



**Hudson and Associates, LLC**


# **Parking Management | Meter Maintenance, Collections, and Parking Violation Bureau**

## **Request for Proposal**


Submitted to: City of Saint Louis Treasurer

May 17, 2019

# TABLE OF CONTENTS



<b>Executive Summary</b>	<b>1</b>
Benefits	
Strategic Partners	
<b>Scope of Services</b>	<b>5</b>
On-Street Meter Enforcement   Citation and Boot Enforcement	
Citation Management/Parking Violation Bureau	
Meter Maintenance & Collections + Booting Operations	
Program Management	
<b>Experience and Capability</b>	<b>27</b>
<b>References</b>	<b>34</b>
<b>Cost</b>	<b>35</b>
<b>Insurance</b>	<b>36</b>
<b>Appendix</b>	<b>37</b>
Hudson & Associates, LLC Financial Documents	
Organizational Chart	
Implementation Schedule	
XBE Certificates	
Parking Management Software - Appendix A	

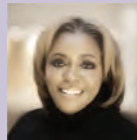


# Executive Summary

# EXECUTIVE SUMMARY

Hudson and Associates, LLC is committed to continuing a partnership with the City of St. Louis Treasurer's Office (STLTO) in order to ensure that the citizens of St. Louis and users of the paid parking infrastructure receive a solution that is effective, delivered by a professional staff that is customer-focused and enhanced by cutting-edge technology solutions in order to maximize efficiencies for end users and the STLTO. Under the leadership and direction of Shelia Hudson, Hudson and Associates, LLC has grown into one of the nation's preeminent providers of parking program and operations management services in the United States. With over 20 years of experience delivering services in the areas of Transportation Planning, Parking Management and Parking Operations, Hudson has positioned itself to deliver the local leadership, continuity of operations and innovative solutions necessary to continue to enhance the STLTO's parking modernization initiatives.

To ensure a seamless and successful transition, the Hudson team has strategically strengthened our team with industry professionals that bring significant relevant experience and expertise to the operations. In addition, Hudson has partnered with the top hardware and software solutions providers in the Smart Parking ecosphere. This expertise paired with Hudson's proven track record in managing and improving operational efficiencies under the existing parking management contract will allow us to deliver a complete solution to optimize operational performance and technology solutions while supporting parking modernization efforts initiated under the leadership of the STLTO.



**Ms. Shelia Hudson, Principal-in-Charge**

As Principal-in-Charge and CEO, Ms. Hudson provides leadership and oversight for daily operations on behalf of Hudson and Associates, LLC (Hudson). Possessing more than 25+ years of

program and project management experience in the transportation and infrastructure arenas, Ms. Hudson has been laser focused on building Hudson's parking management portfolio and has successfully opened offices in Atlanta, Nashville and Charleston. Ms. Hudson's management acumen and expertise in transit, highway, planning, and infrastructure was honed from an early age at Randolph Construction, the firm her father owned and operated for 45 years in Nashville, one that she eventually ran as President for 10 years upon his retirement. Previously she gained a wealth of experience at the Metropolitan Atlanta Regional Transportation Authority (MARTA), the Georgia Regional Transportation Authority, and HNTB respectively.

With over 10 years of parking operations and management experience in the City of St. Louis alone, Ms. Hudson has maintained a solid operation as the Project Manager for the Parking Violation Bureau (PVB), as a contractor, then both sub-contractor at the PVB and prime for Gateway Parking Operations through numerous transitions. Ms. Hudson has balanced these changes by devoting her time and capitalizing her own resources with a complete understanding of industry best practices, then adapting those tools into her daily operations. She understands the value of investing in staff training and incentives, as well as communicating frequently with community leaders about the operations, knowing that the result is a trust and faith that she and her team at Hudson will always deliver. Some of her project highlights are:

- After 18 months as Site Project Manager at PVB, Ms. Hudson was tapped in response to an emergency need the STLTO had to stabilize the operations of both Gateway Parking and PVB. In this role Hudson's primary responsibility was not only to ensure that services were being performed efficiently, but effectively.

**Continued**

## BENEFITS

### ■ Holistic approach to Parking Management

Our team's holistic delivery of parking management focuses the delivery of excellent customer service. Strategically, the Hudson team views the entire On-Street paid parking infrastructure as a whole and not merely a collection of loosely integrated parts operating in silos and failing to ensure that the best technology solutions are integrated and cultivated. Leading as the Prime and working as one unit, Hudson will work in coordination with the STLTO and its strategic partners to identify opportunities to improve performance immediately and seek new means of monetizing the infrastructure, supported by data generated by the Smart Parking network.

### ■ Low Learning Curve

Avoiding disruption and lost revenue will be the key to moving through the next phase. Minimizing disturbances and risks associated with the transition is part of the value that the Hudson team offers. Critical to the ongoing success of the STLTO's parking management operations and the continued partnership with the Hudson team is our continuity of operations through transitions associated with modernization, insightfulness, and detailed understand of current available resources. Pairing this success with a new software management solution will allow for increased revenue generated by innovations to be implemented in a timely manner, stability within the ground and onsite operations, and the elimination of wasteful spending.

### ■ Local Leadership

St. Louis is our home town. It is critically important to us that this solution be delivered with a superior customer experience; that, as our partner, the STLTO benefits from efficient management, collection and enforcement best practices; and that equitable opportunities to enterprise and career opportunities are made available to the citizens of St. Louis. Having local leadership allows us the ability to commit the necessary talent and resources to deliver on this promise.

It is our core belief that companies have a fundamental responsibility to be active, engaged and contributing members of the communities in which they do business. Hudson financially supports charitable organizations that provide solutions, service, and support in mentoring, and second initiatives. We salute organizations like the "College Kids Program" that develop life-changing programs, provide scholarships, implement needed services, and provide ongoing assistance in our communities, especially those that focus on the underserved. Hudson encourages its employees to be active through volunteerism and supports their efforts with both financial resources and time.

- As the City's parking operations transition from using old mechanical meters to new and modern platforms, under the leadership of the current administration, Hudson lead the charge of removing over 10,000 mechanical meter units off the street and integrating a mixed used of single and multi-use pay stations throughout the City without ANY disruption to day to day operations.

Ms. Hudson's responsibilities include project mobilization and coordination, staffing, and operations management, development of customized programs, implementation of marketing and media strategies, and management of client/owner relationships. Ms. Hudson provide oversight and direction for the St. Louis Parking Management Program. A servant leader, she is a stalwart supporter and volunteer of various charities and organizations that focus on education, mentoring and second chance programs that benefit citizens in all the markets where she does business. Highly regarded as an industry thought leader, Ms. Hudson has a stellar reputation nationally for innovation and excellence in transportation and parking and continues to blaze a trail that inspires minorities and women. Ms. Hudson is a proud Tennessee State University alum and possesses a Bachelor of Science in Industrial Technology/Transportation Service and Management. She was a Fellow at the Rutgers University National Transportation Institute and is currently acquiring a Master of Marketing and Communications from Webster University in St. Louis.

## STRATEGIC PARTNERS

**EDC Corporation** - Hudson and Associates has partnered with EDC (AIMS), to provide the Integration Host Solution for both the Parking Violation Bureau (PVB) and Gateway Parking, On-Street and Off-Street Parking operations. AIMS Parking Management Software provides a real-time system integration solutions designed to allow the Hudson team to deliver a comprehensive – but user friendly - parking management platform capable of enhancing the operations: ticket management and processing services; citation and scofflaw enforcement services; mobile payments and revenue collection reconciliation; on street meter/pay station management; customer call-center and web-portal services; online adjudication services; backend reporting and monitoring; notices and collections; permitting and event management (optional). Collaborating with AIMS will provide expertise in developing the initial setup of the software solution as well as on going one-on-one support of the STLTO's internal information technology team in order to minimize downtime and maximize system performance and effectiveness.

**IPS Group** - Hudson and Associates will continue to manage and maintain the 1,700 plus single-space IPS meters that are in the STLTO's parking asset pool at Gateway Parking. An industry pioneer, IPS has been delivering smart city technology solutions for over 20 years. As a full-service SMART meter vendor focused on the design, engineering and manufacturing of low power wireless telecommunications, payment processing systems and parking technologies, IPS is positioned to rapidly respond to client needs and changes in the marketplace in order to deliver innovative solutions identified to enhance the performance and efficiency for On-Street Parking services at Gateway. The goal for the next phase of operations would be to explore technology upgrades to improve user experience, generate more revenue, enhance security and safety features, capture meaningful performance data and trends, optimize backend reports and software.

**Flowbird** - Hudson and Associates will continue to manage and maintain the 700+ Flowbird (Parkeon) Strada pay stations that are in the STLTO's parking asset pool at Gateway Parking. On average the units have performed 99% uptime. For more than 40 years, Flowbird has been developing parking and transit solution. As technology has advanced and devices have become more sophisticated, there has been a significant increase in the services offered by parking solutions. Flowbird's multi-space parking solutions represent a responsible and sustainable approach to making smart investments in the STLTO's Smart Parking offerings. The goal for the next phase of operations would be to explore technology upgrades to improve user experience and broadening the pay location network by giving users to option of pay a ticket at the pay station.

**ParkMobile** - Hudson and Associates is committed to managing and monitoring the existing mobile service hosted by ParkMobile on behalf of the STLTO. In 2015 ParkMobile was launched in St. Louis. ParkMobile helps millions of people easily secure and pay for parking on their mobile devices. People can use ParkMobile solutions to quickly pay for street and garage parking on their mobile devices without having to use a meter or kiosk. A successful mobile revenue platform for the STLTO, ParkMobile processed over a million mobile payment transaction in 2018. For this pursuit, Hudson will assume the responsibilities of managing the ZAR reports to ensure spaces and zones align with the backend reporting to assure all revenue is reconciled. In addition to the existing offerings, the Hudson team will explore parking reservations for special events, sporting events, permit parking, surface lot parking, and more.

**Passport Parking (Added Value)** - Hudson and Associates has partnered with Passport to explore more options for mobile payment and wayfinding. Passport offers flexible, secure, and extensible solutions to dramatically simplify parking management and mobility systems. Passport Platforms, which underpins all Passport services is a cloud base software infrastructure that allows a wide base of communications and coordination through a set of

application programming interfaces, APIs, and in real time. The goal for the next phase of operations would be to explore mobile platforms to secure multiple options for convince and payment opportunity.

**eLittle Communications** - Hudson and Associates has partnered with eLittle Communication to aid with developing a Marketing & Communications Plan created to promoting the reputations, images, and public perceptions of our Parking Operations moving forward. eLittle Communications Group is a full-service, minority-owned public relations agency that specializes in external/internal communications, marketing, advertising, social media, crisis communications, and focus group research. Headed by CEO and President Johnny Little, has positioned itself to be a top-notch PR firm in the Midwest by providing the highest quality of services, delivering positive results, and guaranteeing on-time delivery. Located in the City of St. Louis, eLittle Communications is another local partner that understands the nuances of the dynamic St. Louis market.

**Duncan Solutions** - Hudson and Associates has partnered with Duncan Solutions to perform secondary collections of all revenue uncollected through our routine citation processing efforts. Uncollected enforcement tickets by nature are inherent with risk and potential interruptions to both revenue and public policy. Over the last thirty years, Duncan has distinguished itself from their peers in both delinquent ticket revenues and compliance rates. In some cases, they have increased revenues by 55%-100% in large part due to the application of specific vehicle-based debt collection tools and expertise. Duncan continues to look at ways to refine their collections systems and techniques to balance the seemingly conflicting objectives of persistent collection efforts with exceptional customer service. Our goal is to help our clients improve their programs and collect revenues earlier in the debt flow lifecycle, we are mindful of the importance of every interaction with the public. We will not use overly aggressive tactics because they alienate the public and harm the achievement of our mutual goals. Instead, every interaction is an opportunity to gather information, build trust, and support a customer in their efforts to comply with parking policy.

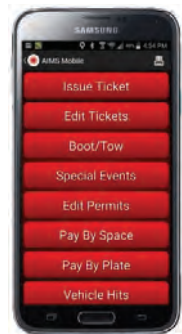
# Scope of Services



# SCOPE OF SERVICES

## ON-STREET METER ENFORCEMENT | CITATION AND BOOT ENFORCEMENT

The Hudson-AIMS team is offering multiple platforms for enforcement services: ticket issuance and scofflaw enforcement. For each line item the system tracks the life of a parking ticket from the moment of issuance, through payment, and each step in between. All of the issued ticket records are displayed on the AIMS Ticket screen where you may manually enter hand-written tickets, post payments, add unlimited comments, view all transactions associated with the ticket, generate letters, attach files, make monetary adjustments, view other tickets issued to the customer, access appeals, voids, schedule hearings, and edit ticket data. Everything you need, all on one comprehensive screen.



**Option 1: AIMS Ticket Management** – The AIMS Ticket Management (Citation Enforcement) program is the backbone to the system. AIMS is browser based and processes all transactions real-time. AIMS shall maintain all of the ticket transactions, account (person) and vehicle details associated with your parking enforcement. AIMS will also include all processes associated with tickets; and the display of all related information from a single screen greatly enhances both internal efficiency and the level of customer service you provide. We are glad to support the utilization existing equipment and infrastructure. **This service or task is optional for Hudson to manage on behalf of the STLTO.**

- AIMS currently integrates with the Parkeon Meters and ParkMobile payment system utilized by the City and will update their API to integrate with the IPS meters as part with the City's assistance if needed. Additional vendor systems are also supported as indicated in Appendix A should the City wish to change in the future.
- The City could utilize any existing Android devices for the AIMS Mobile app. Should the City currently own any compatible Zebra Bluetooth printer equipment, that expense will be removed our proposal.

**Option 2: AIMS Boot and Tow module** – This module records the details associated with the booting or towing of vehicles. The boot/tow is initiated in the field with an AIMS Mobile function that captures the location of the vehicle, any pre-existing vehicle damage, contents left in the vehicle, location towed to and towing company, and more. Pictures can be captured at the time of boot/tow, and upon release. An additional Boot fee can automatically be applied with these records. The AIMS Mobile function can also indicate the release of the vehicle to update the status in AIMS. The AIMS LPR system detects the boot eligible vehicles, sending the vehicle information, LPR pictures, and a map display of the vehicle location to the AIMS Mobile application where the boot record is created and updated into the AIMS database, all in a real-time process. Boot eligible vehicles are also automatically identified directly in AIMS Mobile through normal enforcement operations.

**Note:** Should the City own the current Genetec AutoVu system or have a means to obtain ownership of it at a reduced price, Hudson will work with the current vendor and STLTO to secure the contract and modify our budget accordingly for

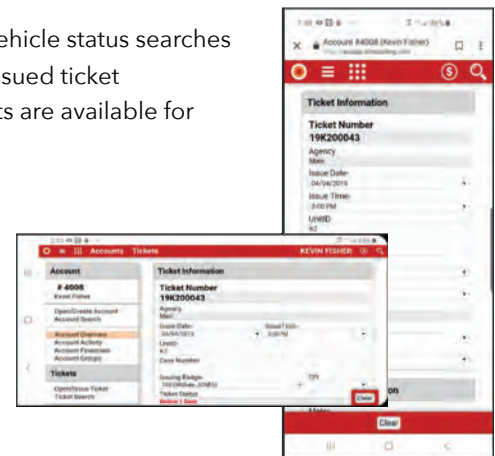
the proposal. There would still be some fees applicable to obtaining proper licensing for the Genetec system and configuration.

**AIMS LPR** – EDC is a certified Genetec (**existing provider**) partner for their AutoVu mobile and fixed LPR camera systems. This includes a number of EDC employees being certified by Genetec for the installation of the camera systems. No sub-contractors are utilized with the installation and implementation of the LPR system. AIMS also captures all of the LPR Read and resulting Hit and Ticketed data within the AIMS database to support LPR related reporting and analytics directly within AIMS. AIMS also stores the LPR data and images with issued tickets for viewing directly from the ticket records. EDC provides the LPR equipment, installation and setup. Hudson will purchase vehicles required to support the operations.

**AIMS Mobile** – This is the Android based ticketing enforcement component of our system. Our AIMS Mobile ensemble consists of the AIMS Mobile Android enforcement app and a Zebra Bluetooth printer. The customer supplies the Android device of their choice along with the cellular plan. This allows you to take advantage of any potential existing Android devices, or purchasing arrangements that may be available to you.

- AIMS Mobile communicates real-time with the AIMS system for vehicle status searches (boot eligibility, permits, etc.) and prior tickets, and for sending issued ticket information including any photos or audio notes recorded. Tickets are available for payment or appeal immediately upon issuance.
- AIMS Mobile also directly displays information from third party meter, pay by phone, and LPR systems as described below with the AIMS Enforcement API information.

**AIMS Enforcement API** – this API provides for the direct integration of data from third party systems with the AIMS Mobile enforcement app. AIMS Mobile communicates real-time with these systems to determine enforcement requirements. This integration includes:



- Meter systems – to capture pay by space or pay by plate parking session data with an indication of active or expired status. We have integrated with Flowbird Parkeon and Cale meters as well as other manufacturers with this API, and we will provide this same integration to the IPS single space meters so long as the information is made available. Please refer to Appendix A for a list of supported meter systems.
- Pay by phone systems – This same pay by space or plate parking session data indicated above is captured from the pay by phone service. AIMS is currently integrated with ParkMobile as well as several other major vendor of this service. Refer to Appendix A for a list of supported vendors.
- License Plate Recognition (LPR) systems – Vehicle hits that are identified by the LPR system are sent real-time to the AIMS Mobile devices for enforcement. These hits can be for scofflaw/habitual offenders, overtime parking violations, or permit related violations.

AIMS Mobile will identify any violations resulting from information from these systems, supporting the issuance parking tickets. Please note that should any of the vendors charge a fee for providing this data; that will be the responsibility of the City.

**AIMS Integrations and services** – EDC proposes a number of integration and other programming and services.

- Hosting services (option) – AIMS can be installed on the City's server system, or EDC can provide hosting services for the management of the servers and database. Hosted systems are maintained redundantly in eastern and western US data centers in the Amazon EC2 cloud services system. Uptime for the hosted services exceeds 99.9%. Fees for the hosting services provided by EDC are identified in the pricing section. In either case the City of St. Louis will be the licensee of the AIMS system, and the City always owns their data.
- Data Conversion – EDC will convert the City's current and historical data from the Concurrent system. The City will be asked to facilitate the request of the data from Concurrent.
- Missouri DMV interface – to request registered owner information and update AIMS with the returned owner name and address information. If the state supports a vehicle registration suspension program based on outstanding parking tickets, this interface will also be provided. If the state charges a transactional fee for providing the data, that will be the responsibility of the City.
- Out of State Registered Owner lookup – EDC offers a service for the lookup of out of state plates, with the import of the returned registered owner information. A fee is charged per owner record returned, which is identified in the pricing section.
- IVR system integration – the Hudson team will provide integration to a third party IVR system to provide payment due information and import payments recorded through the IVR system. EDC does not provide the IVR system itself. The system will be upgraded to allow additional features such as Multi-Lingual prompt call prompts, foreign language ques, Supervisor functions, as well as multiple customer interactions including: voice and email chatting, messaging, Social Media ques speech enabled prompt, advance reporting and artificial intelligence response, outbound queues with predictive routing, and analytics.

The AIMS Parking Management System can be self-hosted by the City, to the Hudson team can provide hosting services. AIMS maintain separate servers for each of their hosted customers to protect , your data which is never on a system shared by other customers. Advantages of hosting:

- Certified PCI compliant environment
- EDC accommodates all software licensing – infrastructure, database
- System is maintained in redundancy in 2 separate data centers
- Incremental and full backups performed daily or less
- All AIMS system updates and other maintenance applied by EDC
- City does not need to maintain servers and network for system operation (all that is required is a workstation with a high speed internet connection and a popular web browser)
- EDC support is enhanced by more immediate access to your system data for troubleshooting



## COST-BENEFIT ANALYSIS

All costs associated with the licensing and implementation of AIMS are identified in the separate cost proposal.

The cost proposal specifically identifies the system components that are included in our proposed system, and components that are options that can be added. Pricing for ticket supplies are also separately identified. Additional expenses that could be attributed to the daily use of the system include:

- Consumables such as the pre-printed ticket rolls, paper and postage associated with notifications
- Your cellular data plan to support the real-time integration between AIMS and AIMS Mobile and the LPR system.
- Transactional cost associated with obtaining out of state registered owner information

## ADDITIONAL SERVICES (OPTIONAL)

**Permit Management** – This functionality is directly integrated in the AIMS database along with the related account, ticket and vehicle information. This permit functionality supports the monthly (quarterly, etc.) billing for leased spaces the City may have in their parking garages and surface lots. Residential permits are also supported. AIMS Web functionality is expanded to support the initial purchase and renewal payments of these permits online. Permits may be issued by location and to the individual space level where appropriate. Capacity management by location with complete Waitlist management and notification. The LPR system includes the ability to enforce permits for active status, duplicate use, and for parking in the appropriate location.

**TIBA gate system integration** – offered in conjunction with the Permit Management component, this allows the status of permit record in AIMS to control the access privilege in the gate system (on or off). This integration is available for other gate systems also, and eliminates the need to manage the information in both the gate and permitting systems.

**Event Management** – This module supports management of various events in the City. Events may or may not have specific permits associated with them, This module supports the accumulation of various charges associated with the event and an invoicing function for billing third party sponsors of the event or other City departments. Associated collections and payment processing functions are provided, including journal voucher accounting for payments by internal departments.

**Event Permits and Mobile POS option** – Requires the AIMS Permit Management component. Permits issued for events are available for public purchase via AIMS Web, including remote printing of their event permit. For parking (permits) sold on-site at the event, a POS option is added to the AIMS Mobile Android app providing the ability to sell and account for permits. This supports processing payments via cash and/or credit card. This same payment screen will also validate the permits pre-purchased on-line, with controls to only allow acceptance of any given permit number once, to catch any potential fraud from copying a permit. All devices interact with the AIMS database real-time to account for permits sold and validated. Capacities can be set by event, and by location and section, and the handheld displays the status of the location to the capacity.

**Interfaces** – EDC offers a number of other types of interfaces for AIMS including a two-way interface for collection agencies, general ledger entry interface, and various other data import and export processes are available for other customer needs.

## AIMS MAINTENANCE AND SERVICE, CUSTOMER SERVICE

EDC provides complete implementation services, training and on-going customer support. Please refer to the Rollout Implementation Schedule for more details regarding the implementation services.

Customer support is provided via email, 800 number telephone support and remote on-line trouble shooting and assistance. Telephone support is expanded to 24 x 7, excluding holidays, at no additional charge. We encourage you to speak with our customers regarding their customer service they receive from EDC.

The Zebra Bluetooth printer equipment offered with our proposal is provided with a 1 year manufacturer warranty. EDC provides Zebra annual maintenance contracts for the maintenance of the printers as part of the annual support agreement for our AIMS Mobile system. The Genetec LPR cameras and processing unit are provided with a 1 year Return and Repair warranty. Genetec offers a warranty upgrade to Advance Replacement of faulty equipment, and also offers extended warranty options. The Panasonic Toughpad for the LPR vehicle is provided with a five (5) year warranty. Some of these options are identified in the Cost Proposal. Zebra and Genetec do not authorize third party maintenance of their respective equipment.

The annual AIMS support agreement also includes all software updates released by EDC. This includes periodic updates for fixes and added features, as well as new major version releases of the software at no additional fee.

In order to fully support the initial implementation and integration of the AIMS Parking Management Solution and the field utilization of the AIMS Mobile Enforcement App, Hudson has proposed Mr. Kerry Ray as Technology/Systems Manager. Kerry will act as liaison between the STLTO's internal Information Technology team and AIMS' implementation and integration team. In addition, Kerry will provide leadership and direction to Hudson's Managed Technology Team, CMIT Solutions, as the mobile Android devices running the AIMS Mobile Enforcement App are field deployed and operational in order to reduce the learning curve for the STLTO's Parking Enforcement Officers and maximize enforcement uptime and accuracy.



**Mr. Kerry Ray, Technology/Systems Manager**

Mr. Ray currently serves as Hudson's IT Systems Coordinator for the City of St. Louis On Street Parking program and supports the IT Network infrastructure for the St. Louis Parking Violation Bureau (PVB). He manages the technology for parking meters in the City of St. Louis and serves as technical advisor for troubleshooting all Parkeon equipment, in addition to maintaining the server, router, switches and access point to support the Hudson's headquarter and project office efforts. His current responsibilities are to maintain all computers, laptops, cell phones and tablets for all company offices and to configure equipment for new hires. He provides oversight for the installation of new equipment, coordinates staff training sessions for newly acquired technology and manages technology for project offices.

## CITATION MANAGEMENT/PARKING VIOLATION BUREAU

The Hudson Team understands that an exceptional customer experience for those that come in contact with our staff at the Parking Violations Bureau is of utmost importance to the success of the citations management/ticket processing operations. With a continued focus on the management of personnel, a customer-focused service model, and the collection, reconciliation, auditing and reporting on ticket revenue, this team, lead by our Operations Manager - PVB, Evelyn Stapleton, is fully prepared to deliver exceptional service to the users of the City of St. Louis' paid parking infrastructure.

Ms. Stapleton's team of Customer Service Representatives and Cashiers are proud to represent the STLTO as the face of the Parking Management System. This team's 75+ years of cumulative call center management and customer facing experience will allow the STLTO to provide the Citizens of St. Louis and the users of its paid parking infrastructure the opportunity to resolve parking violation issues in person or via telephone with a professional staff that is in place to assist with payment resolution and, if necessary, schedule, educate and inform on the adjudication process.



### **Ms. Evelyn Stapleton, Operations Manager**

With more than 20 years of customer service expertise and training experience, Evelyn Stapleton serves as Hudson's Operations Manager at the Parking Violations Bureau (PVB) in Saint Louis. Her duties include managing the daily activities of the call center; developing proper policies and procedures; meeting operational standards; maintaining staffing service levels; providing quality customer service; preparing reports and staff training. Ms. Stapleton continuously develops professional and technical knowledge for staff to ensure that city policies, ordinances and laws are adhered to. She is responsible for maintaining all systems and equipment and produces Call Management System reports that outline the Parking Violation Bureau goals.

Supporting this talented team of customer service professionals will be the **AIMS Parking Management System**. The AIMS Parking Management System tracks the life of a parking ticket from the moment of issuance, through payment, and each step in between. All STLTO and SLPD issued ticket records are displayed on the AIMS Ticket screen where our Customer Service Representatives may manually enter hand-written tickets, post payments, add unlimited comments, view all transactions associated with the ticket, generate letters, attach files, make monetary adjustments, view other tickets issued to the customer, access appeals, voids, schedule hearings, and edit ticket data. This ability to access comprehensive data regarding the life-cycle of a parking violation will support Hudson's culture of continuous process improvement and customer care while ensuring the efficient and transparent processing of STLTO funds associated with these violations. Below is a description overview of the functions provided by the AIMS system components relative to the Scope of Services described by the City. Additional details are identified in the response to Appendix A to this proposal.

AIMS supports several types of payment processing, including:

- In person payments at the counter, with support of optional cash drawer, receipt printer and handheld scanner equipment
- Mail in payments and drop box payments - with a batch payment process
- On-line payments - provided by AIMS Web, using any internet connected device
- Payment via the meter - via integration with the Parkeon Strada Meter equipment
- IVR system integration - via 3rd party IVR systems
- A payment import process is also provided for lockbox or scanning system payments.

**Adjudication** - In addition, the AIMS system will offer an Appeals processing, including: hearing schedules, display of related documentation to assist attorneys with determination, and notification of the appeal outcome.

**Collection and Notification** - AIMS will provide support for multiple levels notification and penalty assessment to match the City's policies now, and as they may change in the future. Additionally, a Quickletter function simplifies the process of sending other communications to customers. AIMS stores a copy of any customer correspondence whether appeal determination letters, notices or other letters that are viewable directly from the associated ticket record. All correspondence can be reflected in multiple languages. It will be the City's responsibility to provide whatever translated text is desired on the correspondence.

**AIMS Web** - This is the customer facing portal that provides the ability to make online payments and appeal tickets online (including sending attachments). All actions performed in AIMS Web are updated in the AIMS system real-time. Payments may be made for a single ticket, or any combination of tickets within a single payment transaction. A new offering will be the acceptance of the customer scheduling their appeal hearing. This will require a change in the business rules if the STLTO approve the feature being activated. These functions include the display of the ticket information, including any pictures taken by the enforcement staff.

## **Parking Violations Bureau | Organizational Structure**

**Operations Manager - PVB** | The lead supervisor will assist the Program Manager with managing daily operations. The supervisor will assist the staff with any daily matters such as customer complaints, technical support, and operational/policy concerns. He/she will work in coordination with the cashiers and site Project Manager to reconcile daily/monthly deposits and address any discrepancy with a customer or deposit. The supervisor will assist the prime contractor Program Site Manager with any special reports and assist with training.

**Cashiering Supervisor** | The lead supervisor will assist the Program and Operations Manager with managing daily operations. The supervisor will assist the staff with any daily matters such as customer complaints, technical support, and operational/policy concerns. He/she will work in coordination with the cashiers and site Project Manager to reconcile daily/monthly deposits and address any discrepancy with a customer or deposit. The supervisor will assist the prime contractor Program Site Manager with any special reports and assist with training.

**CSR/Data Entry Supervisor** | The lead supervisor will assist the Program Manager with managing daily operations. The supervisor will assist the staff with any daily matters such as customer complaints, technical support, and operational/policy concerns. He/she will work in coordination with the cashiers and site Project Manager to reconcile daily/monthly deposits and address any discrepancy with a customer or deposit. The supervisor will assist the prime contractor Program Site Manager with any special reports and assist with training.

**Customer Service Representative (CSR)** | Hudson will staff CSRs to work the Customer Call Center. The call center is set up to allow a citizen the opportunity to discuss matters about tickets issued or meter services. The CSRs will be responsible for opening a ticket and addressing the concerns and updating the ticket profile as needed. In addition, the CSRs assist with explaining the payment process and directing citizens to the web system to process payments. The CSAs will also process correspondence and coordinate any payment that come through lockbox with the cashiers on staff. If a citizen decides to challenge a citation the CSRs will coordinate a formal adjudication hearing, then suspend all ticket penalties until the adjudicator presents a ruling.

**Cashiers (3)** | Hudson cashiers are responsible for processing all ticket payments as approved (i.e. cash, checks, credit cards, etc.), and updating the account in person. They will process residential parking permits and monthly parking passes



for downtown partner garages and lots. At the end of each shift each cashier is responsible for closing out their window and balancing the drawer for daily deposit.

**Data Imaging** | Hudson Data Imaging Clerk will perform various data entry and imaging duties to ensure historical data is recorded and properly archived. The clerk will scan every ticket and all correspondence or images associated with the ticket(s) to be filed indefinitely.

**Data Entry Clerk** | Data Entry Clerk is responsible for services that ensure all manual tickets issued are uploaded to the ticket management system within 24 hours of the date received.

## METER MAINTENANCE & COLLECTIONS + BOOTING OPERATIONS

Hudson and Associates, LLC will continue to manage and staff the Gateway Parking operations and the associated maintenance and collections of the STLTO's 1,726 IPS single-space meters and 735 Flowbird multi-space pay stations.

During the next phase of the STLTO's parking modernization efforts, Hudson will continue to work with the STLTO to modify/redesign the current collection route and schedules in order to ensure that we are actively managing meter audits and collections, in addition to safely guarding, transporting, and depositing meter revenue. Hudson provides meter vault security and key control along with investigations, technical repairs, and the monitoring of existing inventory. The Hudson dispatch operations team will continue to work in concert with field technicians, supervisors and office staff in order to ensure the Gateway Parking's efficient operations in the field. Hudson also creates a vehicle "scofflaw" list that is electronically accessed in real time allowing boot enforcement officers to coordinate with dispatch confirming that relevant transactions, payments, and other case dispositions are updated accurately and timely. Hudson provides up to date training to all operations staff on rules and regulations pertinent to providing quality customer service.

Supported by the **AIMS Parking Management System**, the Hudson team will integrate the best functions of the operations to support to ensure that the of Boot Enforcement Officers and Dispatchers are able to work in sync with the STLTO's Boot Enforcement Officers and City Tow to run an efficient Boot Enforcement Program that will accurately identify parking scofflaw violators, immobilize their vehicles allowing them the opportunity to resolve any outstanding and paid violations, and, if necessary, execute enforcement by towing the vehicle. Such services will include:



**Mr. Edward Lee**, Operations Manager

Mr. Lee will serve as Operations Manager for the Gateway Parking operations. His responsibilities are day to day management of the meter maintenance and collection operation and the STLTO's booting program including supervision of staff; ensuring high levels of customer service; preserving maintenance and appearance standards; loss control; and financial budgeting/reporting to ensure a positive parking experience for each customer or patron. His duties include management of daily operations and staff, quality assurance/quality control and meeting client relationship expectations for the parking operations. His more than nine years of security, training, safety, crisis and risk management expertise gives Hudson clients exceptional service in mitigation of risk, OSHA 30 safety standards and comprehensive security processes and procedures. Mr. Lee's duties also include assistance with staff planning, safety training, and verifying that all timelines and daily objectives are met in addition to recording all cash received from collection crews. Mr. Lee will provide technical training in safety, meter maintenance, collections and boot enforcement. He will oversee meter installations, removals, collections, repairs, maintenance and auditing.



**AIMS Boot and Tow module** – This module records the details associated with the booting or towing of vehicles. The boot/tow is initiated in the field with an AIMS Mobile function that captures the location of the vehicle, any pre-existing vehicle damage, contents left in the vehicle, location towed to and towing company, and more. Pictures can be captured at the time of boot/tow, and upon release. An additional Boot fee can automatically be applied with these records. The AIMS Mobile function can also indicate the release of the vehicle to update the status in AIMS. The AIMS LPR system detects the boot eligible vehicles, sending the vehicle information, LPR pictures, and a map display of the vehicle location to the AIMS Mobile application where the boot record is created and updated into the AIMS database, all in a real-time process. Boot eligible vehicles are also automatically identified directly in AIMS Mobile through normal enforcement operations.

**AIMS LPR** – EDC is a certified Genetec (**existing provider**) partner for their AutoVu mobile and fixed LPR camera systems. This includes a number of EDC employees being certified by Genetec for the installation of the camera systems. No sub-contractors are utilized with the installation and implementation of the LPR system. AIMS also captures all of the LPR Read and resulting Hit and Ticketed data within the AIMS database to support LPR related reporting and analytics directly within AIMS. AIMS also stores the LPR data and images with issued tickets for viewing directly from the ticket records. EDC provides the LPR equipment, installation and setup. Hudson will purchase vehicles required to support the operations.

**AIMS Mobile** – This is the Android based ticketing enforcement component of our system. Our AIMS Mobile ensemble consists of the AIMS Mobile Android enforcement app and a Zebra Bluetooth printer. The customer supplies the Android device of their choice along with the cellular plan. This allows you to take advantage of any potential existing Android devices, or purchasing arrangements that may be available to you.

- AIMS Mobile communicates real-time with the AIMS system for vehicle status searches (boot eligibility, permits, etc.) and prior tickets, and for sending issued ticket information including any photos or audio notes recorded. Tickets are available for payment or appeal immediately upon issuance.
- AIMS Mobile also directly displays information from third party meter, pay by phone, and LPR systems as described below with the AIMS Enforcement API information.
- License Plate Recognition (LPR) systems – Vehicle hits that are identified by the LPR system are sent real-time to the AIMS Mobile devices for enforcement. These hits can be for scofflaw/habitual offenders, overtime parking violations, or permit related violations.

AIMS Mobile will identify any violations resulting from information from these systems, supporting the issuance of parking tickets. Please note that, should any of the vendors charge a fee for providing this data, that will be the responsibility of the City.

**Note:** Should the City own the current Genetec AutoVu system or have a means to obtain ownership of it at a reduced price, Hudson will work with the current vendor and STLTO to secure the contract and modify our budget accordingly for the proposal. There would still be some fees applicable to obtaining proper licensing for the Genetec system and configuration.

**AIMS Integrations and services** – EDC proposes a number of integration and other programming and services.

- Hosting services (option) – AIMS can be installed on the City's server system, or EDC can provide hosting services for the management of the servers and database. Hosted systems are maintained redundantly in eastern and western US data centers in the Amazon EC2 cloud services system. Uptime for the hosted services exceeds 99.9%. Fees for the

hosting services provided by EDC are identified in the pricing section. In either case the City of St. Louis will be the licensee of the AIMS system, and the City always owns their data.

- Data Conversion – EDC will convert the City's current and historical data from the Concurrent system. The City will be asked to facilitate the request of the data from Concurrent.
- Missouri DMV interface – to request registered owner information and update AIMS with the returned owner name and address information. If the state supports a vehicle registration suspension program based on outstanding parking tickets, this interface will also be provided. If the state charges a transactional fee for providing the data, that will be the responsibility of the City.
- Out of State Registered Owner lookup – EDC offers a service for the lookup of out of state plates, with the import of the returned registered owner information. A fee is charged per owner record returned, which is identified in the pricing section.

### **Gateway Parking | Organizational Structure**

**Operations Manager - Gateway Parking** | The Parking Operations Manager will manage daily on-street operation. He/she will be responsible for managing all staff; monitoring and evaluate parking systems/technology; generating all monthly reports required by contract and associated with program; reconciling bank deposits/reports; and managing vendor contracts. In addition, he/she will be responsible for hiring key personnel and developing training programs/exercises to ensure a proficient and safe work environment.

**Collections Supervisor** | A full time Field Supervisor will be responsible for managing daily collection and dispatch operations. They will develop service schedules or routes for meter collection, tech, and booting services; coordinate meter key distribution for collection; conduct special field assignments and investigation; manage fleet/vehicle services; develop; assist with employee recruiting/training; and address employee matters as needed.

**Maintenance Supervisor** | A full time Field Supervisor will be responsible for managing daily collection and dispatch operations. They will develop service schedules or routes for meter collection, tech, and booting services; coordinate meter key distribution for collection; conduct special field assignments and investigation; manage fleet/vehicle services; develop; assist with employee recruiting/training; and address employee matters as needed.

**Maintenance Technician** | The technicians will be responsible for repairs, servicing, removal, installation, battery replacement, special on-street projects, painting, stamping, and addressing hazardous conditions as needed to ensure all meters are functioning properly. He/She will be responsible for routine repairs, installation and removals, auditing, special collecting (as needed), managing hazard services, and general services as assigned. In addition, the tech will report and investigate signage discrepancies, meters out of service or vandalized. Each technician is also responsible for presenting management with a daily report that highlights the conditions, issues and service provided on each meter/pay station.

Collections Crews (2) – Hudson is committed to operating two, three-person collection crews during the next phase. Each crew will be staffed as follows:

**Lead/Driver** | Responsible for leading their crew through a daily collection am on designated routes for collection. Will assist with loading canisters into vehicle and ensuring the safety of securing the vehicle after each collection.

**Collections Crew Auditor** | Will audit the meters and Pay Stations slated for collection prior to the Collector's retrieval of canisters. Will report any missing labels, damaged or inoperable meters to dispatch.

**Collections Crew Collector** | Duties are to collect meter and Pay Station revenues post audit.

**Special Operations Coordinator** | Special Operations Coordinator is responsible for managing and monitoring all systems meter dashboard activities in order to ensure all field operation tasks are being met according to the STLTO expectations. In addition, s/he is responsible for certifying that vendor and Gateway Parking Standard Operation Procedures (SOP) have been defined. S/he is responsible assisting the management staff with maintenance work orders, collections, and special collections daily. The SOC prepare reports, collect performance data, and aid with developing operational practices to support the operations. The SOC leads are efforts to resolve matters that call for an investigation of services and activities, such as: signs, meter, and Citizen Service Bureau (CSB).

**Dispatcher** | The dispatcher(s) will manage and monitor all communications during shifts. He/she will serve as the communication piece for all the service providers in operation during the work hours. In addition, the dispatcher will monitor the Parking Enforcement Officers' routines and address any safety matters, record and report all meter issues presented, and coordinate booting and towing enforcement. The dispatcher will be responsible for logging all boot, towing and repair activities for the Project Managers monthly report.

In order to further improve the safety, efficiency and transparency of the STLTO's meter collection efforts, Hudson is proposing the following innovations:

### Smart Collection System

The IPS Smart Collection System provides a more accurate and efficient process for collecting, counting and reconciling parking meter revenues from IPS Smart Meters. The Smart Collection System offers cash collections accountability and accurate revenue tracking, transparency to the meter audit, and access to collections data from anywhere, at any time, with real-time transmission through wireless communication. The patented IPS cash tracking system gives the STLTO access to additional meter data and provides greater transparency for the collection program.



### SmartWitness In-vehicle Camera System

Having a camera system installed inside the meter collection vehicles will allow Gateway Parking Management and the STLTO to have visibility into and documentation of activities taking place within the collection vehicle as well as on-the-street.



### Ruggedized Booting System

Hudson is proposing to deploy a more ruggedized vehicle boot in order to reduce expenses associated with damage and boot replacement.



## PROGRAM MANAGEMENT

In an effort to extend the exceptional customer experience for users of the Parking Violations Bureau and maximize efficiencies gained from our years of experience managing the meter maintenance and collections operations (Gateway Parking) for the STLTO, Hudson has strategically realigned resources and introduced new expertise and talent. With a continued focus on the management of personnel, a customer-focused service model, the collection, reconciliation, auditing and reporting of ticket revenue, and the effective maintenance and collection of the IPS single-space and Flowbird multi-space parking meters, this team will be lead by our Program Manager, Celeste Metcalf, CPA. Ms. Metcalf brings to our proposed solution extensive finance, accounting, strategic planning and management oversight experience. Celeste will be supported by a team of Finance, Information Technology, and Data Analysis and Reporting experts familiar with the STLTO's parking infrastructure, reporting requirements, and statutory authority.

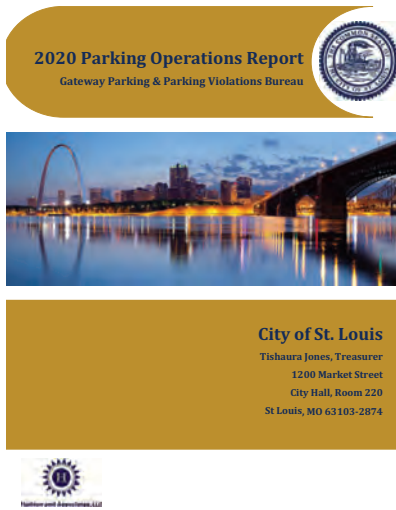
Critical to the efficient execution of this team's vision is communication. In addition to real-time data provided by the AIMS dashboards, Hudson's Technology/Systems Manager and Data Analyst will be communicating with the STLTO's on a weekly, monthly and quarterly basis communicating overall performance and operational matters - all in support of the Annual Report that will highlight historical program performance and forward-looking plans. Hudson's experience and expertise will allow us to provide unmatched service and transparency to the STLTO, along with world-class services to the users of the STLTO's paid parking infrastructure through highly trained Customer Service Representatives, well maintained and functioning meters, and an efficiently run booting program.



**Ms. Celeste Metcalf, CPA** Program Manager

Ms. Metcalf comes to Hudson with extensive finance, accounting, strategic planning and management oversight expertise. Her career highlights include design, development, and implementation of processes that promote financial integrity and support project objectives for private and public entities. Her responsibilities are day to day leadership of Gateway Parking and the Parking Violations Bureau customer operations. Her responsibilities include supervision of management staff; ensuring high levels of customer service; preserving maintenance and appearance standards; loss control; and financial budgeting/reporting to ensure a positive parking experience for each customer or patron. Her duties include quality assurance/quality control and meeting client relationship expectations for the parking and customer call center operations. In addition, she is responsible for maintaining monthly and yearly reports for all divisions; quality assurance and quality control for all internal service processes; and internal audits. Ms. Metcalf will also conduct special projects as requested, facilitates investigations and responds to internal and external complaints regarding service. She holds a B.S in Accounting from George Mason University in Fairfax, VA, an MBA from Washington University in St. Louis and is a licensed Certified Public Accountant.

Effective communication will allow our team to be responsive to issues and opportunities in a timely manner, assure ongoing staff and equipment assessment in order to maximize system uptime, and to address security and technology matters proactively.



## REPORTING

Hudson is committed to presenting annually and monthly reports which highlight key accomplishments, benchmarks reached, challenges, emerging issues, as well as a check and balance report to track progress against agreed upon goals and objectives as defined in the Standards of Procedure (SOP) Manuals and the STLTO. The goal of each report is to provide clarity of processes and to assure the client goals and objectives are being met. Hudson will approach providing data analysis as a process used to inspect, clean, transform and remodel data with a view to reach certain conclusions for specific reports.

In addition, Hudson will produce the following reports:

**Parking Revenue and Reconciliation Report(s)** | This includes balancing financial reports for citation/ticket processing; garage transactions; sales and permits; penalties and fines; parking and operations expenses; revenue sources, and all other on/off street revenue collections including surface lots.

**Operations and Inventory Report(s)** | This report (or reports) will cover both on and off-street daily operations, issues, challenges, and projections (or budget). The report will highlight maintenance, collection, enforcements, sales/permits, call-center operations, citation/tickets processed, parking rates, and meter inventory. The report will also cover parking inventory and trends of all lots and garage managed under the program operations.

**Data Analytics** | This report will provide the City and key staff with trends and data to forecast planning models, pricing models (dynamic pricing), usage trends, parking and transportation demand management, and other important data used to support operations and planning projections.

**Maintenance and Collection** | This report will provide visibility into single and multi-space meter revenue collections and any maintenance issues needing to be addressed in order to maximize system uptime.

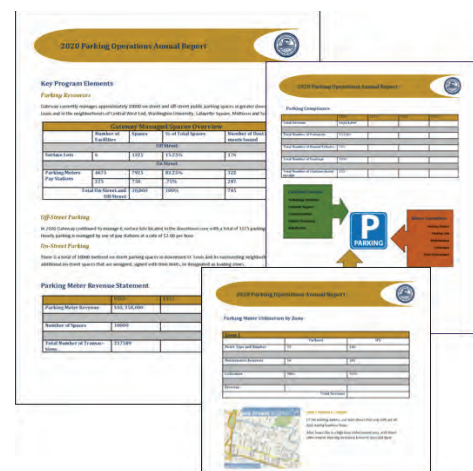
**Parking Enforcement (Boot and Ticket)** | This report will highlight enforcement trends, types of violations, collection rates and revenue, voids/dismissals, boot enforcement, towing, and issues.

**Customer Service and Adjudication Reports** | This report will highlight various customer service issues and resolutions, summary of administrative reviews/hearings, and collections rates.

**Annual Report** | This report will summarize the overall parking program past year's performance and highlight future enhancements. Such data shall include: Operational Performance, Budget and Expenses, Revenue Summary, Customer Services, Data Analysis, and Adjudication, Sales and Service, and Consulting Service Performance (s).

## System Integration Training, Testing and Rollout

EDC has developed a proven methodology for AIMS system implementations which we will follow with the City. EDC provides a detailed Microsoft Project plan and schedule once the full scope of the



project is defined. Major components of the process are:

- The project begins with a Kickoff call with the principal personnel from the City and EDC.
  - Project personnel introductions and responsibility identification.
  - Description / discussion of project and related activities.
  - Identification of integrations to be included.
- AIMS Questionnaires
  - Questionnaires specific to both the AIMS system and AIMS Web+ are sent to the City. These identify various business policies and system defaults.
  - On-Site Survey – EDC comes onsite for 2 days to not only review the required business policies and other system configuration options, but also to observe how the business policies are employed operationally to ensure the proper system setup.
  - EDC uses this information to provide the initial configuration of the AIMS system for the customer's installation. This configuration is via an AIMS Admin function which is user maintainable, rather than requiring programmatic changes. Customers have access to this configuration information to make future changes, and of course EDC Support is always available to help make any necessary changes.
- Project Management
  - EDC will provide a project plan shortly after the Kickoff call outlining the details of the project identifying timelines and responsibility.
  - Any required updates to the City systems environment, if self-hosting, are completed.
  - The AIMS program will be installed either on City servers or EDC's hosted environment to support configuration setup and testing.
  - Data conversion is completed. This will be an initial step to allow adequate testing by the City.
  - All interfaces are configured and tested
  - Online payment gateway and single sign-on integration is configured and tested



**Mr. Sean Stevenson, IT Systems Consultant**

With over 16+ year of development, integration, and program expertise, Mr. Stevenson provides IT Consulting support to Hudson upon the deployment of new SMART Parking Systems software and hardware. His experiences include the acquisition, testing and implementation of corporate networks, which includes builds of Information Technology departments from the ground up. He has managed projects and budgets of all sizes, and is adept at budget and schedule development, inventory tracking and development of multi class network systems. He will lead the installation of intelligent parking meter systems for the City of St. Louis, and serve as troubleshooter for Parkeon equipment, in addition to installing the new server, router, switches and access point to support Hudson headquarters and regional offices. He holds a B.S. in Computer Programming from Kentucky State University



- Products/supplies are ordered and delivered.
- User Training and Go Live
  - User training is on-site, hands-on, using the City test database. This allows users to learn how to use AIMS with their data and policies already implemented in the system. Enforcement personnel are trained along with field practice with the new system.
  - The database is refreshed – A final date conversion is performed the weekend prior to go-live
  - Go-Live – EDC will come on-site for 2 days as the City goes live with AIMS to assist and answer initial questions.

At every level of our operations, Hudson is committed to hosting many training sessions, workshops and field exercises to ensure that training modules are relevant and necessary to maintain the level of service required.

## SYSTEMS AND ONGOING OPERATIONS TRAINING

### Gateway/Parking Violations Bureau Training

The Hudson Team recognizes the importance of investing in our employees and are committed to cultivating their talent to ensure a capable, dedicated and professional job performance. All employees receive comprehensive training that addresses the full range of knowledge and skills they need to successfully perform their assigned job function. To facilitate career advancement, Hudson's Training Department offers:

**Toolbox Thursday** – to reinforce skills and techniques needed to be successful

**Regular Leadership Training** – for every level of our organization so that employees can obtain the additional training needed to promote a smooth transition to new responsibilities

**On-going assessment** – so that feedback is current and impactful

Hudson and Associates also offers employees career development planning – to assist with the development of short and long-term goals

**New Hiring Training** – All Hudson employees must attend weeks of training and orientation class before actually being released to self-perform job assigned. The classes focus on the company Standard Operation Procedures, Business Policy and Procedures, Mission Statements, Employee Handbook and Service Standards, safety, quality management, and emergency policies and procedures. During the probation period all new employees are required to be tested and assessed for performance and job functionality understanding.

**Ambassador/ Customer Service Training** – The Hudson team will facilitate ambassador training for all staff (interns) that interacts with the public. We believe that our staff is an extension of the STLTO therefore being well-versed on our parking meters in addition to major attractions, directions and amenities in the areas that visitors, new-comers and tourists are wanting to experience during is essential for staff representing Hudson and the City of St. Louis. **Ambassador service is optional.**



**Mr. Eric McDaniel** Deputy Program Manager

A well-versed Project Manager in the parking arena, Mr. McDaniel's 15 years of expertise in managing multi-million budgets and 50+ employees lend a strong operational and fiscal practice to the STLTO parking program. He will oversee the Gateway Parking and Parking Violations Bureau (PVB) daily operations. A native St. Louisan, Mr. McDaniel has managed multiple St. Louis Cardinals properties with a \$2M budget and Class A commercial properties managing assets of over \$1.5M. He is experienced in coordinating facility upgrades, construction coordination, managing daily operations, performing audits, developing safety policies and forecasts/analysis of expenses for procurement and payroll. Through various initiatives on numerous projects, he has accomplished benchmarks for program operational improvements, productivity gains, revenue growth and efficiency improvements. Mr. McDaniel understands stringent industry procedures related to cash controls, collections, accounts payable, deposits and reconciliation reporting. His duties extend to supervision, training, recruiting, performance evaluations, and professional development training of employees and supporting the Program Manager, as needed. He holds a B.S. in Political Science from Howard University and a M.S. in Economics from Johns Hopkins University.

## Ongoing Leadership Training



For the past 3 years Hudson has partnered with Cynthia Durant, CEO of Durant Consulting Services, Inc. to host a variety of technical and professional, leadership training sessions at Gateway Parking and the St. Louis Parking Violation Bureau (PVB). An MBE/WBE certified firm in Missouri and known for her innovative and interactive training skills, Ms. Durant founded Durant Consulting Services, Inc. in 2009. With more than 15 years of training experience, Durant Consulting Services has implemented and offered organization-wide strategies and standards, strategic role-based training plans, training program coordination, business process analysis, courseware development, and

instructor-led classes for all audience types across major airports and corporations within both global and domestic capacities. She has provided world class customer service training to the Hartsfield-Jackson Atlanta International Airport, DeKalb County Human Resources, MARTA, Houston Airport System, Denver International Airport, Los Angeles World Airports, American Association of Airport Executives, Morehouse CEO and Board of Directors staff, Gateway Parking and the St. Louis Parking Violation Bureau (PVB). Ms. Durant will facilitate the following tracks for Hudson management and

Elevating Your Leadership: Managers vs. Leaders	Performance Management
Becoming a Strategic Thinker & Understanding Corporate	Handling Accidents and Incidents
Effective Communication - Fierce Conversation	Understanding Proper Escalation
Customer Service Essentials	Urgency, Time Sensitivity, Follow-up and Closure
Teamwork - Working Together to Achieve Excellence	Effective Communication: Verbal and Written
Handling Difficult and Irate Customers	How People Learn - Effectively Training Employees
Role Playing Workshop	

operations staff:

Our employees also receive ongoing updates of industry trends and new technologies. As members of the following industry organizations listed, they receive consistent training at annual conferences, through webinars, and in-house quarterly. We anticipate several accomplishing their CAPP certifications.

- International Parking and Mobility Institute (IPMI)
- National Parking Association (NPA)
- Parking Industry Exhibition (PIE)
- Conference of Minority Transportation Officials (COMTO)

In addition to professional development training opportunities, Hudson and our partners are committed to continuous improvement and technical training through **quarterly maintenance and repair refresher** courses during which factory representatives will come to St. Louis to address specific matters relevant to our field operations. We will also be sending our field operations staff for factory site visits to ensure that we stay current on innovations and advances that could improve our operational efficiency.

Hudson's dedication to ongoing technical training is part of our commitment to achieving **100% System Uptime**. By keeping spares and repairing meters in-house, we are able to keep working assets on the street and minimize program expenses associated with RMA returns to the factory.



## DIVERSITY PLAN

As a minority-women owned and operated firm, Hudson understands the importance of utilizing certified disadvantaged, minority, women, and veteran owned businesses (DBE/MBE/WBE/SBE/VBE) also identified as XBE firms) for the projects it engages in. We know that strong and successful communities create areas of opportunities for all its citizen businessowners; no matter their size or capacity to provide professional services and supply needed goods, supplies, and equipment. Hudson and its team partners pledge to exceed the stated goals throughout the life of this project by utilizing 1st, 2nd and 3rd tier XBE business at every opportunity.

From the outset, Hudson will be providing over 95% of the On-Street staff with a Project Manager, Parking Ambassadors, Maintenance/Collections Technicians, Customer Service Ambassadors, in addition to daily operations staff. Hudson is a certified DBE/MBE/WBE firm with the Missouri Unified Certification Committee. The Hudson team currently consists of several XBE member that have already allowed us to exceed the stated goal, they include the following local businesses.

- **EDC** | AIMS Parking Management Software (WBE)
- **Document Imaging Solutions** | Printing (MWBE)
- **RISC Consultants** | Accounting (MWBE)
- **Durant Consulting** | Training (MWBE)
- **eLittle Communications Group** | Marketing & Outreach (MDBE)

In order to ensure compliance with financial reporting requirements and maximize transparency with the STLTO, Hudson has engaged RISC Consultants' CPA services to provide an annual 3<sup>rd</sup> Party Audit of operations.

## STRATEGIC APPROACH AND METHODOLOGIES

Hudson has developed a winning strategy to exceed MWBE goals for the City of St. Louis Parking Management Program. We know that there are ample opportunities to utilize XBE business through the purchase of uniforms, office supplies, fleet vehicles, fuel, office furniture, IT services and more. Through ongoing engagement, outreach, partnership, and collaboration, we will remove barriers for XBE contractors and suppliers by:

### DBE/MBE/SBE/VBE/WBE Outreach

- Coordination of several outreach meetings for XBE firms in collaboration with members of the parking program management team.
- Send e-blasts to list of local XBE firms for goods and services needed so they can prepare to bid.
- Maintain Profile Forms on file for firms that have goods and services they can provide to the program. The forms will assist in determining capacity and capability for providing services and or partnering.
- Engage contractors and suppliers in direct award for professional service opportunities

### Compliance Program Elements

- Ongoing Project Engagement
- DBE and MBE/WBE/SBE/VBE Outreach (Tier 1, 2 & 3 Contractors & Suppliers)
- Comprehensive Reporting



- Consistent engagement of XBE Contractors and suppliers.
- Keeping qualified XBE firms in the goods and services pipeline
- Communicate frequently with all parties interested in doing business with the St. Louis Parking Management Program.

### **Methods for Prompt Payment**

Hudson understands the challenges XBE businesses endure. We know that prompt payment can be the difference between hardship and success for a small business. As with all projects, we will require that payment be made to all XBE's within 30 days of invoice.

- Upon bid award reward, verify "letters of intent" between prime partners and XBE subcontractors and suppliers.
- Verification of invoice payments and contract agreements to XBE firms as required, to ensure timely payment.

### **Utilization Monitoring and Reporting Tactics**

Hudson commits to being transparent with STLTO about our compliance with the stated diversity plan throughout the scope and life of the project. We will provide STLTO with subcontract financial transaction information to ensure compliance with XBE contractual requirements on a quarterly basis for the entirety of the contract that will include:

- Maintain an updated database of XBE participation percentages and contract payments with sub-categories containing percentages for each tier
- Develop processes for obtaining statistical information from all partners
- Provide reporting of XBE contract payments, percentage of project goals
- Provide detailed monthly reports on participation and programming.

### **Hiring Opportunities (Boots-on-the-Ground)**

Helping the City of St. Louis obtain their workforce goals is of importance to Hudson. To assist in these efforts that promote new job opportunities and growth, Hudson is building a strong, well-trained staff of parking professionals hired through local sources. Hudson's goal is to provide the City of St. Louis with an efficient, customer focused and user-friendly parking experience with service from their knowledgeable staff. We believe in implementing continuous initiatives for our team; from pre-hire assessments, ongoing training for employees and management, awards and recognition, and facilitation of performance monitoring systems to reinforce Hudson's customer ambassador program build a solid and consistent team for the STLTO Parking program. Hudson will continue to partner and collaborate with local workforce and second chance programs in addition to Harris-Stowe University, SLATE, Goodwill Industries and The Urban League of Metropolitan St. Louis in and other community organizations that deploy training programs to recruit, train and hire capable employees.

### **MARKETING & COMMUNICATIONS**

Among the top 10 emerging trends in parking, half relate directly to a range of different technologies that have revolutionized the parking sector in the past few years. Topping the list are "innovative technologies that improve access control and payment automation" (53 percent), the "demand for electronic cashless payment" (44 percent), "prevalence of

mobile applications” (47 percent) and “real-time communication of pricing and availability to mobile/smartphones” (41 percent), and “wireless sensing devices for traffic management” (22 percent).

Many of the strategies identified in the above market study are ones that Hudson is proposing or is currently utilizing in its daily operations and management service. Hudson is proposing new and improved sustainable, intelligent parking systems and innovative technologies such as, SMART Parking Meters; mobile pay apps; wireless communications; handhelds and printers; pay at meter transactions, and upgrades to our field and office technology to allow operational service to be more effective and efficient.



Obviously, some of the changes proposed will have an impact on the citizen or end-user experience, therefore educating and informing the public effectively and immediately will be critical to any turnkey solution. The Hudson-eLittle team will work in coordination with the STLTO to develop a comprehensive Marketing and Communications Plan structured to promote new services and innovative solutions; improve the public’s perception of parking; and educate the public on the vital role parking service is to the city.

Outlined below are a few tools and techniques the team will implement to engage the public once approved. They are as follows:

#### **Media Relations**

- Announce and demonstrate new technology via radio, tv, and print medium
- Assist the STLTO with developing the best opportunities to showcase all the new features and service devices/apps.
- Schedule news updates and press conferences
- Secure coverage at media events
- Draft and distribute press releases, pitch kits, PSAs
- Provide media and crisis communication management training to leadership & staff
- Coordinate ongoing positive media inquiries and bites about new technology
- Assist STLTO with identifying and drafting op-ed columns about new features and technology
- Assist STLTO with drafting key talking points that highlight the new system and services
- Manage and monitor issues that could escalate to negative story lines

#### **Social Media**

- Conduct social networking tasks (i.e., YouTube, Facebook, and Twitter) and link client to other websites
- Create/maintain a user-friendly website as desired by the client
- Monitor trends and conversations associated with new services and features to determine levels of engagement. At the STLTO discretion we will assist with response and/or communicating as directed

- Promote new services and features through social media and special networking channels

### **Public Engagement**

- Engage stakeholders to build community capacity
- Connect with students, parents, teachers, staff, administrators and businesses to build relationships and develop advocacy
- As needed coordinate stakeholder meetings with regional leaders, neighborhood groups, and special interest and grassroots organizations

### **Marketing**

- Assist STLTO with possible rebranding ParkLouie or branding to promote the operations as a community partner
- Create “How to Use” or “Contact Me for Information” give-a-ways, to showcase at events to showcase new features and services and to promote usage
- Develop a marketing plan that targets neighborhood district, and business to determine the levels of interest based on goals and metrics set by the STLTO
- Reintroduce or create a Tagline ... Moving You Forward!!!
- Develop video or other tools to convey special messages about operations and new services/ technology integrated into the program
- Create and produce swag gifts which promote new technology

### **Ambassadors (Optional)**

If the STLTO selects to purchase the new meter and pay station features, the Hudson team is proposing new IPS SeParking Ambassadors will roam parking zones to provide assistance to citizens and visitors in the use of Smart Meters and the Parkmobile app. Parking Ambassadors will be trained and knowledgeable of common street directions, be able to give details of popular St. Louis attractions, and assist with emergencies such as; helping police to identify stolen vehicles, responding to infants left in cars and assisting people with dementia to reconnect with their families. Ambassadors will answer parking related questions and give advice on how to avoid citations by using the new technology available. They will also distribute brochures that detail instructions to the public.

### **Communication**

- Assist the STLTO with drafting and designing all communication materials including newsletters, posters, newspaper ads, flyers, welcome packets, etc.
- Assist if requested with drafting speeches, talking points, and corporate articles
- Test marketing messages for effectiveness prior to implementation and afterwards
- Create and provide targeted information that can be easily integrated into existing communications such as social media sites owned by the STLTO (i.e., not stand-alone messages, images)

- Develop benefits-driven and value proposition messaging to various segments
- Draft Crisis Communication plan or assist with modifying existing plan
- Develop protocol and/ or modify existing plan to compliment to internal and external structure at STLTO and Hudson and Associates
- Develop FAQs/ talking points for field officers and Customer Call Center staff to use

### **Project Management**

- Hudson team will work in coordination with STLTO to determine goals for performance and usage, then present monthly reporting to let the client know how we are performing against goals
- Hudson team will meet with STLTO communication staff to determine effectiveness of services and task implemented

### **INNOVATIONS**

The Hudson team is prepared to introduce the following Parking Management System innovations in order to support the continued modernization of the STLTO's paid parking infrastructure:



### **Mobile Application Support**

In order to maximize the features and benefits offered by the various (i.e. way finding, permitting, electronic receipts, payment transactions) Parking Mobile Application service providers and to better accommodate the parking customer, Hudson is proposing to implement to overlay of various mobile applications.

### **Smart Sensor IPS Meters**

Initially implemented by way of a pilot program, rollout of the IPS Smart Sensor meters will allow for the support of parking way finding features available in mobile applications. In addition, the technology's "zero dollar reset" feature will allow our operations to maximize revenue opportunities by resetting the meter once the sensor recognizes that the space has been vacated.





### **PayNearMe**

By introducing the PayNearMe solution to the City's parking management system, Hudson is able to add an additional 27,000 convenient cash payment locations (including CVS, 7-Eleven, and Family Dollar locations). This increase in payment locations will offer increased convenience to cash paying customers.

### **Flowbird PayStation with Touch Screens**

Touch interaction technologies with a screen can now be found far and wide. Their tremendous flexibility in terms of configuration and use make them an ideal interface tool.

That is why Flowbird offers touch screens on its terminals to guarantee a user experience which is smoother than ever, better integrated into everyday life, even in difficult environments.



### **Smart Booting System**

Hudson is recommending the piloting of a self-releasing Smart Boot with GPS tracking capabilities. If the pilot is successful, these boots would eliminate the boot release wait time currently being experienced by customers.

# Experience and Capability



# EXPERIENCE AND CAPABILITY



## CITY OF ST. LOUIS - OFFICE OF THE TREASURER | GATEWAY PARKING SYSTEMS

Hudson is currently providing parking meter management and operations support services for the City of St. Louis' integrated intelligent parking systems and six (6) pay lots. In phases, Hudson removed over ten thousand old mechanical meters and installed SMART meter units for over 9700 spaces that utilize mobile technology and offer multiple payment options. Hudson developed and implemented current route schedules and is managing meter audits and collections, in addition to safeguarding, transporting, and depositing meter revenue.

Hudson provides meter vault security and key control along with investigations, technical repairs, and monitors existing inventory. The Hudson dispatch operations team works in concert with field technicians, supervisors and office staff. Hudson also creates a vehicle "scofflaw" list that is electronically accessed in real time allowing boot enforcement officers to coordinate with dispatch confirming that relevant transactions, payments, and other case dispositions are updated accurately and timely. Hudson provides up to date training to all operations staff on rules and regulations pertinent to providing quality customer service.





### CITY OF ST. LOUIS - OFFICE OF THE TREASURER | PARKING VIOLATIONS BUREAU

Hudson is currently providing management of the Citation Processing Program at the Parking Violation Bureau (PVB). Hudson hires the staff and manages the Customer Call Center's revenue collection services. In addition to daily operations, Hudson develops and implements policies and procedures to support regulations and business practices under municipal and state legislation.

Hudson also manages customer relations, coordinates and schedules adjudication hearings as required by law. Hudson staff includes cashiers who process all ticket payments by cash, check and credit card in addition to updating citizen profiles through the Electronic Ticket Management System (eTIMS). All citations/tickets, correspondence, and images associated with the citation(s) are scanned daily, physically filed, and electronically filed via (eTIMS) within 24 hours of the date received by Hudson Data Imaging Clerks. Document controls are implemented to ensure that historical data is recorded and properly archived.

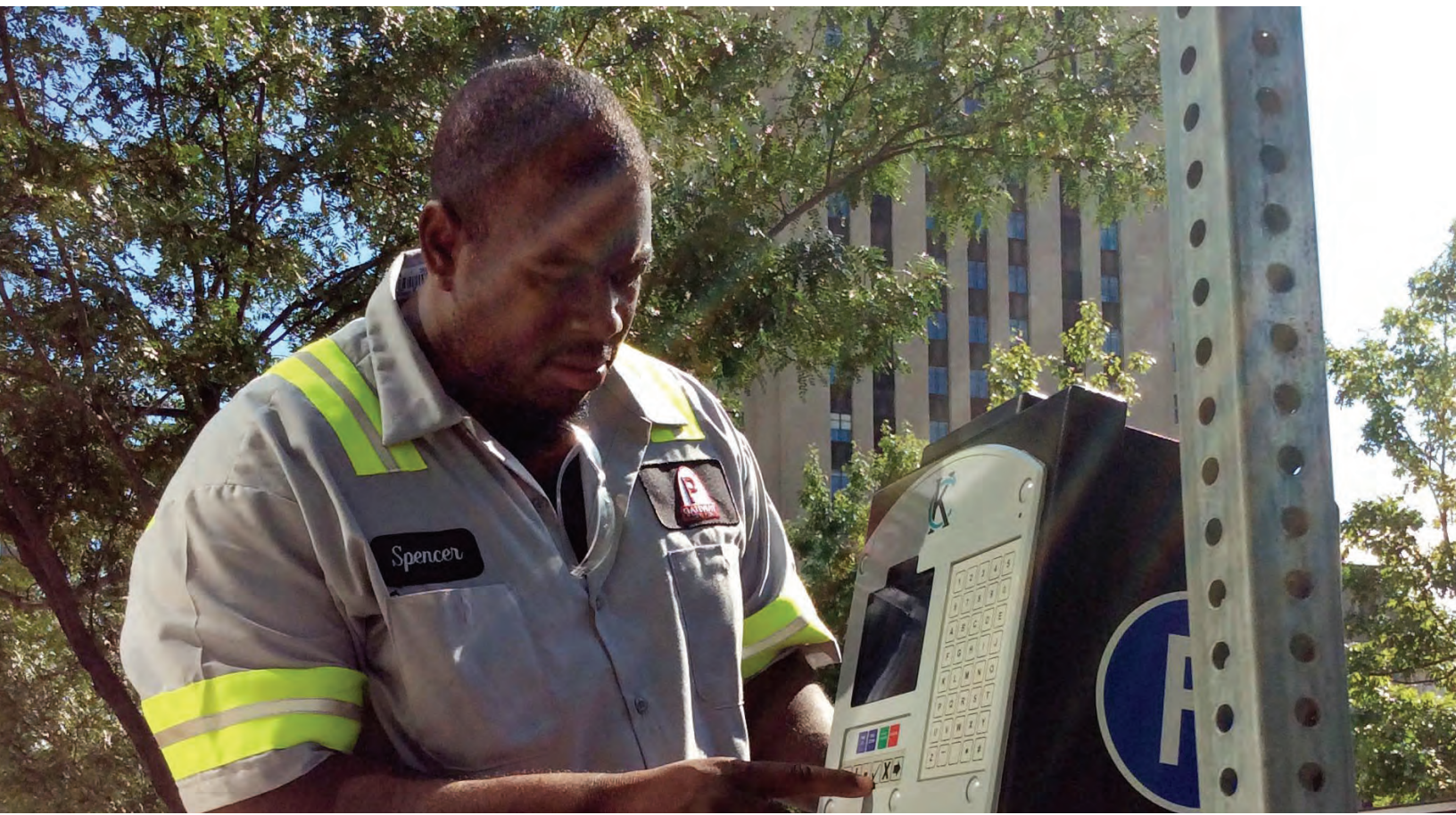


### LOOP TROLLEY COMPANY | FARE COLLECTIONS

The Delmar Loop Trolley is a \$51M, 2.2-mile heritage trolley line that serves the Delmar Loop district in St. Louis, and University City, MO. The line has 10 stations and serves the Missouri History Museum in Forest Park, Washington University in St. Louis, two MetroLink stations, and all the Delmar Loop attractions. The system utilizes two refurbished vintage streetcars.

Hudson and Associates, LLC (Hudson) is providing the installation and systems integration of 14 Strada multi-space parking units in University City along the Delmar Street corridor.





### CITY OF KANSAS CITY | SMART METER PILOT

For this Parking Meter Pilot project, Hudson recently installed and confirmed operations for 2 Tango multi-space parking meters using pay by plate technology on the east side of Locust Street between 10th & 11th Streets on behalf of Mackay Meters for the City of Kansas City, Missouri. In addition, 3 Beacon double-space meters and 3 Beacon single-space meters were installed on the west side of Oak St. between 10th and 11th streets in the downtown core, all met operational standards and were ADA compliant.



## CITY OF ATLANTA | JUDICIAL BRANCH PUBLIC OUTREACH

Hudson recently developed a customer service toolkit and facilitated extensive training for the City of Atlanta's Judicial Branch to encourage positive engagement with its citizens. Hudson worked with judges, customer service representatives, cashiers, adjudicators, and executive staff to develop comprehensive tools and techniques for staff utilization that create positive exchanges by phone or in person with citizens contacting and coming before the city courts for adjudication matters.

Hudson and Associates, LLC (Hudson) were responsible for the training manual, building consensus amongst staff and preparation of a performance plan.





## CHARLESTON INTERNATIONAL AIRPORT | VALET OPERATIONS

As part of a team, Hudson was recently awarded the Valet Operations project at the Charleston International Airport. Hudson is responsible for the management of cashiering operations, which includes accepting cash and credit card payments; daily reconciliation; training; and hiring of all staff. We work in concert with valet staff checking in vehicles and dispatching vehicles for pick up.



## ST. LOUIS LAMBERT INTERNATIONAL AIRPORT | INFORMATION PERSONNEL STAFFING

Hudson was recently awarded the Information Personnel Staffing project for the next three years at Lambert-St. Louis International Airport (STL). Hudson will provide Information service Ambassadors from 7 am to 11 pm year-round to assist travelers and visitors with airport amenities, wayfinding, emergencies and information on the airport, St. Louis and its surrounding communities. Hudson is also responsible for facilitating ongoing ambassador training, providing the design and update to airport maps.

# References

# REFERENCES

**CARL PHILLIPS, PARKING ADMINISTRATOR | CITY OF ST. LOUIS**

Ph: 314.541.9356 | phillipsca@stlouis-mo.gov



Gateway Parking/St. Louis Parking Violations Bureau

**JEFF LEA, PUBLIC INFORMATION MANAGER | ST. LOUIS LAMBERT INTERNATIONAL AIRPORT**

Ph: 314.426.8125 | cell: 314.795.2235 | jrlea@flystl.com



STL Information Personnel Staffing

**SHARON MCGHEE, PHR, SHRM -CP, MWSBA COORDINATOR | CHARLESTON INTERNATIONAL AIRPORT**

Ph: 843.767.7171 | smcghee@iflyCHS.com



Charleston International Airport Valet

**BRANDY STANLEY, PARKING SERVICES MANAGER | CITY OF LAS VEGAS**

Ph: 702.229.6863 | bstanley@lasvegasnevada.gov



Live with AIMS since 2014

**JOSH NARAMORE, MANAGER, LPR & ENFORCEMENT | CITY OF GRAND RAPIDS, MI**

Ph: 616.456.3079 | jnaramore@grcity.gov



Live with AIMS since 2018



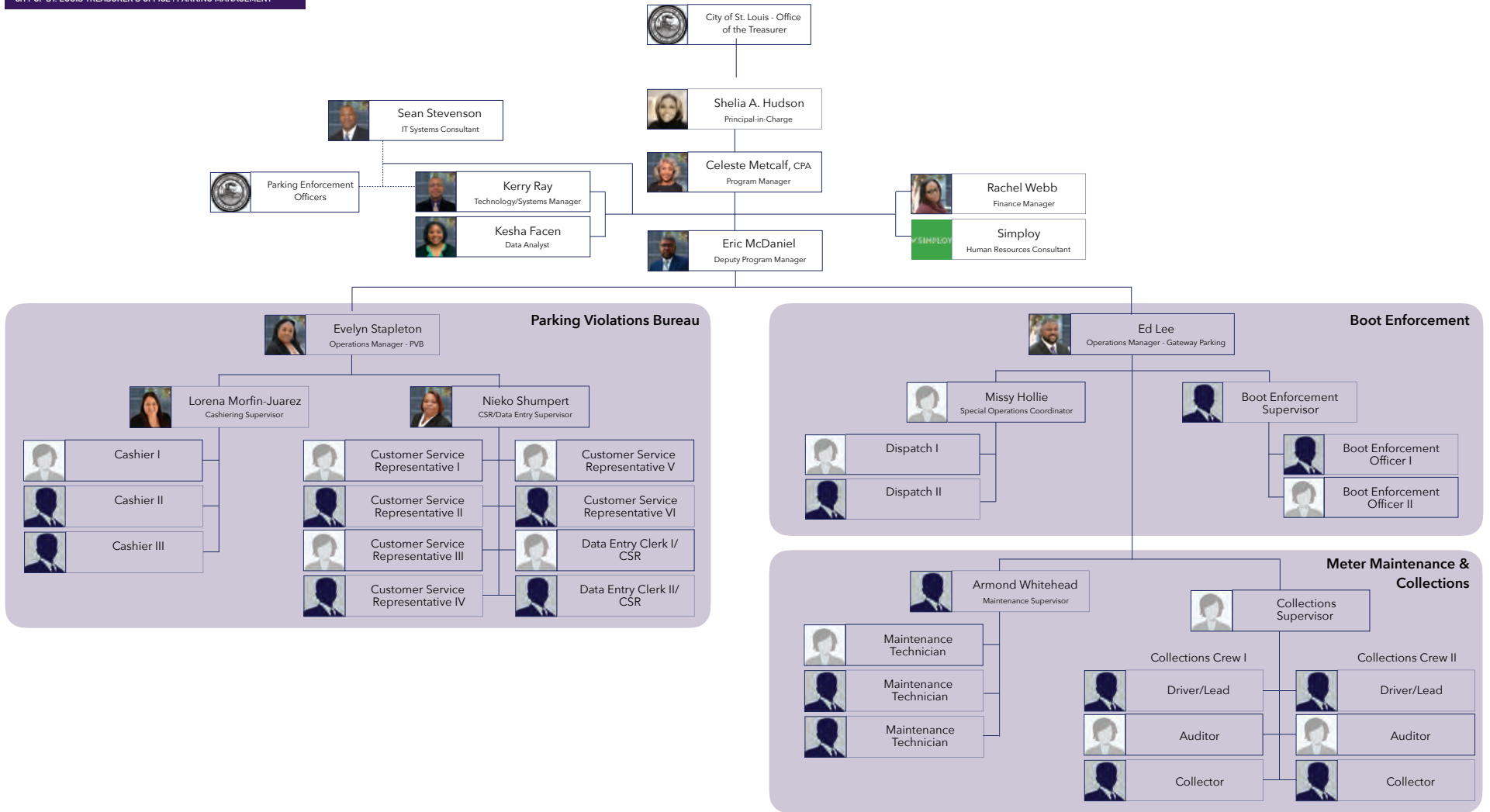
**Cost**

# COST

Hudson & Associates, LLC's cost proposal is included in a separate, sealed envelope as requested in the STLTO's Request for Proposals.

# Insurance

# Appendix



# ROLLOUT IMPLEMENTATION SCHEDULE (180 DAY STARTUP)

## PRE-PLANNING AND DISCOVERY (WITHIN 30 DAYS FOLLOWING NTP)

- Meet with client to discuss expectations, determine roles, and cultivate vision for success.
- Begin drafting a preliminary schedule and plan for Implementation.
- Identify temporary space to host strategy sessions and team meetings.
- Create a transition team (responsible for transition task and updating STLTO executive staff) who will be responsible for daily.
- Approve Implementation schedule.

## PLANNING (30 - 60 DAYS FOLLOWING NTP)

- Meet with all vendors to discuss goals and expectations.
- Determine/review business practices and modify according to new systems and upgrades.
- Determine resources needs and optimal allocation
- Determine staging and timing of integration efforts & create integration PMO
- Identify priorities, key support, risk, and systems issues.
- Identify capacity constraints and needs.
- Determine files, data, and report to transfer.
- Prepare assets schedule and strategy for purchasing items and cost.
- Ensure alignments between IT and both operations.
- Identification of integrations to be included
- Purchase Assets

## **SYSTEMS INTERGRATION (45-60 DAYS FOLLOWING NTP AND PURCHASE OF HARDWARE & SOFTWARE)**

### **AIMS QUESTIONNAIRES - (30-60 DAYS FOLLOWING KICKOFF DATE)**

- Questionnaires specific to both the AIMS system and AIMS Web+ are sent to the City. These identify various business policies and system defaults.
- On-Site Survey – EDC comes onsite for 2 days to not only review the required business policies and other system configuration options, but also to observe how the business policies are employed operationally to ensure the proper system setup.
- EDC uses this information to provide the initial configuration of the AIMS system for the customer's installation. This configuration is via an AIMS Admin function which is user maintainable, rather than requiring programmatic changes. Customers have access to this configuration information to make future changes, and of course EDC Support is always available to help make any necessary changes.
- Project Management
- EDC will provide a project plan shortly after the Kickoff call outlining the details of the project identifying timelines and responsibility.
- Any required updates to the City systems environment, if self-hosting, are completed.
- The AIMS program will be installed either on City servers or EDC's hosted environment to support configuration setup and testing.
- Data conversion is completed. This will be an initial step to allow adequate testing by the City.
- All interfaces are configured and tested
- Online payment gateway and single sign-on integration is configured and tested
- DMV configurations, testing and retesting.
- Data import and exporting.
- Products/supplies are ordered and delivered.

### **USER TRAINING AND GO LIVE - (60-90 DAYS FOLLOWING KICKOFF DATE)**

- User training is on-site, hands-on, using the City test database. This allows users to learn how to use AIMS with their data and policies already implemented in the system. Enforcement personnel, PVB staff, and Gateway field officer are trained and hands-on practice with the new system.
- Estimated implementation time 60-90 days.

### **GO LIVE! (FINAL WEEK BEFORE GOING LIVE) - DATE APPROVED BY CLIENT**

- The database is refreshed – A final date conversion is performed the weekend prior to go-live
- Soft launching



- Go-Live – EDC will come on-site for 2 days as the City goes live with AIMS to assist and answer initial questions.

#### **CLARUS COMMUNICATIONS- (IVR/ PHONE SYSTEM SOLUTIONS)**

**SERVICE PROVIDERS: ACC BUSINESS SOLUTIONS; SPECTRUM BUSINESS SOLUTIONS; NEXTIVA (BUSINESS COMMUNICATIONS); IVR SOLUTIONS**

#### **PROJECT KICK OFF - (WITHIN 30 DAYS APPROVAL)**

The project begins with a Kickoff call with the principal solution providers, client and Client IT staff.

- Project personnel introductions and responsibility identification.
- Description / discussion of project and related activities.
- Identification of integrations and interdependencies to be included.

#### **NETWORK ORDERS - PLACED WITH 1 WEEK OF SIGNATURE.**

- ACC Business: Project Manager to coordinate installation of Primary 50 Mb Fiber. Target install 45-60 days after accepted order
- Charter Coax orders will be placed and can complete in 2 weeks.

#### **HOSTED IVR - IVR SOLUTIONS**

- Project Manager will meet with Client, AIMS, CMIT, and CC Merchant to identify all points of integration, call Flows, and database needs, optional notifications, etc.
- Detailed Scope to be approved by client.
- Project Manager to conduct bi-weekly cadence calls or update emails throughout implementation for status
- Target Implementation interval 60-90 days

#### **HOSTED CALL CENTER - NEXTIVA BUSINESS COMMUNICATIONS**

- Contact Center Project Manager will meet with client to develop call flows, scripting needs, Multi-language prompt needs, skills of agents for routing, and media integration.
- Detailed Scope to be approved by client.
- Call Flows, Recordings, prompts and integration points will be approved by client
- System will be configured, and Equipment delivered for onsite installation by customer IT.
- Porting of existing numbers will be scheduled to meet customer's timeline for go live.
- Customer Will be trained on all Supervisor functions, Custom Reporting and Analytics, Call Recording, staff scheduling, and all other components of Hosted Contact Center.
- Estimated implementation time 60-90 days.

#### **CMIT - TECHNOLOGY/SYSTEMS INTEGRATIONS (0-60 DAYS OF KICKOFF DATE)**

- Procure Equipment – All equipment is ordered and received. Base testing performed to insure all products are operational and ready for installation and configuration.

- IT Architecture – All applications, network and security requirements and designs are documented to support the business and technical requirements.
- Network Installation – Network devices are installed and configured to support the operation.
- Server Installation – The application server and domain controller are setup and configured. Business software is installed on the application server.
- Build end-user PCs – All end user PCs are setup, configured and attached to the network.
- Multi-Function Printer Installation – All MFPs are installed, connected and tested

#### **HIRING AND STAFF TRAINING (30-60 DAYS FOLLOWING NTP)**

- Will conduct strategic hires and retain contractors to assist with deployment and implementation.
- Will host several open sessions with new & existing management staff to discuss transition, modify SOP and Business plan/practices, determine staffing needs to support operations.
- Conduct hiring, on boarding, etc.
- Begin training sessions as defined in final implementation plan.

#### **OPERATIONS (100-120 DAYS FOLLOWING NTP)**

- Purchase hardware, spare parts, boots, and vehicles required and approved to support the operations.
- Field and service training.
- Special hiring and training, as required to support the operations.
- Modify SOP and business rules to support operational changes.
- Purchase and order supplies, and uniforms as needed once approved.
- Training, testing, and training, on new systems and hardware.

#### **MARKETING AND COMMUNICATION (100-120 DAYS FOLLOWING NTP)**

- Work in coordination with client and PR consultant to develop a master communications and PR plan to execute prior to going live and during operations.
- Develop messaging and key communications points.
- Rollout media strategy approved by STLTO.
- Present branding concepts for review and approval.
- Rollout Public Engagement/ grassroots communications plan.
- Purchase marketing goods and materials approved by STLTO.



## Business & Contact Information

BUSINESS NAME	<b>Hudson and Associates LLC</b>
OWNER	<b>Ms. Shelia A. Hudson</b>
ADDRESS	<b>2229 PINE STREET ST. LOUIS, MO 63103</b>
PHONE	<b>314-768-3616</b>
FAX	<b>314-300-2222</b>
EMAIL	<a href="mailto:corporate@hudson-associatesllc.com">corporate@hudson-associatesllc.com</a>
WEBSITE	<a href="http://hudsonandassociates.net/">http://hudsonandassociates.net/</a>
ETHNICITY	<b>African American</b>

[Map This Address](#)

## Certification Information

CERTIFYING AGENCY	<b>St. Louis Lambert International Airport</b>
CERTIFICATION TYPE	<b>MBE - Minority Business Enterprise</b>
CERTIFIED BUSINESS DESCRIPTION	<b>Other Management Consulting Services Public relations agencies All Other Support Services Parking Lots and Garages Telemarketing Bureaus and Other Contact Centers</b>

## Commodity Codes

Code	Description
NAICS 541618	Other Management Consulting Services
NAICS 541820	Public relations agencies
NAICS 561422	Telemarketing Bureaus and Other Contact Centers
NAICS 561990	All Other Support Services
NAICS 812930	Parking Lots and Garages

THIS CERTIFIES THAT

**Document Imaging Systems of St. Louis, Inc.**  
dba D.I.S



\* Nationally certified by the: **MID-STATES MINORITY SUPPLIER DEVELOPMENT COUNCIL**

\*NAICS Code(s): 323111; 561410; 541870; 541860; 541890; 454210; 423450

\* Description of their product/services as defined by the North American Industry Classification System (NAICS)

03/08/2019

**Issued Date**

IN01462

**Certificate Number**

03/08/2020

**Expiration Date**

A handwritten signature in black ink, appearing to read "Adrienne C. Trimble", is positioned above the name "Adrienne Trimble".

Adrienne Trimble

A handwritten signature in black ink, appearing to read "Carolyn E. Mosby", is positioned above the name "Carolyn E. Mosby, President/CEO".

**Carolyn E. Mosby, President/CEO**

By using your password (NMSDC issued only), authorized users may log into NMSDC Central to view the entire profile: <http://nmsdc.org>

*Certify, Develop, Connect, Advocate.*

\* MBEs certified by an Affiliate of the National Minority Supplier Development Council, Inc.®

# *Missouri Regional Certification Committee*



- \* Metro
- \* City of St. Louis
- \* City of Kansas City \* Kansas City Area Transportation Authority
- \* Missouri Department of Transportation
- \* East-West Gateway Council of Governments
- \* Mid-America Regional Council

***In accordance with the requirements for certification as a Disadvantaged Business Enterprise (DBE) as defined by the U.S. Department of Transportation's 49 CFR Part 26, as amended, the Missouri Regional Disadvantaged Business Enterprise Unified Certification Program presents this DBE Certificate to:***

***Durant Consulting Services, Inc.***

City of St. Louis  
(Certifying Agency)

Date Issued: August 1, 2018

***This firm shall remain certified unless it voluntarily withdraws from the DBE Program or is formally decertified by the certifying agency and/or the Missouri Regional Certification Committee.***

NAICS 611420: COMPUTER TRAINING  
NAICS 611430: PROFESSIONAL AND MANAGEMENT DEVELOPMENT TRAINING

## Executive Summary

Thank you for the opportunity to submit our proposal for the Parking Enforcement and Management System requirements of The City of St. Louis (City). EDC Corporation is proposing our Automated Issuance Management System (AIMS) based on the required functionality as outlined in your specifications.

We understand our proposed AIMS software solution would be utilized both by City personnel and by the firm contracted to perform the Parking Violation Bureau (PVB) services. While we will support the AIMS software use in this fashion, **any purchase order and the license for the use of the AIMS software product will be directly with the City. The City of St. Louis will be the official owner of the AIMS license.** EDC offers the license of AIMS in two (2) fashions:

- A perpetual license with a one-time license fee for the use of AIMS. An annual support fee provides on-going customer support and all software updates and new version releases.
- Software as a Service (SaaS), a term license with an annual fee for the use of AIMS that includes support services, software updates, and hosting services. The agreement renews annually as long as the City desires.

The City of St. Louis will always own, and have access to, their data, regardless of the software licensing arrangement selected.

Our proposed AIMS integrated system provides the City of St. Louis a single-source, turnkey solution to their parking citation management needs. Additional functionality is available, and an overview of our proposed system components and options are provided in the following Section B. Functionality - AIMS Proposed System Details. More detailed information regarding the AIMS system functionality is provided via responses to the items in Appendix A. AIMS provides the city with functionality to meet their current needs, with the ability to adapt and expand with configuration options and additional functionality as the City's needs may change.

EDC was incorporated in 1995. Since inception, the only business operations of EDC have been focused on the development and support of our AIMS parking management and enforcement software. EDC is headquartered in Syracuse, NY where all development and customer service is located. There are four (4) additional remote sales offices. All of the work for your implementation will be coordinated and performed by staff in the Syracuse office.

EDC is the original author of all proposed software, with over 20 years of experience working with our customers supporting and updating AIMS through several releases. All installation, training and ongoing support is provided directly by EDC Corporation employees. No sub-contractors are used for any part of the proposed system implementation.

**EDC is a closely held, woman owned, private company.** The company ownership has always been actively involved in the direction and day to day activities of EDC. EDC has sustained steady, controlled growth, without the need for venture capital or other outside funding. This allows EDC to make business decisions that are in the best interest of our company and our customers, without the influence of unrelated, outside parties. Financial statements that were requested are provided under separate cover marked confidential, and are not for public release.



May 3, 2019

Dear Johnny Little,

The Business Diversity Development office acknowledges receipt of the No Change Affidavit, Contact Update form, and Supporting Documentation for the City of St. Louis Local M/WBE Program.

Based on a review of your documentation, it has been determined that eLittle Communications Group, LLC remains eligible since the documents indicate there are no apparent changes which impact its certification status. Should this information change, you must notify the Business Diversity Development office, in writing, within 30 days of the change.

Please note that you are required to file no change documentation online next year by your anniversary date of 07/31/2020. The Business Diversity Development office will send you notification approximately 90 days prior to that date. The no-change documentation must be filed online in the Business Diversity Development Certification and Compliance Management System. You can also access this online system by clicking on the Certification link from our website at <http://www.flystl.com/bdd>.

If you have any questions, please contact our office at [businessdiversity@flystl.com](mailto:businessdiversity@flystl.com) or 314-426-8111.





## Business & Contact Information

BUSINESS NAME	<b>R.I.S.C. Consultants, LLC</b>	
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ADDRESS	<b>6710 Parkwood Place St. Louis, MO 63116-2154</b>	<a href="#">Map This Address</a>
PHONE	<b>314-353-2372</b>	
FAX	<b>314-353-2372</b>	
EMAIL	<a href="mailto:almabright@risconsultants.net">almabright@risconsultants.net</a>	
WEBSITE	<a href="http://www.risconsultants.net">http://www.risconsultants.net</a>	
ETHNICITY	<b>Asian Pacific American</b>	

## Certification Information

CERTIFYING AGENCY	<b>St. Louis Lambert International Airport</b>
CERTIFICATION TYPE	<b>MBE - Minority Business Enterprise</b>
CERTIFIED BUSINESS DESCRIPTION	<b>Offices of Certified Public Accountants</b>

## Commodity Codes

Code	Description
NAICS 541211	Offices of Certified Public Accountants

## **Appendix A**

### **Scope of Services**

Requirements are identified as to their priority by:

- 1 Required**
- 2 Desired**

Respond to each item as to whether your proposed system satisfies the requirement:

**Fully Provided** - The item is satisfied with standard functionality in the proposed system

**Modification Required** - The item is satisfied with modification to the proposed system. Include the cost for the modification in the Comment column and also include the cost in your price proposal.

**Not Provided** - The item is not supported by the proposed system and modification is not available.

# Appendix A

REQUIREMENT		Priority	Fully Provided	Modification Required	Not Provided	Comment
<b>A. GENERAL REQUIREMENTS</b>						
A 1	The Parking Management application must be browser based, supported by all popular browsers.	1	X			
A 2	The application must be Responsive and format display consistent with the type device used. Examples of the application display from a desktop, tablet and phone must be included with the proposal. Denote the location of the examples in the comment.	1	X			Screen display examples from a cell phone, tablet and notebook/desktop are provided immediately following this Appendix.
A 3	System must employ a fully relational database that allows data to be manipulated, linked, and queried.	1	X			
A 4	System must be available for use with Oracle, and MS SQL databases	1	X			
A 5	System must be able to be hosted by the software provider or self-hosted	1	X			MS SQL will be utilized for EDC hosted systems.
A 6	Tasks and activities must be easily initiated via context-sensitive menus.	1	X			
A 7	All information must be accessible and editable from one single screen	1	X			
A 8	System tasks must be scheduled to run automatically at user-defined intervals.	1	X			
A 9	System must be capable of interaction with external relational databases with real time and/or batch processes.	1	X			
A 10	Record searches that result in a single record meeting the search criteria must automatically open that record.		X			
A 11	Record searches that result in multiple records meeting the search criteria must display the matching records in a grid that:					
A 11a	Displays the qualifying records with additional identifying information	1	X			
A 11b	Allows the user to sort the records in the grid by the values in any column (ascending or descending)	1	X			
A 11c	Allows the user to reorder the sequence of the columns in the grid, saving their individual preference for each individual grid type.	1	X			
A 11d	Directly navigates to any selected record in the grid.	1	X			
A 11e	Provides the ability navigate to a record, while maintaining the results grid that can be returned to for selection of another record.	1	X			
<b>B. USER SECURITY/CONTROL REQUIREMENTS</b>						
B 1	System must allow for a wide range of user security and control.	1	X			
B 2	System must have the capability to optionally enforce strong passwords and password expiration	1	X			
B 3	System must have the capability for the end-user to login and authenticate via a third-party system (LDAP, Active Directory or similar)	1	X			
B 4	System must automatically log a user off after a predetermined amount of time without activity.	1	X			User determined amount of time
B 5	The system must allow the creation of a profile for each individual user. This profile specifically details the rights and privileges as defined by the system administrator.	1	X			Security profiles may be set at a group level to support setup for multiple users, but any individual user profile may be tailored to their specific access rights.
B 6	Rights and privileges must be configurable per screen and range from read-only to full supervisor permissions.	1	X			
B 7	Ability to clone user profiles must exist.	1	X			
B 8	The system must contain an audit trail of modifications and/or transactions executed by a particular user. Transactions must be date, user and terminal stamped.	1	X			
<b>C. CITATION MANAGEMENT REQUIREMENTS</b>						
C 1	All features below must be initiated from a single screen.	1	X			
C 2	Entry (via keyboard entry and/or automatic real-time upload via handheld citation issuance devices), viewing, and printing citations. All information normally associated with a specific citation such as: Ticket #, Plate #/Yr./State (or Province), Plate Type, Meter #, Date Issued, Time Issued, Officer Badge, Location, Infraction, Vehicle Info. (Make, Model, Color), VIN #, Public and Private comments must be entered and viewed on a single screen.	1	X			
C 3	Detailed violation information including fine structure (base amount, uplifts, accumulations, late fees, discounts, etc.) must be viewable on screen.	1	X			

Appendix A

REQUIREMENT	Priority	Fully Provided	Modification Required	Not Provided	Comment
C 4 System must include the ability to add notes field (including date of the note, note type, and comments). Notes must be date/time, user and terminal ID stamped.	1	X			
C 5 System must display detailed status information regarding balance due, addition of late fees and fine increments, administrative holds, and adjustments.	1	X			
C 6 System must allow application of skeletal payments for citations not currently in the system (citations paid off the windshield).	0	X			For handwritten / manual entry tickets. Handheld tickets will be available immediately for payment.
C 7 System must track all changes and adjustments made to a citation to a specific individual, date and time using a ticket tracker.	1	X			Displayed directly from ticket record
C 8 System must display the complete history of transactions associated with the citation without exiting the screen.	1	X			
C 9 System must allow for the monetary amount of a citation to be adjusted.	0	X			
C 10 Vehicle, hearing, receipts, notes/attachments, and pre-paid citation data must all be viewable from the citation record.	1	X			
C 11 The attachment of scanned documentation, digital images, voice memos and/or other electronic items to the citation must be supported.	1	X			There is no limit to the number of attachments that may be associated with any single ticket record
C 12 Attachments must be date, user and terminal stamped.	1	X			
C 13 A visual indicator must display on records with attachments, hearing schedules or warning codes.	1	X			
C 14 Hearing information must be directly accessed from the citation record.	1	X			
C 15 Receipt (payment) information must be displayed directly on the citation screen.	1	X			
C 16 Payments must be able to be posted directly on the citation screen, without the need to open a separate cashiering module or add items to a shopping cart.	1	X			Both printed and emailed receipts are supported
C 17 A mechanism for rapid and convenient entry of hand-written citations utilizing defaults from the previously entered citation such as date, officer number, location, etc must be provided.	1	X			
C 18 Full data edit and delete capabilities must be restricted to authorized users.	1	X			
C 19 The system must have the capability to reassign citations to a different customer (ex. from vehicle leasing company to vehicle lessor).	1	X			
C 20 Scofflaws rules must be defined, tracked and downloaded to handheld enforcement units. Scofflaw criteria may consist of number of tickets issued, number of unpaid tickets, and number of tickets issued or unpaid within a defined date range, or number of tickets issued/unpaid related to a specified violation code.	1	X			Scofflaw data is also sent to the LPR units for enforcement.
C 21 Direct access to customer, vehicle, appeal and payment information must be provided from the citation screen.	1	X			
C 22 The system must include the ability for notification letters to be generated, printed and/or emailed, while maintaining an audit trail within the application. Direct access to letter history must be provided and a copy of the letter must be stored in the attachments section of the citation.	1	X			
C 23 System must have the ability for one or more violations per citation.	0	X			Up to 3 violations per ticket
C 24 System must support the definition of aggregate/escalated fine structure based on number of tickets issued within a user defined time period.	1	X			Multiple levels of fine (separate from late fee) escalations may be defined
C 25 Aggregate/escalated fine structure can be defined for any individual or combination of violations. Definition of multiple structures must also be supported.	1	X			
C 26 Aggregate/escalated fine violations must be automatically supported, to assess the correct escalated fine amount when the ticket is issued without any additional user input.	1	X			
C 27 System must be able to define whether a violation uses aggregate, discount or uplifts in any combination.	1	X			

Appendix A

REQUIREMENT	Priority	Fully Provided	Modification Required	Not Provided	Comment
C 28 Tickets with discounted fines must display the ticket with the normal/full fine amount, while any display of the ticket for payment (within the application or online) will show the discounted amount due until the discount period ends.	1	X			Ticket is printed and updated into AIMS with the normal, full fine amount. The ticket display for payment (in AIMS and the AIMS Web customer portal) displays the discounted amount as due until the discount period ends.
C 29 The system automatically creates an adjustment record for the discount amount when ticket are paid at the discounted amount	1	X			
C 30 Financial information related to the citation must be accessible directly on screen. This includes payments, adjustments, late/fees, etc.	1	X			
C 31 Fine uplifts/late fees must be automatically assessed to citations meeting criteria without the user initiating the process.	1	X			
C 32 System must have the ability to setup custom business rules for consistent and efficient selection from a pick-list. This data includes officer badge ids, locations, violation codes, void codes, appeal codes, and vehicle descriptive data.	1	X			
C 33 System must be capable of generating custom letters directly from the citation screen.	1	X			
C 34 System must notify users if the ticket issue date is X amount of days past due.	1	X			
C 35 They system must support custom user-defined surcharges (different from late fees), which may be applied directly onscreen or automatically assessed.	1	X			
C 36 Ability to post payments to a citation without leaving the citation screen.	1	X			
C 37 Ability for authorized users to reopen a ticket without leaving the screen.	1	X			
C 38 Ability for authorized users to correct data entry errors directly on screen. This data includes ticket number, plate correction and plate ownership correction.	1	X			
C 39 Ability to group ticket violations under a "Bylaw".	1	X			
C 40 Ability to define precincts and group citation locations.	1	X			
C 41 Ability to setup "Automatic surcharges" (not late fees) based upon individual violation, or the ticket as a whole.	1	X			
C 42 Ability to assess a hold based upon number of issued or unpaid tickets and transfer holds to a third-party system.	1	X			
C 43 Ability to resend a specific ticket to DMV for lookup.	1	X			
<b>D. CITATION APPEAL MANAGEMENT REQUIREMENTS</b>					
D 1 The parking system must track the citation appeal and hearing process. When an appeal record is created (either in the software, or through the Internet), the information relating to a citation must be automatically copied into the appeal record as the citation number is entered. The appeals and hearings manager must include the ability to do all of the following.	1	X			
D 2 Adjust ticket status based upon appeal status (e.g. Appeal Pending, Appeal Approved).	1	X			
D 3 Attach digital pictures, files or documents. Attachments must be date, user, and terminal stamped.	1	X			
D 4 Adjust the citation's final amount due and keep track of all adjustments made to the record.	1	X			
D 5 Put citations on hold (no further accumulation of late fees or notices) while appeal is in process.	1	X			
D 6 Provide built-in court hearing schedule report.	1	X			
D 7 Define court schedule (including available dates, times, number of hearings, etc).	1	X			Different schedules may be defined for different "courts"
D 8 Define court locations and hearing officers.	1	X			
D 9 Generate/print and/or e-mail appeal decisions and/or letters on demand for a single hearing or in batch for multiple hearings. The hearing/appeals manager must call up one of several user-defined letters in the database file, which includes information about the citation, customer and vehicle.	1	X			
D 10 Direct access to letter history must be provided as well as storing a copy of the letter in the history.	1	X			

Appendix A

REQUIREMENT	Priority	Fully Provided	Modification Required	Not Provided	Comment
D 11 An appeal decision code may be defined for the purpose of notifying customers of the reason why an appeal was upheld or denied. This information must be printed on appeal decision letters.	1	X			
D 12 Ability for a customer to appeal multiple citations at a single time.	1	X			
D 13 Ability to access financial information directly from the citation appeal record. This includes payments, adjustments, late/fees, appeal reductions, etc..	1	X			
D 14 Ability to define a court fee may and apply to an appealed citation.	1	X			
D 15 Ability to generate a packet containing a bar-coded facsimile of the ticket, detailed ticket history, customer history (number of tickets issued, financial records, outstanding balances, permits, vehicles, etc.), customer appeal history (previous appeal requests, reasons, and decisions), officer/office comments, and all attachments including correspondence and digital images without leaving the screen.	1	X			
D 16 Ability to view previously void/appealed tickets on screen.	1	X			
D 17 Reports for appealed tickets, fines reduced due to appeal, tickets pending appeal, appeal denied tickets, and hearing schedules must be provided	1	X			
D 18 Payments must be automatically credited to the ticket holder's account upon appeal approval.	1	X			An overpayment is created on the account for amount previously paid.
D 19 The user must be able to free form enter appeal requests, parking department recommendations, and appeal decisions.	1	X			
D 20 The user must be able to view citation, customer, and receipt records directly on screen.	1	X			
D 21 Ability to partially appeal a ticket is required.	1	X			
<b>E. VEHICLE MANAGEMENT REQUIREMENTS</b>					
E 1 The parking management system must provide complete control of the vehicle registration process.	1	X			
E 2 All activity associated with a vehicle including owner information, citations, permits and warning codes must be viewable from a single screen.	1	X			
E 3 Ability for multiple vehicles to be associated with a single customer.	1	X			
E 4 Ability for vehicles to be manually assigned to a warning list (e.g. VIP, Scofflaw). Warnings must be sent to the handheld ticket writers.	1	X			
E 5 System must have the ability to manage and process DMV plate lookups.	1	X			
E 6 A history of vehicle ownership information must be maintained.	1	X			
E 7 The attachment of scanned documentation, digital images or other electronic items on the record must be supported.	1	X			
E 8 Attachments must be date, user and terminal stamped.	1	X			
E 9 A visual indicator must display on records with attachments.	1	X			
E 10 Existing citations must be viewable on screen with the ability to click and swap to the detailed information.	1	X			
E 11 Existing permits must be viewable on screen with the ability to click and swap to the detailed information.	1	X			
E 12 Vehicles may be reassigned to a specific account along with any citation information.	1	X			
E 13 Plates may be edited or removed from a customer's account.	1	X			
E 14 Vehicles with unknown owner information must be exported for import to a plate lookup system. Likewise, owner information may be imported into parking system.	1	X			
E 15 Vehicle owner information may be manually entered.	1	X			
E 16 Warnings must be automatically generated. Criteria includes: number of tickets issued to a specific plate, number of "open" tickets assigned to a specific plate, number of either issued/open tickets that contain a specific violation, and/or any of the above criteria within a specific defined date range.	1	X			
E 17 Warning messages must be displayed in color for easy recognition.	1	X			
<b>F. ACCOUNT/PAYMENT MANAGEMENT</b>					
F 1 System must provide the ability to view all activity associated with individuals and groups that park or are responsible for parking. Track contact information related to a customer including multiple addresses, phone numbers, and e-mail.	1	X			
F 2 Ticket/Vehicle Contact Information must be viewable on a single screen without scrolling.	1	X			

Appendix A

REQUIREMENT	Priority	Fully Provided	Modification Required	Not Provided	Comment
F 3 System must support a barcode reader, receipt printer and electronic cash drawer for a complete point of sale station.	1	X			
F 4 System must include the ability to post payments directly on the record's screen without opening a separate payment manager or utilizing a shopping cart.	1	X			
F 5 System must support entry of batch payments. The payment batch must remain open (through user log off and log on) for additional entries until the user initiates closing the batch.	1	X			
F 6 System must support automatic administration of a discounted fine amount for prompt payment received within a user defined time.	1	X			
F 7 System must utilize one unique account number issued to a customer and link all related records (citations, tow/boot entries, vehicles and fees) to the unique account.	1	X			
F 8 The Account record must display a consolidated view of all comments/notes recorded with any ticket, permit or vehicle associated with the account.	1	X			
F 9 The balance due, with detail, for totals based upon citations, permits and fees must be viewable directly on screen.	1	X			
F 10 Posting of payments for citations, permits, NSF and fees may be applied on one screen. Payments can be applied automatically (FIFO) or manually to specific items. Split payments must also be supported (ex. Payments in cash and check may be applied in one single transaction).	1	X			
F 11 All transactions must be tracked by cashier or cash drawer/terminal.	1	X			
F 12 Payments may be posted in full or partial. Credits from an existing customer balance may be applied.	1	X			
F 13 A receipt may be printed/emailed as necessary that clearly identifies individual transactions and/or items purchased.	1	X			
F 14 User-defined payment methods must be supported and interface with third-party systems where applicable (i.e. cash, check, payroll deduction, credit card, interdepartmental check).	1	X			
F 15 System must support the entry of multiple payment methods (tender types) for payment within a single payment transaction.	1	X			
F 16 Fields for check number, credit card number, and authorization number or expiration date must be available.	1	X			
F 17 A complete cash drawer closeout process must be included with a detailed reconciliation report.	1	X			
F 18 System must include the ability for receipts to be printed, emailed and reprinted/emailed on demand.	1	X			
F 19 A barcode may be printed on citations and scanned at point of sale to facilitate rapid data entry and lookup.	1	X			
F 20 System must support establishment and tracking of payment plans	1	X			
F 21 System must be able to process NSF checks, with assessment of an optional fee, and a flag may be placed on the account (flag must appear on any screen where a payment may be applied).	1	X			
F 22 A summary, with direct access to all information and invoices associated with a customer must be viewable on one screen.	1	X			
F 23 System must contain the ability to apply overpayments to a customer account with a complete audit trail	1	X			
F 24 System must include the ability to generate user-defined customer statements in a variety of formats.	1	X			
F 25 Complete account history including all vehicles, citations, permits, fees and transactions on an account must be viewable, with the ability to print and/or email.	1	X			
F 26 System must include the ability for addresses to be defined as invalid. Accounts with invalid addresses should be removed from the billing queue and sent back to DMV for updated address information if requested.	1	X			
F 27 Potential duplicate customer records may be identified with the option to merge the duplicate records.	1	X			
F 28 Scanned documentation, digital images or other electronic items may be attached to the record.	1	X			
F 29 A visual indicator must display on records with attachments.	1	X			
F 30 Direct access to receipts (payments) associated with the customer must be available for viewing or printing.	1	X			
F 31 System must allow authorized users to issue refunds and credits to a customer.	1	X			



Appendix A

REQUIREMENT	Priority	Fully Provided	Modification Required	Not Provided	Comment
F 32 System must allow unlimited, user-defined unique ID numbers to be associated with one customer account.	1	X			ID fields are also searchable
F 33 System must support custom messages added to an account that will pop up each time the account is called up on screen (account alert).	1	X			
F 34 System must allow search by unique ID number, name, address, custom fields, citation, permit number, and plate number. Searches may be performed from any screen.	1	X			
<b>G. INVOICING/LETTER GENERATION</b>					
G 1 The system must be able to print and/or email a variety of invoices related to citations, and account data.	1	X			
G 2 The system should automatically attach sent correspondence to the pertinent record.	1	X			
G 3 The system must allow for setup of unlimited custom letters.	1	X			
G 4 The system must support sending letters to a group of people or individually	1	X			
G 5 The system must be configurable to automatically send batch produced correspondence via email if an email address exists, or otherwise print the correspondence for mailing.	1	X			This is accomplished within a single process
G 6 The system must generate notices, or billing letters, for overdue citations.	1	X			
G 7 The system must include the ability to generate billing letters based upon a variety of user-defined criteria.	1	X			
G 8 Letters may be printed on a standard printer directly connected to the workstation or accessed via a network	1	X			
G 9 Letters may be "rolled back" if generated in error.	1	X			
G 10 An audit trail exists to track all notification letters within the system	1	X			
G 11 Notices may be printed on letterhead.	1	X			
G 12 The system must have the capability of generating notices without user intervention via a task scheduler.	1	X			
G 13 System must be able to generate customer statements for mail or email	1	X			
G 14 Hearing notification letters/results may be generated for mailing or email.	1	X			
G 15 System must allow the user to define and create different types of letters specifically for on-demand generation from the record's screen with the letter being stored on the account for future reference.	1	X			
G 16 System must send waiting list notification letters.	1	X			
G 17 System must be able to email a group of accounts custom letters.	1	X			
<b>H. REPORTING</b>					
H 1 The parking system must include several pre-defined reports concerning citation, account and financial information.	1	X			
H 2 Reports must be selectable by date or date range, plus additional relative selection qualifiers.	1	X			
H 3 Standard reports support multiple levels of sorting based on a variety of variables.	1	X			
H 4 Reports must be exportable to common formats such as csv, xls, and pdf.	1	X			
H 5 The parking management system must include the ability to schedule reports to generate and automatically email to designated staff without user intervention.	1	X			Any AIMS or user defined report can be scheduled for automatic production and email.
H 6 At a minimum, the system must include the following standard/canned reports. Denote any of these that are not included in the comments section, along with the cost to provide. <ul style="list-style-type: none"> <li>- Account Balance Owing</li> <li>- Billing History</li> <li>- Fees</li> <li>- Overpayments</li> <li>- Refunds</li> <li>- Payments by Bank Account</li> <li>- Payment Plans</li> <li>- GL Revenue</li> <li>- Payments by Payment Type</li> <li>- Payments by Payment Origin</li> <li>- Payments by Cashier</li> <li>- Ticket Payments</li> </ul>	1	X			All listed reporting provided with standard AIMS reports

Appendix A

REQUIREMENT		Priority	Fully Provided	Modification Required	Not Provided	Comment
<ul style="list-style-type: none"> <li>- Fee Payments</li> <li>- Violation Payment Amounts</li> <li>- Violation Payment Percentages</li> <li>- Voided Payment Reports</li> <li>- Appeal Results</li> <li>- Billed Tickets</li> <li>- Excessive Tickets on Customer Record</li> <li>- Hearing Schedules</li> <li>- Issued Tickets by Officer, Location, Violation and Status</li> <li>- Unpaid Tickets</li> <li>- Tickets without Owner Information</li> <li>- Ticket Aging Details</li> <li>- Voided Tickets by Badge and Location</li> <li>- Scofflaws</li> </ul>			X			Standard AIMS reports.
H 7	The system must include a fully-integrated report designer for modification of standard reports. Modified reports must appear within the main reporting menu. Third-party software for generating reports (i.e. Crystal) must not be required.	1	X			
H 8	Vendor must supply a complete database dictionary.	1	X			
H 9	Reports must be accessible both from within the parking system and through a browser.	1	X			
<b>I. CUSTOMER SELF-SERVICE PORTAL / E-COMMERCE</b>						
I 1	The parking system must include a customer self-service/e-commerce module for online ticket payments/appeals, account viewing, and secure online payments.	1	X			
I 2	The e-commerce module must allow sign on through a single sign on portal, support Shibboleth, LDAP, Active Directory and other commonly used authentication methods.	1	X			
I 3	The e-commerce module must interface in real-time with the parking management software to enforce business rules and send requests/payments in real-time.	1	X			
I 4	The e-commerce module must redirect customers to a secure payment gateway for PCI compliant credit card payments.	1	X			
I 5	The e-commerce module must allow the customer to perform all of the following features	1	X			
I 6	<ul style="list-style-type: none"> <li>- View all current parking activity including contact information, citations, boot/tow, fees, and vehicles on one screen.</li> <li>- Pay entire account balance</li> <li>- Pay/Appeal Ticket</li> <li>- Upload attachments with appeal request</li> <li>- View tickets, including exact reprint, associated pictures, past billing statements</li> </ul>	1	X			AIMS Web supports all of these functions and displays all of the identified information.
I 7	The e-commerce module must allow departmental logins and self-service.	1	X			
I 8	The e-commerce module must be fully brandable to match the institution's branding rules.	1	X			
I 9	The e-commerce module must include a distinct configuration menu to allow parking administrators to activate/deactivate a variety of features.	1	X			
I 10	The e-commerce module must support business rules that restrict which violations may be appeals and/or paid online.	1	X			
I 11	The e-commerce module must generate, display and email receipts to the customer.	1	X			
I 12	The e-commerce module must support an automated customer inactivity timeout.	1	X			
I 13	The e-commerce module must operate over a secure network connection including SSL.	1	X			
I 14	The e-commerce module must include an interface for parking staff to view a real-time Dashboard	1	X			The dashboard is actually automatically displayed when a user logs onto AIMS
I 15	The Dashboard must include all of the following widgets: <ul style="list-style-type: none"> <li>- Current parking system users</li> <li>- Current e-commerce activity and server load</li> <li>- Graphs of Hourly and Daily e-commerce users</li> <li>- Issued tickets</li> <li>- Pending ticket voids</li> <li>- Unmatched skeletal payments</li> </ul>	1	X			

Appendix A

REQUIREMENT		Priority	Fully Provided	Modification Required	Not Provided	Comment
- Appeal Requests						
I 16	The e-commerce module must support all commonly used browsers including Internet Explorer, Chrome, Firefox, Opera, and Safari	1	X			
I 17	The e-commerce site must automatically scale to support mobile and desktop browsers	1	X			
<b>J. SYSTEM INTEGRATION/TASK AUTOMATION</b>						
J 1	The system must be capable of transferring/importing customer, citation, permit, vehicle, tow, wait list, and financial information through data file imports and exports.	1	X			
J 2	The system must be capable of read/write ASCII and Unicode character sets	1	X			
J 3	The system must be able to read/write fixed, delimited CSV, SML, tape, and customized file formats.	1	X			
J 4	The system must include advanced configuration abilities for data field mapping, ordering, formatting and must be able to work with either file headers or footers.	1	X			
J 5	The system must be able to automatically backup, copy, move, delete and process data files for both import and export through a scriptable procedure.	1	X			
J 6	The system must be able to upload/download files to or from remote servers using network shares, mapped drives, FTP, sFTP and scp.	1	X			
J 7	The system must log all file transfers and report on job statuses by date range and/or process name.	1	X			
J 8	File transfers must include the following. Identify the availability of each file transfer type, indicating whether this is a standard interface or if programming is required in the comments column. Also include pricing for any of these within your pricing proposal.					
J 8a	- Demographic (person name, address, etc.) import/export	1	X			
J 8b	- Citation import/export	1	X			
J 8c	- Vehicle import/export	1	X			
J 8d	- Payment import/export	1	X			
J 8e	- General Ledger interface	1	X			
J 8f	- Collection Agency Export and Import	1	X			
J 8g	- Cashiering System Export and Payment import	2	X			
J 8h	- Registered Owner Lookup	1	X			
J 8i	- DMV Registration Hold, if supported by state	1	X			
J 9	The system should be capable of real-time integration with other software systems	2	X			
J 10	The system should be capable of real-time integration through web services, stored procedures, tables and views	2	X			
J 11	The system must include a task scheduler for automation of all system processes, including, but not limited to: - Fine escalations - Bill/Invoice Generation - All file transfers	1	X			AIMS supports scheduling of all AIMS system processes, as well as any other file processes defined for your implementation.
J 12	The task scheduler must allow scheduling by date, day of the week or time	1	X			
J 13	The task scheduler must run unattended on the server without an operating system user logged in.	1	X			
J 14	Input and output of tasks must support any of the following: ASCII, API, stored procedure, network share, ftp site	1	X			
J 15	The task scheduler must log process activity and display warnings and errors.	1	X			
J 16	The task scheduler must be capable of emailing process logs and activity to multiple email addresses	1	X			
J 17	The task scheduler must allow configuration by process (distinct schedules per job)	1	X			
<b>K. ENFORCEMENT SOFTWARE/EQUIPMENT</b>						
K 1	This proposal must include an Android Enforcement app, operating on the smartphone or tablet of our choice, including Bluetooth printer for all enforcement activities.	1	X			
K 2	The Agency must be able to procure the smartphone/tablet from the carrier of our choice	1	X			
K 3	The Enforcement App must communicate in real-time with the parking software via WiFi and/or Cellular networks	1	X			

Appendix A

REQUIREMENT		Priority	Fully Provided	Modification Required	Not Provided	Comment
K 4	The Enforcement app must include the following functionality. Denote any function not supported in the comments.	1	X			
	<ul style="list-style-type: none"> <li>- Citation issuance</li> <li>- Ability to capture unlimited, high resolution color pictures with a single ticket</li> <li>- Ability to record unlimited voice memos with a single ticket</li> <li>- Permit searching</li> <li>- Vehicle Searching</li> <li>- Electronic Tire Chalking shared across all enforcement devices in real-time</li> <li>- Boot/Tow recording and tracking</li> </ul>	1	X			AIMS Mobile supports all of these functions.
K 5	The Enforcement app must send citations to the parking system upon print, including any pictures or recorded voice memos.	1	X			
K 6	The Enforcement App must send boot/tow information in real-time.	1	X			
K 7	The Enforcement App must search vehicles in real-time against the database.	1	X			
K 8	The Enforcement App must track the enforcement officer's GPS path and display this on a map within the parking software	1	X			
K 9	Tickets issued from the Enforcement App must display the GPS coordinates on a map, directly on the citation screen	1	X			
K 10	Pre-selected information, including violation codes, makes/models, and other data collection fields must be sent to the Enforcement App via WiFi or cellular network for batch backup	1	X			
K 11	The Enforcement App must require a valid Badge ID an optional password for log-in	1	X			
K 12	The Enforcement App must be menu operated for ease of use	1	X			
K 13	The Enforcement App must support both touchscreen and voice data entry	1	X			
K 14	The Enforcement App must track issuer productivity	1	X			AIMS provides officer productivity reporting, but the enforcement app is not intended to provide timekeeping functions.
K 15	The Enforcement App must allow reprint of a citation	1	X			
K 16	The Enforcement App must allow authorized enforcement staff to void tickets in the field	1	X			
K 17	The Enforcement App must allow the issuer to review tickets issued within the shift	1	X			
K 18	The Enforcement App must search the parking database in real-time upon entry of a vehicle and display outstanding balance, vehicle warnings (boot/tow eligible, VIP, repeat offender, etc), and all permit information include type, expiration date, parking location, status and associated vehicles	1	X			
K 19	The Enforcement App must automatically assign multiple levels of escalated fine amounts based on user defined parameters.	1	X			
K 20	The Enforcement App must include barcode scanning technology for scanning of bar-coded registration stickers or permits.	1	X			
K 21	The Enforcement App must be capable of printing a QR code on the ticket so that customers can immediately pay the ticket online via their smartphone	1	X			
K 22	Violation tables must be stored in the Enforcement App for selection by the issuer. Up to three violations may be selected for each citation.	1	X			
K 23	Late fee amount must be automatically added to violation(s) amount and the total displayed as the amount due if ticket is not paid by the date (displayed) the late fee would be assessed.	1	X			
K 24	The Enforcement App must automatically assess the correct escalated fine amount based on the parameters established for the violation, without any additional input by the enforcement officer.	1	X			
K 25	The issuer must be able to review tickets written for the date or date range from the Enforcement App.	1	X			
K 26	Multiple user-defined warnings (tow lists, scofflaw, VIP, etc.) must be stored in the Enforcement App and accessed real-time from the parking management system. Should one of these plates be entered, the issuer is immediately notified on screen and audibly.		X			

Appendix A

REQUIREMENT	Priority	Fully Provided	Modification Required	Not Provided	Comment
K 27 Additional warnings, previously determined by the Administrator in the system, must also appear upon entry of a plate number associated with that particular warning.	1	X			
K 28 Data must be selected from user-defined tables to prevent incorrect entry and reduce keystrokes (e.g. a violation code not within the established table cannot be entered).	1	X			
K 29 The Enforcement App must support both public and private comment codes and free-form comments. Public comments are to be printed on the citation; private comments are to be stored within the parking system for parking department viewing.	1	X			
K 30 The Enforcement App must communicate in real-time with the parking management system's application server. Cradles and "host communication PCs" must not be necessary to sync data.	1	X			
<b>L. ENFORCEMENT API</b>					
L 1 The system must have an API that facilitates real-time communication between the Enforcement App in the field and Pay-by-Plate, Pay-by-Space, Meter and LPR Systems.	1	X			
L 2 The API must be capable of communication to a variety of third-party companies for pay-by-phone integration to gather real-time pay-by-phone parking information.	1	X			AIMS currently integrates with ParkMobile, Passport, Whoosh, PANGO, Honk and Telepark pay by phone services. Interfacing will be provided to any other vendor system the City may select.
L 3 The API must be capable of communication with a variety of Meter manufacturers to gather real-time meter information.	1	X			AIMS currently integrates with Parkeon, Cale, Digital, Metric, Mackay and RTB meters. Interfacing will be provided to any other vendor system the City may select.
L 4 The API must be capable of communication with a variety of LPR systems for real-time display of LPR hits on the Enforcement App.	1	X			AIMS currently integrates with Genetec AutoVu and Tannery Creek AutoChalk LPR systems. Interfacing will be provided to any other manufacturer system the City may select.
L 5 The API must be capable of displaying LPR hits for boot/tow vehicles, overtime parking, and permit verification.	1	X			
L 6 The API must populate a listing of vehicles that have purchased parking via pay-by-phone systems. The listing must be color-coded to indicate valid plates/spaces, plates/spaces that are due to expire, and expired plates/spaces. The enforcement officer must be able to initiate the ticket issuance process directly from this list.	1	X			
L 7 The Enforcement API must populate a listing of vehicle hits send in real-time from the LPR system. The enforcement officer must have the ability to issue a citation directly from this screen.	1	X			
<b>M. OPTIONAL LPR ENFORCEMENT SYSTEM</b>					
M 1 Vendor must offer an LPR enforcement option consisting of mobile or fixed LPR cameras and processing software from a leading, widely installed manufacturer	1	X			AIMS provides the AutoVu system from Genetec.
M 2 Vendor must directly provide the LPR equipment installation and on-going support for the LPR system.	1	X			EDC employees are certified by Genetec for system installation and support
M 3 Vendor application must interact with the LPR Mobile system real-time to provide permit, paid time (meter / pay by phone), and vehicle warning information.	1	X			
M 4 Vendor must configure the LPR system with geo-fence zones and the related enforcement for the zone (permit types) to support automatic selection by the mobile LPR as it enters the zones.	1	X			
M 5 Vendor must provide direct integration between the mobile LPR software and their ticketing function on the same LPR vehicle computer with an automated and seamless process.	1	X			
M 6 LPR system must also send LPR enforcement hits real time to the vendor handheld enforcement devices, with a map display of the violation location.	1	X			
M 7 All LPR data read (details including date/time, gps coordinates, license information, and both license plate and context images) must be integrated into the Vendors ticket management database..	1	X			
M 8 LPR Reads will be identified in the database by their status of either READ, HIT (by type), or TICKETED	1	X			

Appendix A

REQUIREMENT		Priority	Fully Provided	Modification Required	Not Provided	Comment
M 9	Tickets issued as a result of an LPR Hit will have the read details and images attached to and viewable directly from the ticket display.	1	X			
M 10	Vendor application must include standard reporting, and map and graphical analytics of the LPR data.	1	X			

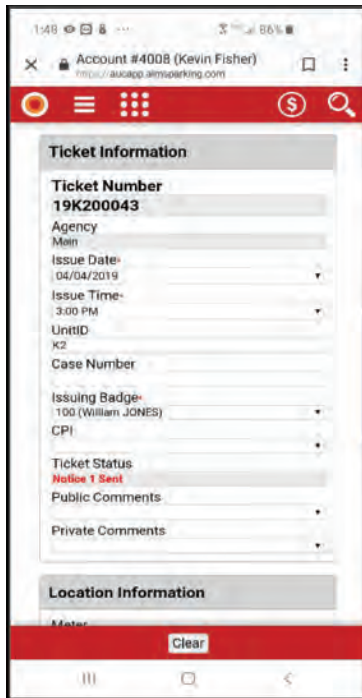
## REQUIREMENT

Priority

Fully  
ProvidedModification  
RequiredNot  
Provided

Comment

## AIMS application display on different devices and orientations



Account #4008 (Kevin Fisher)

**Ticket Information**

**Ticket Number**  
19K200043

**Agency**  
Main

**Issue Date**  
04/04/2019

**Issue Time**  
3:00 PM

**UnitID**  
K2

**Case Number**

**Issuing Badge**  
100 (William JONES)

**CPI**

**Ticket Status**  
Notice 1 Sent

**Public Comments**

**Private Comments**

**Location Information**

**Clear**

Cell Phone view - vertical and horizontal orientations



Accounts Tickets KEVIN FISHER

**Account**

# 4008  
Kevin Fisher

Open/Create Account  
Account Search

Account Overview  
Account Activity  
Account Financials  
Account Groups

**Tickets**

Open/Issue Ticket  
Ticket Search

**Ticket Information**

**Ticket Number**  
19K200043

**Agency**  
Main

**Issue Date**  
04/04/2019

**Issue Time**  
3:00 PM

**UnitID**  
K2

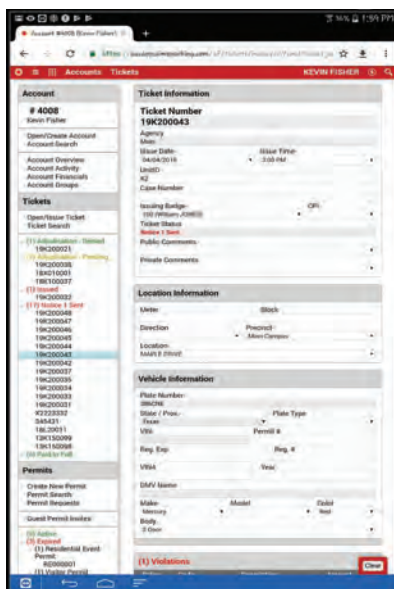
**Case Number**

**Issuing Badge**  
100 (William JONES)

**CPI**

**Ticket Status**  
Notice 1 Sent

**Clear**



Account #4008 (Kevin Fisher)

**Account**

# 4008  
Kevin Fisher

Open/Create Account  
Account Search

Account Overview  
Account Activity  
Account Financials  
Account Groups

**Tickets**

Open/Issue Ticket  
Ticket Search

**Ticket Information**

**Ticket Number**  
19K200043

**Agency**  
Main

**Issue Date**  
04/04/2019

**Issue Time**  
3:00 PM

**UnitID**  
K2

**Case Number**

**Issuing Badge**  
100 (William JONES)

**CPI**

**Ticket Status**  
Notice 1 Sent

**Public Comments**

**Private Comments**

**Location Information**

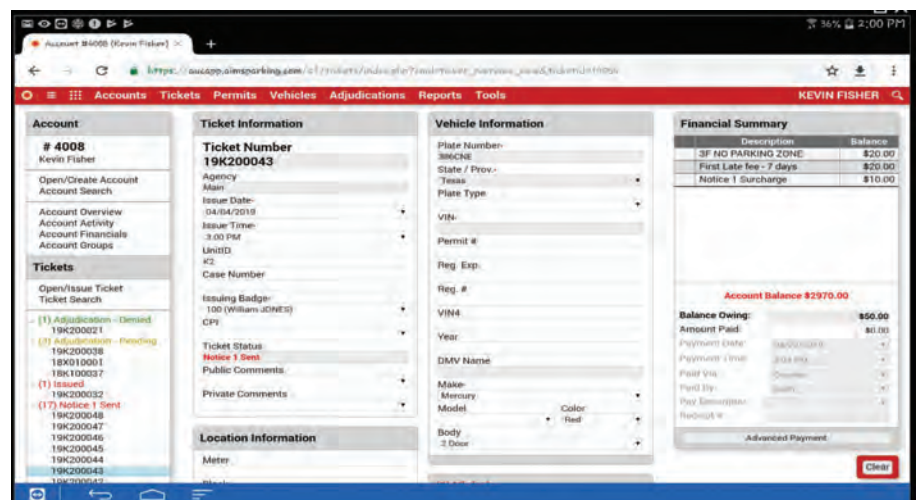
**Vehicle Information**

**Permits**

**Violations**

**Clear**

Tablet view - vertical and horizontal orientations



Accounts Tickets Permits Vehicles Adjudications Reports Tools KEVIN FISHER

**Account**

# 4008  
Kevin Fisher

Open/Create Account  
Account Search

Account Overview  
Account Activity  
Account Financials  
Account Groups

**Tickets**

Open/Issue Ticket  
Ticket Search

**Ticket Information**

**Ticket Number**  
19K200043

**Agency**  
Main

**Issue Date**  
04/04/2019

**Issue Time**  
3:00 PM

**UnitID**  
K2

**Case Number**

**Issuing Badge**  
100 (William JONES)

**CPI**

**Ticket Status**  
Notice 1 Sent

**Public Comments**

**Private Comments**

**Location Information**

**Vehicle Information**

**Financial Summary**

**Balance Owing: \$2970.00**

**Amount Paid: \$0.00**

**Balance Due: \$2970.00**

**Clear**



