

March 21, 2013

Chief Douglas Solomon
City of Beacon Police Dept
One Municipal Plaza Suite 3
Beacon NY 12508

Chief Soloman,

As a follow up to our discussion from February and a recent Parkeon dealer meeting I'm pleased to provide our insight and an overview of a fully integrated paid parking program. The City of Beacon has some unique characteristics such as curb-outs which tend to break contiguous parking into smaller sectional parking along Main Street. In order to maximize revenue, provide a better customer experience, and minimize operational efforts, we are recommending the City of Beacon implement a mix of multi space meters and single/double head meters. Parkeon and POM formed a relationship late last year allowing for integration which is now available for dealers such as ATI to implement.

Chief Soloman, for more than 11 years ATI has been focused on delivering parking solutions to the market for paid parking spaces, parking lots and garages. During this time we have helped more than 500 customers with their paid parking needs. Located in the NY State Capital District area of Albany-Schenectady-Troy, we are a short drive from the City of Beacon, our customers stretch from this area, to as far west as Syracuse and east to Vermont and Western Massachusetts.

Delivering a successful paid parking solution means providing expert advice based on experience and understanding industry and technology trends, the ability to install and implement parking equipment and any associated computer software system, and the ability to service and support this solution to ensure uptime and reliability.

Specifically as it relates to the City of Beacon the following diagram represents potential meter locations along Main Street. The number within each circle represents the number of contiguous spaces. Where there is more than one number the parking spaces are separated by a curb-out or some other obstruction. The diagram is meant to be a starting point and actual placements would further be defined once foot traffic was reviewed.

Please contact me at (518) 237-8510 or via e-mail at todd@atiaccesscontrol.com should you have any questions regarding our proposal or need any additional information.

Sincerely,



Todd D. Schroeder

City of Beacon Paid Parking



Parkeon Strada BNA Pay Station

Strada pay station works in **Pay & Display** and Park-by-ID modes including Pay-by-Space and Pay-by-Plate configurations and includes features including:

A/C power supply or solar power supply. True Solar Autonomy – average of 3+ year's battery life; no special sun orientation

Strada pay station accepts coins, tokens, bills, contact and contactless credit cards and smart cards

Wireless communications & real-time on-line credit card authorization.

Strada pay station is PCI Level 1 certified, the highest rank available from the major credit card providers (VISA, MasterCard, AMEX) and is only given to those third-party providers who handle thousands of credit card transactions monthly and who meet their stringent - and audited - credit card transaction security protocols to protect your customers' personal transaction data.

Remote wireless download of rates and messages. Communicates all data on machine status, revenue, etc...wirelessly to back-office management software.

Cash box security (collection canister) without equal

Machine has ability to print not only the driver receipt for display but also collection audit reports for proper revenue counts of totals, bills, coins, etc...

Strada pay station is an open system and integrates with other technologies such as cell phone payment, citation management software, & vehicle sensors

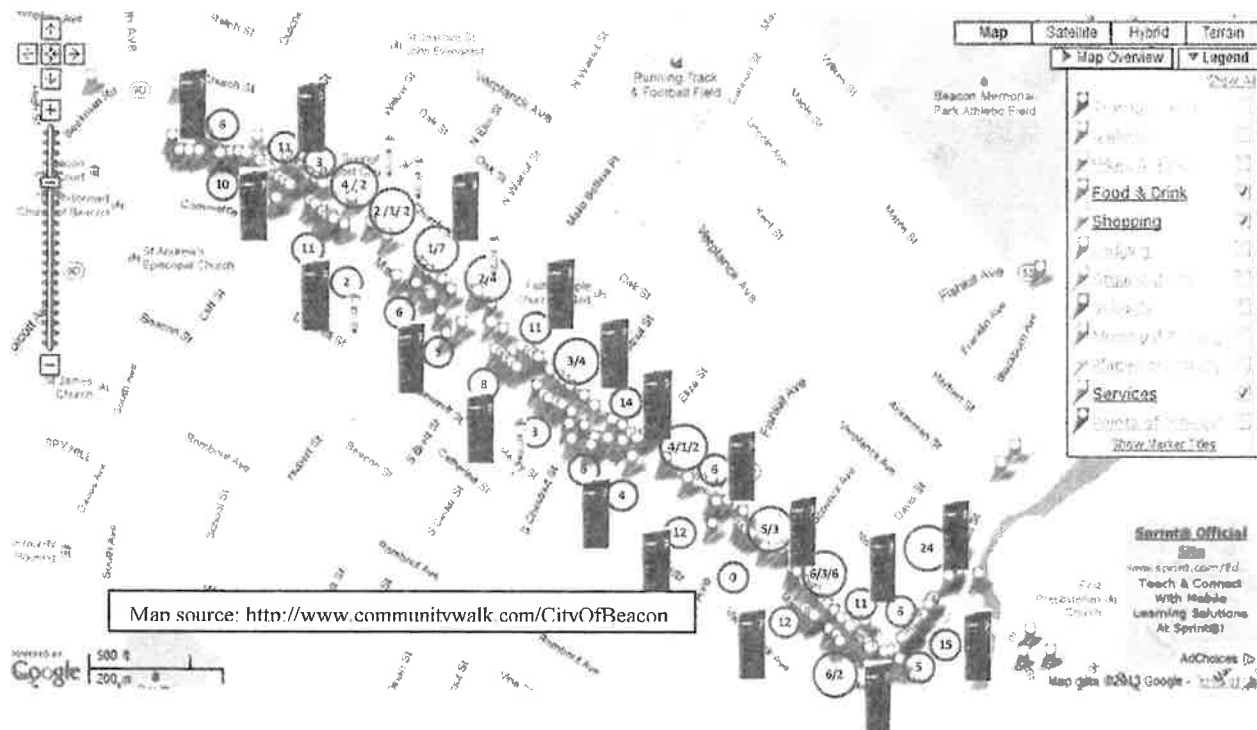
Snap-in-place components for ease of maintenance and/or repair

Strada pay station is ADA compliant, motorist-friendly & easy-to-use

Sleek design for a pay station; small footprint; Strada looks great on your streetscape

City of Beacon Paid Parking

DRAFT: City of Beacon multi space / single space meter locations



Represents parking spaces with potential curb-out or other obstruction.



Represents potential location for multi-space meter



Represents potential single/double space meter

		List Price	Total Sell
Pay-by-Space			
Parkeon Rapide (Multi-space)	19	\$10,000.00	\$190,000.00
Credit Card Setup	1	\$525.00	\$ 525.00
Single Head Meter	5	\$500.00	\$ 2,500.00
Installation	1	\$10,000.00	\$ 10,000.00
freight	19	\$225.00	\$ 4,275.00

Total Estimate			\$207,300.00
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Spare vaults (1 each)	10	\$250.00	\$2,500.00
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Annual Credit Processing and Management	24	\$45.00	\$12,960.00
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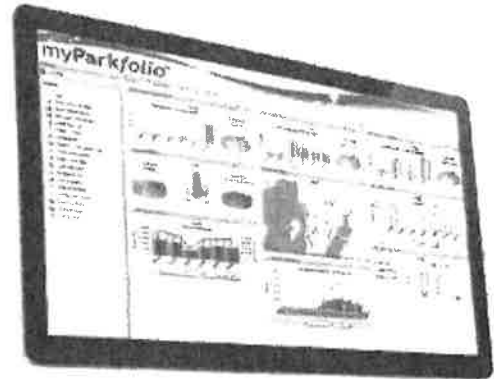
City of Beacon Paid Parking

Software

The Parkeon solution includes fully-equipped hosted back-office management software called myParkfolio.

myParkfolio is:

- An easy-to-use, web based parking management system, that allows you and your staff to be faster, work more efficiently, and have more control over your parking operations.
- Designed with your entire organization in mind, it provides the fast reporting your management team wants and the level of detail your financial, maintenance, collection, and enforcement teams need.
- An open system, it allows for the integration of allied parking technologies to help you build the parking system that works best for you.
- Printed reports of collection history, space use history, time studies, currently occupied/unoccupied spaces for enforcement
- Powerful reporting tool for Parking Directors, Maintenance Managers, Collection Supervisors, and Financial Analysts
- Customizable, on-demand statistical reports with a variety of displays (pie charts, line graphs, bar charts) as well as mappable statistics offering color coded indicators for easy analysis. Easy to compare past and current data for trend analysis



Example: myParkfolio Dashboard

Example: Listing of Alarms

ID	Time	Vehicle	Plate	Alarm	Alarm
1	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
2	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
3	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
4	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
5	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
6	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
7	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
8	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
9	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
10	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
11	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
12	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
13	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
14	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
15	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
16	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected
17	10/10/2011	10/10	1000000	Car Alarm	Car alarm (no motion) - not detected

Example: Park Occupancy Map



May 1, 2013

Chief Douglas Solomon
City of Beacon Police Dept
One Municipal Plaza Suite 3
Beacon NY 12508

Chief Soloman,

As follow up to our discussion from Monday I'm pleased to provide the following a return on investment summary. The summary is meant to provide insight into potential revenue, associated startup costs and recurring expenses. For the purposes of this analysis there are several assumptions which may easily be refined in the accompanying spreadsheet for fast and simple "what-if" scenarios.

Assumptions include:

Car Volume Sheet

- | | |
|-------------------------------------------|---------------------|
| ➤ Number of hours per day when collecting | 10 |
| ➤ Weekday Rate & Weekend Rate | \$1.00/hr |
| ➤ Percent of daily revenue recognized | 40, 50, 75, 80, 90% |
| ➤ Enforcement Revenue | varies |
| ➤ Capacity / Collections after 6:00pm | \$52 |

ROI Sheet

- | | |
|---------------------|----------------|
| ➤ Enforcement staff | 4@60k per year |
|---------------------|----------------|

To accomplish "what-if" scenarios simply modify the data on the Car Volume Sheet. Staffing changes should be performed on the ROI Sheet.

Please contact me at (518) 237-8510 or via e-mail at todd@atiaccesscontrol.com should you have any questions regarding the analysis or spreadsheet.

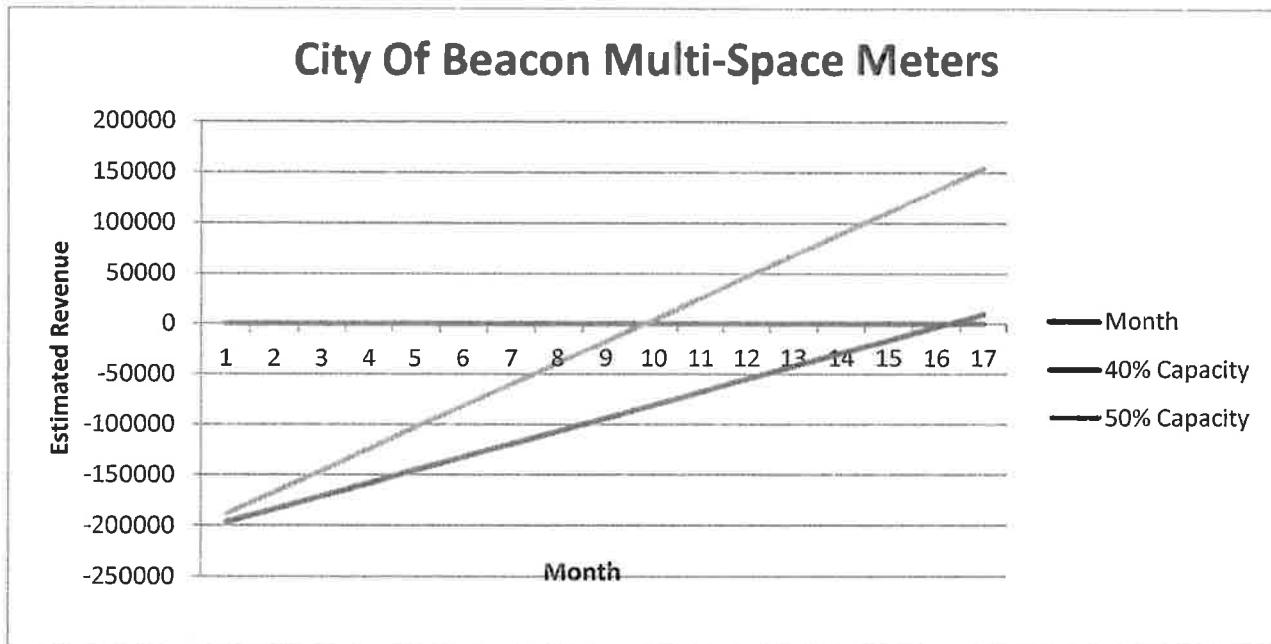
Regards,



Todd D. Schroeder

City of Beacon Multi-Space Analysis

Summary: Based on several assumptions such as 210 spaces, 19 multi space meters, 5 single head meters, list price, and staffing for enforcement there is approximately sixteen month return on investment if 40% of the revenues are realized. At 50% the return on investment will be ten months.



Parkeon Rapide		\$209,800
Monthly fees	\$	1,080
Annual Staff (4 Staff @		
60k/yr)	\$	240,000
Monthly Staff	\$	20,000

Monthly Revenues		40%		50%
	\$	33,997	\$	42,497

Month	40% Capacity	50% Capacity
1	\$ (196,883)	\$ (188,383)
2	\$ (183,965)	\$ (166,967)
3	\$ (171,048)	\$ (145,550)
4	\$ (158,131)	\$ (124,133)
5	\$ (145,213)	\$ (102,717)
6	\$ (132,296)	\$ (81,300)
7	\$ (119,379)	\$ (59,883)
8	\$ (106,461)	\$ (38,467)
9	\$ (93,544)	\$ (17,050)
10	\$ (80,627)	\$ 4,366
11	\$ (67,709)	\$ 25,783
12	\$ (54,792)	\$ 47,200
13	\$ (41,875)	\$ 68,616
14	\$ (28,958)	\$ 90,033
15	\$ (16,040)	\$ 111,450
16	\$ (3,123)	\$ 132,866
17	\$ 9,794	\$ 154,283

Number of Hours	10	\$	Weekly Rate	1.00	\$	Weekend Rate	1.00
Estimate Spaces			261				
Max #cars per day (1hr/stay)			2610				
Weekday hours			10				
Weekend Hours			10				
Sunday		\$	8am - 6pm		Est. Ticket Income		Residual 5pm+
Monday		\$	2,610		\$	50	52
Tuesday		\$	2,610		\$	25	52
Wednesday		\$	2,610		\$	25	52
Thursday		\$	2,610		\$	25	52
Friday		\$	2,610		\$	52	52
Saturday		\$	2,610		\$	50	52
							Occupancy %
							cars based on %
							Total cars for day
							209
							209
							209
							209
							209
							209
							209

Max Capacity + Residual	\$	18,887					
Estimated Capacity		Est. weekly total	Est. monthly total	Est. Annual Total	Est. 5year total		
40%	\$	7,555		33,997	407,968	2,039,839	
50%	\$	9,444		42,497	509,960	2,549,799	
75%	\$	14,166		63,745	764,940	3,824,699	
80%	\$	15,110		67,995	815,936	4,079,678	
90%	\$	16,999		76,494	917,928	4,589,638	

After 6pm