



Hudson and Associates, LLC

May 17, 2019

The Honorable Tishaura O. Jones, Treasurer
City of St. Louis
1200 Market Street Room 220
St. Louis, MO 63103

Dear Ms. Jones:

Thank you for the opportunity to **submit our proposal for the Parking Enforcement and Management for the City of St. Louis Treasurer's Office**. Hudson and Associates, LLC (Hudson) is proposing to manage systems and services as a prime contractor that support Meter Maintenance, Collections, Citation Processing at both Gateway Parking and the Parking Violations Bureau (PVB) sites.

For the past 10 years Hudson **has been a proud partner in serving the St. Louis Treasurer's Office and its Parking Management Program**. The collaboration with your executive staff has been enlightening and exciting as we embarked on your vision to modernizing **the City's on street parking operations**. We focused on four elements of service opportunities while identifying our partners and drafting this response for future service: efficiency, effectiveness, reliable, and EXCELLENT customer service. The deliverables would be:

- **Hudson's** direct contact and coalescing with our partners will assist in delivering a higher level of service that includes enhanced on street performance, and access to data that renders good business intelligence and customer service.
- **Hudson's commitment to** on-going technical training from software and hardware partners that allows our field Technicians, Boot Officers and Collections Crews to service and maintain units, enforce in real-time, and collect accurately resulting in a more effective operation.
- **Hudson's** efforts to constantly analyze current enhancements along with industry perspectives and common practices for field operations that promote consistency in operations will positively affect revenue generation.

Choosing Hudson will give you the best return on your investment. The STLTO on street parking generates revenue of approximately \$675,000 per month. It is estimated in any start up or operator conversion that revenue will drop an average of 50% in the first 90 days of a new system or change in operators. This could result in lost earnings of nearly \$1M for the City of St. Louis if the transition is not handled by an operator with existing knowledge of the system.

By selecting the Hudson team, the STLTO can continue its current level of operations and seamlessly transition to a new provider without significant downtime of a new vendor learning the process and systems of the City of St. Louis Parking Operations. This coupled with an anticipated increase in revenue of 3-5% based on proposed updates innovations and streamlined processes. Hudson also anticipates an overall expense reduction by ensuring that through implementing continuous quality improvement efficiencies, wasteful steps will be removed from the system, hence making Hudson the BEST choice for managing the Parking Operations Program.

Again, it has been our pleasure to serve and we sincerely hope that Hudson has the chance to continue providing stellar service for the STLTO Parking Program that enhances revenue generation for our great city.

Sincerely,

Shelia A. Hudson
President & CEO