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May 17, 2019

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

RE: Request for Proposals – Parking Management- Software, Meter Maintenance, Collections, and Parking Violations Bureau.

Dear Mr. Phillips:

As an alternative to the above-referenced RFP, PayLock offers to sell SmartBoot™ hardware and software directly to the City of St. Louis. With its new business line, Express Booting, PayLock provides its ground-breaking self-release booting solution to the City of St. Louis without requiring changes to your current or future business process. Specifically, in this alternative proposal, PayLock will work directly with the Treasurer's Office or with the overall winning bidder to deliver the SmartBoot™ hardware the city needs to bring all the benefits of self-release booting to St. Louis motorists and staff.

With this offering, the Treasurer's Office may now purchase the only immobilization device that has been proven effective in all types of urban conditions. PayLock and its clients have immobilized over 1 million vehicles in dozens of cities since introducing Self-Release booting in 2004. There is no better indication that the solution works and is accepted by motorists, administrators, and enforcement staff. In fact, PayLock provided two SmartBoots™ to the Treasurer's booting vendor in late 2017. Over the three-week period the devices were used multiple times to immobilize vehicle safely and effectively.

Given the option, motorists choose self-release over assisted release 80% to 90% of the time. As we have mentioned in past meetings with you, the SmartBoot™ delivers many benefits to its users.

- **THERE'S NO RUNAROUND** – With SmartBooting, customers never leave their vehicles. No need to make trip(s) to PVB to pay their fines. If St. Louis can offer a method of remote payment, motorist just stay at their car, call, pay, self-release... and go.
- **IT'S FAST** – In St. Louis today, customers may spend hours (sometimes days) without their car. With self-release, customers pay and get their vehicles back in *five to ten minutes*
- **CUSTOMERS CHOOSE SELF SERVICE** – Since most motorists choose to self-release, after the staff boots the car, a return trip to unlock the boot is not necessary.
- **CAPTURE MORE SCOFFLAWS** – Because most customers choose to self-release, boot release employees are free to do other things with their time. If the Treasurer chooses to redeploy these resources to form new boot crews, many more vehicles could be immobilized each day. This can translate to significant additional annual parking ticket collections.

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- SUSTAINABLE – Customer service surveys have proven that people really appreciate the extra-effort to make paying and unlocking their cars convenient, fast and simple. Parking staff realize that they can boot more cars with virtually no complaints

Considering St. Louis' stated boot volumes of 2,909 in 2017 and 2,622 in 2018, the city averages booting 8-11 vehicles per day. To ensure continuous operation, PayLock recommends a purchase of 50 SmartBoots™ boots, to start. More devices may be purchased, if the demand requires it. (see Attachment A – Cost Proposal).

In addition to hardware, Paylock includes its web-based software, Express BootView in this offering. This simple interface provides an easy way for staff and customers to retrieve and email or text the correct unlocking code to motorists waiting by their cars. The combination locking system includes a revolving code structure that makes hacking and security breaches virtually impossible. This interface is designed to be used as a stand-alone management tool that complements your parking management system's boot/tow modules. PayLock licenses this software to the Treasurer's Office for a very low fee paid monthly per device or on a per transaction basis.

PayLock will work with Grant Communications, LLC, a Minority-Owned Business Enterprise (MBE) to assist PayLock and the Treasurer's Office with delivery, training, and ongoing support of this very important program.

In summary, PayLock will help St. Louis make booting a more efficient means of enforcement and collections; all the while not inhibiting the offender's ability to pay and move on with their day. With this letter we offer the City of St. Louis PayLock's Self-Release booting solution that has been so effective in curbing habitual parking violators, reducing vehicle-related debt owed to the City, and providing the most compassionate immobilization approach possible.

Thank you.

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew Silverman", with a long, sweeping underline that extends to the right.

Matthew Silverman
Executive Vice President
IPT LLC (PayLock)

Attachment A - Cost Proposal

PayLock – Self-Release “Express Booting” Budgetary Offer

Offered to: City of St. Louis – Treasurer’s Office

Date: May 16, 2019

Objective of Booting Program: St. Louis, in partnership with PayLock IPT proposes to enact a new parking enforcement policy, whereby a Self-Release Boot will be applied to all future vehicles that qualify for immobilization. This offer is transferrable to the selected contractor, if the Treasurer chooses not to purchase them directly.

Immediate Effect of Program: The ability for the booted party to move on and vacate the space immediately upon payment, with no waiting for the boot to be removed by Parking Services staff.

PayLock Will Provide the following:

<u>Item</u>	<u>Description</u>
SmartBoots	Estimated need of 50 self-releasing SmartBoots™
Software License	Express BootView to generate unlocking codes
Training and Support	To assist with start up and ongoing hardware and software support

Fee Structure: There are two purchase options that the Treasurer or the selected contractor may choose from.

OPTION 1:

Purchase price of \$475 per Smart Boot.

Plus, the option to choose either....

- A. A software license fee of \$10 per SmartBoot per month.

OR

- B. \$3 per unlock code requested

OPTION 2:

Purchase price of \$650 per Smart Boot (includes warranty for defective parts).
plus, software license (fee waived) to retrieve the unlocking codes.