A handwritten signature in blue ink, appearing to read "Brett A. Peze", written over a light blue horizontal line.

Brett A. Peze
Vice President and General Manager
Curbside Management Solutions
Conduent State & Local Solutions