



**A NYS CERTIFIED MINORITY
& WOMEN OWNED BUSINESS (MWBE)**

City of Beacon Multi-Space Meters



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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.

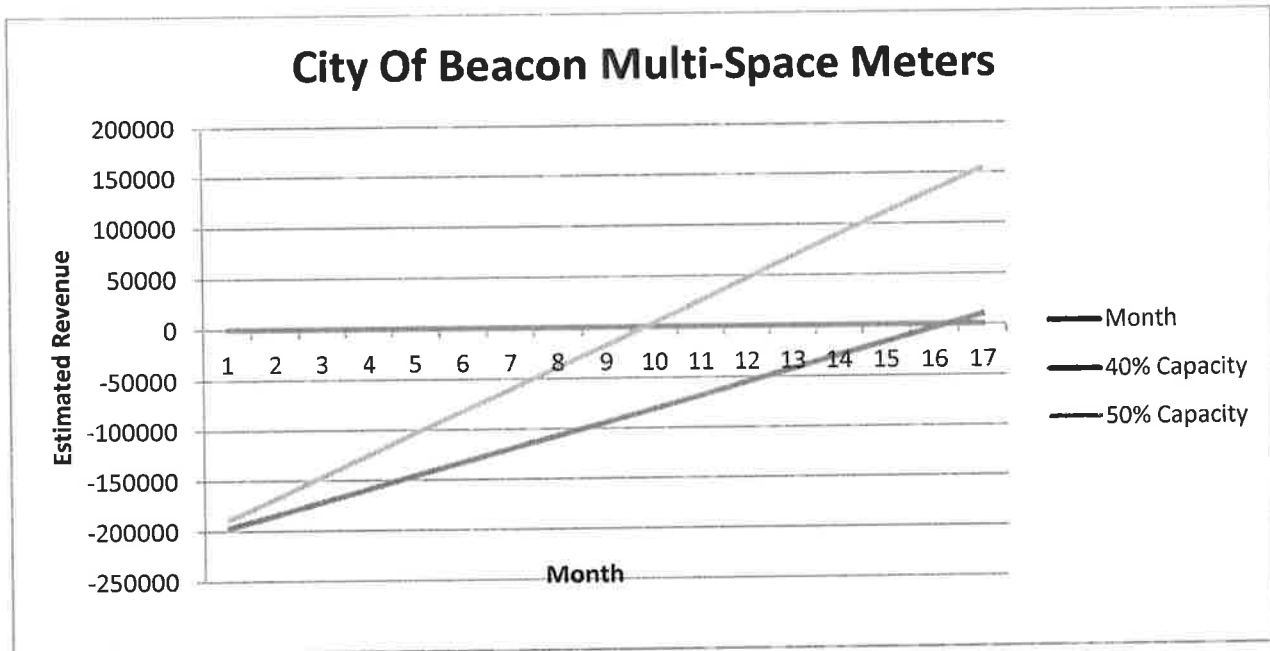
Regards,



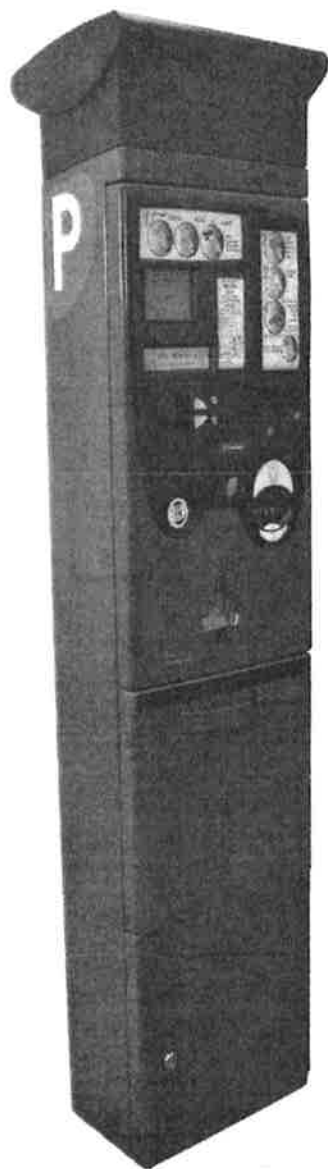
Todd D. Schroeder

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.



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

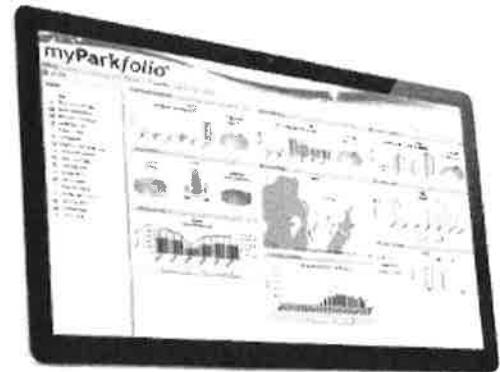
City of Beacon Paid Parking

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

Date	Source	Alarm Type	Description	Action
10/17/2018	100118	100001	Garage door open	Garage door open
10/17/2018	100118	100002	Garage door closed	Garage door closed
10/17/2018	100118	100003	Garage door open	Garage door open
10/17/2018	100118	100004	Garage door closed	Garage door closed
10/17/2018	100118	100005	Garage door open	Garage door open
10/17/2018	100118	100006	Garage door closed	Garage door closed
10/17/2018	100118	100007	Garage door open	Garage door open
10/17/2018	100118	100008	Garage door closed	Garage door closed
10/17/2018	100118	100009	Garage door open	Garage door open
10/17/2018	100118	100010	Garage door closed	Garage door closed
10/17/2018	100118	100011	Garage door open	Garage door open
10/17/2018	100118	100012	Garage door closed	Garage door closed
10/17/2018	100118	100013	Garage door open	Garage door open
10/17/2018	100118	100014	Garage door closed	Garage door closed
10/17/2018	100118	100015	Garage door open	Garage door open
10/17/2018	100118	100016	Garage door closed	Garage door closed
10/17/2018	100118	100017	Garage door open	Garage door open
10/17/2018	100118	100018	Garage door closed	Garage door closed
10/17/2018	100118	100019	Garage door open	Garage door open
10/17/2018	100118	100020	Garage door closed	Garage door closed

Example: Park Occupancy Map



Assumptions

Expenses	
A) Equipment	<div style="display: flex; justify-content: space-between;"> <div style="width: 80%;">Number of Multi-Space Meters</div> <div style="width: 15%; text-align: center;">22</div> </div>
B) Staffing	<div style="display: flex; justify-content: space-between;"> <div style="width: 80%;">Number of People</div> <div style="width: 15%; text-align: center;">4</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 80%;">Annual Compensation per Person</div> <div style="width: 15%; text-align: center;">\$60,000</div> </div>
C) Lease Terms	<div style="display: flex; justify-content: space-between;"> <div style="width: 80%;">Number of Payments (Months)</div> <div style="width: 15%; text-align: center;">36</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 80%;">Annual Interest Rate (%)</div> <div style="width: 15%; text-align: center;">8.00%</div> </div>

Income	
A) Number of Parking Spaces	<div style="display: flex; justify-content: space-between;"> <div style="width: 80%;"></div> <div style="width: 15%; text-align: center;">261</div> </div>
B) Number of Hours/Day Parking Fees Assessed	<div style="display: flex; justify-content: space-between;"> <div style="width: 80%;">Weekdays (Mon-Fri)</div> <div style="width: 15%; text-align: center;">10</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 80%;">Weekends (Sat-Sun)</div> <div style="width: 15%; text-align: center;">10</div> </div>
C) Meter Rates (\$/hr)	<div style="display: flex; justify-content: space-between;"> <div style="width: 80%;">Weekdays (Mon-Fri)</div> <div style="width: 15%; text-align: center;">\$ 2.00</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 80%;">Weekends (Sat-Sun)</div> <div style="width: 15%; text-align: center;">\$ 1.00</div> </div>
D) Occupancy Rate (%)	<div style="display: flex; justify-content: space-between;"> <div style="width: 80%;"></div> <div style="width: 15%; text-align: center;">20%</div> </div>
E) Average per day parking ticket revenue (\$/day)	<div style="display: flex; justify-content: space-between;"> <div style="width: 80%;">Weekdays (Mon-Fri)</div> <div style="width: 15%; text-align: center;">\$25.00</div> </div> <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div style="width: 80%;">Weekends (Sat-Sun)</div> <div style="width: 15%; text-align: center;">\$50.00</div> </div>

EQUIPMENT PURCHASE	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Outlay	(\$237,975)				
Projected Revenue	\$407,853	\$407,853	\$407,853	\$407,853	\$407,853
Projected Operating Expense	(\$251,880)	(\$251,880)	(\$251,880)	(\$251,880)	(\$251,880)
Net Income (loss)	(\$82,002)	\$155,973	\$155,973	\$155,973	\$155,973
Cumulative Net Income (loss)	(\$82,002)	\$73,971	\$229,944	\$385,917	\$541,890

EQUIPMENT LEASE	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Down	\$0				
Projected Revenue	\$407,853	\$407,853	\$407,853	\$407,853	\$407,853
Projected Operating Expense	(\$251,880)	(\$251,880)	(\$251,880)	(\$251,880)	(\$251,880)
Annual Lease Payments	(\$89,487)	(\$89,487)	(\$89,487)	\$0	\$0
Net Income (loss)	\$66,486	\$66,486	\$66,486	\$155,973	\$155,973
Cumulative Net Income (loss)	\$66,486	\$132,971	\$199,457	\$355,430	\$511,403

INSTRUCTIONS

Enter your assumptions in the Yellow fields. Numbers in the Equipment Purchase and Equipment Lease alternatives will change accordingly. You can print the Assumptions and results by choosing File then Print then OK.