otto CONNECT

SurfCAST by otto CONNECT

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Parking Management - Proposal Overview for:

SUNSET BEACH North Carolina

Our goal is to provide a simple solution – both for the end customer and for the town stakeholders. We provide an end-to-end solution developed in-house with no ecosystem or outsourced dependency (exception: AWS cloud provider) – developed by a long-term team experienced with enterprise solutions (IBM) and security (SFC) focused on successful customer solutions.

We will gladly work with the Town Staff to meet and exceed your expectations for a Parking Management solution. We provide a choice of an end-to-end or a la carte solution with a simple "percent of revenue" fee structure based on the agreed service level required and the parking rates to be charged. This, combined with access to online status reports and monthly auditable reports, will provide a simple, cost-effective parking management solution. Further, our solution has additional feature options for a way-finder solution (sensor based); community notification of events, schedules, points of interest; and emergency access (i.e., hurricane re-entry). With a "percent of revenue" approach, we provide a shared risk/reward solution that gives us a strong incentive to provide a positive experience for all Stakeholders and parking customers.

Our solution is comprised of the following:

1) *A License Plate based mobile solution for any type of permit including residents, businesses, visitors, etc.*
    a. *Mobile app-based for Apple and Android*
    b. *Web-based with direct or QRcode secure web-link access*
    c. *Phone support (for those who don't have a smartphone)*
2) *Low cost of implementation*
    a. *We do not support meters and kiosks due to the risk of failure in our coastal environment – which also eliminates the cost of purchase and maintenance*
    b. *Fast system setup – with no up-front fees to setup our system*
    c. *Support for parking lot setup (Town costs for signage, and optional features)*
3) *End-to-End or a la carte options*
    a. *Software as a Service using a customized implementation of our "SurfCAST by Otto" application to track parking permits and citation management.*
    b. *Local enforcement team (parking lots and/or town side streets as agreed to for parking ordinance violations)*
    c. *Phone support to provide permit assistance, citation payments, and issue resolution*
    d. *Collections and timely transfer of payments to the Town with auditable reports of all transactions monthly.*

4) *Optional Parking Rate Types as defined by the Town*
    a. *Residents/Owners (free or reduced rates) – no decals required with our license plate-based system*
    b. *Hourly/Daily/Weekly/Seasonal – with expiration notices and extension provisions on the app*
    c. *Specials for employees, Seniors, Veterans, etc. (i.e., discounts, etc.)*
    d. *Parking Zone type and rate differentiation (Beach, Downtown, etc.)*
    e. *On-street vs. Off-street designation and revenue isolation (if needed)*
5) *Citation Management*
    a. *Fine collection via:*
        i. *Mobile App*
        ii. *Website*
        iii. *QRcode link*
        iv. *Phone*
    b. *Provision for "Same Day Violation" payment discount (to promote faster closure) – limited to 3 times per license plate/account*
    c. *Rates determined by the Town*
    d. *Aged citation reports (period determined by the Town)*
    e. *Referral to a Collection Agency as needed (after the specified aged period) with Town support*
6) *Our Preferred Pricing Model (Otto Fees):*
    a. *"percent of revenue" collected based on parking rates and level of subscription*
        i. *Simple, no invoices required, no fixed costs to the Town*
        ii. *Fair balance of risk/reward and incentive for Otto to provide value to the Town and a positive parking experience*
        iii. *All inclusive (pending options, level of subscription, parking rates)*
            1. *SaaS subscription*
            2. *Credit Card Transaction fees (parking rate dependent)*
            3. *Web and Cloud Fees*
            4. *Enforcement and support personnel*
7) *Optional Extras:*
    a. *Way-finder solution via Sensor-based parking (currently in Beta mode)*
        i. *Sensors installed in each parking space – linked to the service*
        ii. *Mapped parking availability clearly identified on the mobile app – helps avoid visitors driving around looking for open parking areas*
        iii. *Requires installation and setup costs borne by the Town*
        iv. *Requires an additional monthly IT cost associated with the mapping technology*
        v. *NOTE: this option, if selected, would require a staged implementation– with the cost details to be outlined based on scope of implementation*
    b. *Community Notification solution (via our CommunityCAST solution) to provide:*
        i. *Events*
        ii. *Schedules*
        iii. *Points of Interest*
        iv. *Emergency Access (for Residents/Owners only) – i.e., Hurricane Re-entry.*
    c. *Enforcement/Citation access by Town Personnel (equipment and system access)*
        i. *Provides the Police department the ability to leverage the SurfCAST system to check on parking permits or to issue citations if needed.*

Any or all of the above options can be easily staged over time – with the basic parking solution via app, web, phone requiring minimal setup and deployment – ready for customer interaction within 1-2 months of approval.