

COST PROPOSAL



Solutions that move at the speed of enforcement.

PREPARED FOR

City of St. Louis Treasurer's Office Parking Management Software



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Cost-Benefit Analysis

1. Must provide all costs of operating software and describe any bulk discounts and the breakdown of when discount would be applied

From our interpretation of the RFP, we believe the STLTO wants to see all of its options. While we have the full capability to provide an “all in” model, we thought it prudent to show the STLTO the cost of our software solution exclusively, and allow you to select the hardware, cellular provider, mail shop and collections provider that best suits your needs. With that said, the key elements of our solution that our firm price omits are:

- a) The cost of desired ALPR system (Quoted)
- b) The cost of cellular data plans (Quoted)
- c) The cost of Hardware (Some options quoted – ALL Android option available)
- d) The cost of mailing notices (Quoted)
- e) The direct cost of out of state DMV research (Quoted)
- f) The cost of payment processing (Quoted)

We would be happy, at the STLTO’s discretion, to provide a model which includes all of these items for an all-inclusive fixed fee, if given the metrics necessary to do so.

With this said, the cost of the software we have quoted is for a full site license for the City; not just the STLTO. That means unlimited users in unlimited departments, including the police.

It should be noted that the firm quote we have provided for implementation includes, in addition to customization, full software development to enhance our solution to meet and exceed every feature where “modification required” has been checked.

Additionally, for this cost, we are including 300 hours, or ~\$45,000/yr. of custom development exclusive to St. Louis, which will allow the city to specify each year, at minimum, one major feature which they believe would materially benefit the operation as a whole, in addition to our standard product enhancements which occur consistently and rapidly.

Finally, in order to allow the city the payment functionality it requires; and then far more, we are offering a \$20,000/year discount off of the rates currently offered by the incumbent processor of parking citations if our merchant processing is selected, in order to save us time and effort in maintaining a second system that is as well certified and fully featured as our own.

2. Describe all costs of options not included in the base price (please list all and if bulk discounts apply)

Please see our prior response.

3. Describe all cost associated with day-to-day usage of software

There is no marginal cost for usage. Whether the solution is used more or less than average, our fee stays the same. This means the STLTO and the beneficiaries of the parking program see 100% of the reward from program optimization.

4. Cost of software compared to functionality and features provided

We don't productize our solution into different pieces. This allows your department to "grow in" to the solution without cost barriers. This means that any and all facets of our solution which exist, or which are created by our engineering team, over the full contract term will be provided to the STLTO as they are developed, and at no additional cost.

A good example of this is our permitting module. If and when the STLTO decides to move to fully virtual permitting, an all-encompassing permitting solution is provided to the STLTO at no charge, ready to be turned on as soon as your department requires.

Another example is our ALPR integrations. When and if you decide to more fully utilize ALPR, and manage the cars through our system, there is no additional fee from us if you turn on one car or twenty. Other examples include our Adjudication module, Meter Management and more.

We want to see your department utilize technology to the fullest extent, and that does not occur when a pricing decision has to be made at every turn.

5. STLTO hosting via server vs cloud or other financial options

Our solution was born and lives in the Azure cloud exclusively. We decided at the onset of our business that Microsoft understood server infrastructure better than us, and that our dollars would be better spent developing features rather than buying cooling racks.

With that said, we are unable to price any option other than the Microsoft Cloud, through which we offer a 99.9% uptime SLA.

6. Provide ROI schedule

Unfortunately, we do not have a base case to compare to. While we maintain ROI schedules for paper vs. our solution, in a rapidly changing marketplace, it is hard to understand the specifics of your incumbent installation.

7. How the STLTO may incorporate existing meters and infrastructure into the parking system

The STLTO can incorporate all of it. Our solution does not *require* pay-by-plate, multiple pay-by-cell apps or virtual permitting. It just allows you to use the system more efficiently and effectively as these things are utilized.

Of your existing infrastructure, we have working integrations with ParkMobile in over 25 cities, Parkeon in over 20, and would not even require an integration to the IPS meters as they are visually inspected (although an integration with IPS is mutually in the works).

As the STLTO moves to pay-by-plate however, things open up. Comprehensive permitting programs can be run at no cost; ALPR becomes far more effective at both enforcing single space zones and permits, and our "mobile ALPR" workflow is opened up to officers to make their time far more efficient.

Hardware Pricing and Options

Unlike the majority of our competitors, **we provide full, in-house support for the hardware we resell to you.** That means that instead of calling Panasonic/Zebra/Samsung’s technical support hotline, you’re calling our fully US-based staff under the same one-hour Service Level Agreement that we maintain for our software. We believe anything less is not supporting the whole solution.

With that said, there are two main options for issuance hardware:

CitePro™ Hardware Package – \$2210.00 per Package

As highlighted in the Technical Response, we recommend this one-piece solution as the workhorse device for your PEO’s. The hardware package includes the mobile computer, two hot-swappable external battery packs, a charging dock which allows both the device and a supplemental battery to be charged in tandem, and a power-supply/charging cable. We are also happy to provide, at no additional cost, 4- slot docking stations for better space management.

STLTO’s Choice in Android Device + Zebra ZQ320 Thermal Printer – \$499.00 per Package

As a second option, the STLTO could procure, through us or separately, the Android device of its choosing paired with the quoted Printer. We maintain supplier relationships with Zebra, Samsung, and Panasonic.

Hardware Warranty and Data Plan

Optional Next Day Replacement – \$34.99 per Device per Month

For any combination of one- or two- piece solutions chosen, we will provide next day replacement service on covered units, including:

- 1) A full warranty for the paid period up to (3) years from purchase
- 2) Immediate shipment of a no-cost Loaner device to replace an affected device
- 3) A call tag for the affected device for shipment to our offices for repair
- 4) Shipping for the repaired device back to your offices
- 5) A call tag for the Loaner device

This service keeps your officers enforcing no matter what and ensures there is never incidental hardware costs.

Verizon 4G LTE Unlimited Data Plan – \$35.00 per Device per Month

We resell data plans from Verizon exclusively, because their network and speed are uncompromising. This plan includes unlimited mobile data for one device. We are also happy to remove this fee if the STLTO would prefer separate procurement.

Platform Pricing and 24/7 Software Support

CityCite™ Platform Fee – *Site License* – \$429.00 per Concurrent User per Month

This fee fully includes the licensing and application operation for a solution that fully encompasses the functionality highlighted in the technical response, and includes:

- 1) A license for as many mobile users and cloud users as the City requires to utilize our front-end data entry software, and cloud based back-end management software. This includes access to all features of our software highlighted in the technical response, including the iPermit® permitting module, as well as real-time-push integrations, and maintenance of those integrations to almost all major parking vendors, including for this project: **IPS Smart Meters, Parkeon Kiosks, ParkMobile Pay-by-Cell and Genetec ALPR.**
- 2) 24/7/365 in-house help desk support for any and all software and hardware issues.
- 3) Any and all software updates, including product enhancements, issue resolutions, and new feature releases as they become available. Since inception, we have been releasing new software to clients rapidly. To ensure these features are fully utilized, we regularly hold *UPsafety User Webinars*, at no additional cost to subscribers, before each major update to identify, train, and answer any and all customer questions and concerns. Users who cannot attend the webinar can request a recorded copy to view anytime. **To show our commitment to the continuous improvement of our product, we will commit to an additional 300 hours of customization/feature development, devoted exclusively to the STLTO each year, at no additional charge.**

Additionally, to incentivize officers to write ALL tickets electronically, we will provide cloud access to UNLIMITED MDTs, allowing any officer from a disparate authority with a printer in their car to issue electronic citations, even if they do not carry a handheld.

Comprehensive On-Site Training – \$895.00 per Day per Trainer

We foresee sending a team of two trainers and your project manager for three (3) days of on-site training. As mentioned in our Technical Response, this will be all encompassing.

Platform Customization & Implementation – \$115,200 One Time

This cost is for a full cloud provisioning, and taking the solution from commercial off the shelf to a solution that is purpose built to optimize St. Louis' parking program, including:

- 1) Full Data Conversion
- 2) Payment portal, Permit program & fine table customization
- 3) Missouri DMV Integration
- 4) Payment Processing Integration (if required)

It should be noted that this fee includes development or customization of EVERY feature requested and specified in Appendix A by St. Louis. This work can be completed with as little as one (1) month of lead time once deliverables are clarified. Additional code level customizations, beyond those specified in Appendix A, will be billed at the hourly rate.

Variable Cost Services

Custom Software Development – \$150.00 per Hour for Out of Scope Work

We staff a team of nine full-time Cloud and Mobile software engineers, tasked with constantly improving our product for the better and customizing the product to meet the needs of our customers. We will only bill for software development that exceeds the scope of work specified in the RFP.

Citizen Portal – Match Current Rates

If selected, we will fully customize a Citizen Portal for the STLTO, as graphically designed and presented in the Technical Response, or, with the modifications necessary to meet the STLTO's needs, including branding, adding customized dispute fields, and development of citation and permit lookup logic customized to the STLTO. A PCI DSS Level 1 certification will be maintained for each processor to which we are required to integrate at the STLTO's request, throughout the life of the contract.

In order to "not rebuild the wheel", and save on redundant software development and PCI Level 1 audits, **we are offering the STLTO a \$20,000 per year reduction in licensing fees if our merchant processing is selected**, and will match the prevailing rate currently offered to the STLTO by its incumbent processing vendor.

Out-of-State DMV Research – \$0.70 Per Owner Found

For DMV research for out-of-state violators, we charge *Per Successful Plate Lookup*, which means that a charge is only incurred if a valid address has been found for the requested plate.

Delinquent Notices – \$0.15 + the Cost of a First-Class U.S. Stamp, Per Notice Sent

The cost of customizing physical notices, which will be mailed to violators as warnings and requests for payment, or, for any other automated correspondence on behalf of your organization, is fully included in the setup process. This fee is for the printing, stamping and mailing of physical notices to violators.

Polyvinyl Paper – ~\$0.05 Per Ticket Written

We provide top quality water and tear resistant polyvinyl paper at a price of \$169.00/Case. There are 50 rolls per case and clients see anywhere between 60-70 tickets per roll. The value of \$.05/ticket that we mention in our literature is computed as follows:

$$\frac{\$169 \text{ Per Case}}{50 \text{ Rolls Per Case}} = \frac{\$3.38 \text{ Per Roll}}{65 \text{ Tickets Per Roll}} = \$0.05 \text{ Per Ticket}$$

Vehicle Mounted ALPR Pricing and Options

We fully integrate to both Genetec and Vigilant Solutions vehicle mounted ALPR systems. As mentioned in the Technical Response, we prefer and will be quoting Vigilant's systems as they have allowed us to integrate to an extent at which their system can be entirely managed through our cloud. With the below pricing in mind, please realize that if the STLTO greatly prefers a different ALPR vendor, we are happy to work with the STLTO's vendor of choice:

Vigilant ALPR Package – \$20,580 Initial and \$7500 On-Going per Vehicle Package

The Vigilant ALPR Package includes:

- Dual-Camera Reaper System and Mobile ALPR Subscription for Parking Enforcement
 - Dual-Camera Mobile LPR Systems for Parking Enforcement
 - Unlimited Data Storage and Users
 - Hardware Warranty
 - Two (2) Mounting Kits for 2016 Ford Transit*
 - Comprehensive Account Setup and Configuration
 - All Shipping and Handling Charges
 - LPR Standard Computing Package*
- On-Site System Start-Up and Commissioning of LPR System
 - Vigilant certified technician to visit client site
 - All travel costs for on-site support services
 - Comprehensive End User training for Vigilant Products
 - Installation and Setup of in-vehicle computing system
- Integration Improvement and Maintenance

*The following items are included in the above pricing to achieve a firm quote. **Please note that the pricing for these items may vary depending on make and model of the outfitted vehicle and computer chosen by the STLTO.**

- Two (2) Mounting Kits for 2016 Ford Transit
- LPR Computing Package – includes computer, modem, power supply, dock, mount, and antenna

Total Cost of Solution



Schedule of Costs

| Product | Quantity | Price | Billed | Year 1 | Year 2 | Year 3 |
|---------------------------------|----------|-----------|------------|----------------------|----------------------|-----------------------------------|
| CityCite™ License(s) | 40 | \$ 429.00 | Monthly | \$ 205,920.00 | \$ 212,097.60 | \$ 218,460.53 |
| <i>Less Merchant of Record</i> | | | | \$ (20,000.00) | \$ (20,000.00) | \$ (20,000.00) |
| Total Cost of Software | | | | \$ 185,920.00 | \$ 192,097.60 | \$ 198,460.53 |
| Device Provisioning | 40 | \$ 200.00 | Per Device | \$ 8,000.00 | \$ - | \$ - |
| Implementation | 768 | \$ 150.00 | Per Hour | \$ 115,200.00 | \$ - | \$ - ¹ |
| On-Site Training | 9 | \$ 895.00 | Per Day | \$ 8,055.00 | \$ - | \$ - |
| Total Installation | | | | \$ 131,255.00 | \$ - | \$ - |
| Total Cost of Solution | | | | \$ 317,175.00 | \$ 192,097.60 | \$ 198,460.53 |
| Up Front Costs Amortized | | | | \$ 239,000.00 | \$ 239,000.00 | \$ 239,000.00 ² |

¹ This item is quoted as a Not to Exceed (NTE). If our customization efforts require less effort, we can bill you less, but never more.

² In order to provide simple budgeting, we are happy to amortize the cost of the solution over a three to five year term. We are also happy to finance hardware and other initial purchases related to our solution at the STLTO's discretion.

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Variable Cost Services Utilized