



Follow Up Proposal
Dynamic Count Sign RFP

Submitted By:
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Follow Up Proposal for Village of La Jolla Smart Parking Project

Date: January 15th, 2021
Follow Up Proposal

La Jolla Merchants Association, California Coastal Commission, City of San Diego, La Jolla Coastal Access and Parking Board

Parking Logix appreciates the opportunity to submit a follow up proposal to the original Dynamic Count Sign RFP to showcase our wayfinding solution to the Village of La Jolla. Our company's sole product, OpenSpace, is specifically designed to enhance the visitor parking experience by broadcasting real-time parking availability to digital signage that could be pushed to mobile apps and websites. OpenSpace helps solve for wayfinding, provides rich environment behavior analytics and enables data driven decisioning. Future expansion with Parking Logix couldn't be simpler, as your equipment arrives preprogrammed and ready to install. Parking Logix is willing to integrate with any 3rd party of request.

Our local support team is within one hour of the La Jolla and can be onsite with part in hand within hours. PL's wireless technology also requires minimal device installation time, reducing labor hours and costly civil work to install embedded power systems.

After careful analysis, our team is confident in our ability to deliver a best-in-class smart parking display system to the Village of La Jolla. Since 2015 Parking Logix has completed 500+ smart parking projects applying occupancy data to enhance the visitor parking experience while meeting needs of customer service goals.

We are enthusiastic about the potential opportunity to partner with the Village of La Jolla.

Reasons why La Jolla should want to partner with Parking Logix

- Market Leading Tier 1 Customer Support
- Most Reliable System On The Market
- Best Overall Total Cost Of Ownership
- No Maintenance Costs
- Wireless Standalone System
- Future Expansion System Arrives On Site Preprogrammed
- Easiest To Install
- Largest Install Base In North America With Over 500+ Smart Parking Projects Completed

Thanks again for your time and consideration,

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Pricing:

The La Jolla Project has a current budget of \$110,000. Responses that do not fall under this limit for 24 months of operation will be awarded no points in the scoring matrix. Points shall be awarded based on the total cost of ownership for a 24-month period with 55 points awarded to the lowest cost solution and 0 points awarded to the highest cost option. Any ties in price shall be awarded the same number of points in the scoring matrix. Pricing submitted shall be considered the best and final price offer from each vendor. Should a vendor choose not to re-submit, the pricing in the original proposal shall be used.

Parking Logix Response to Pricing:

Parking Logix’s total proposed solution cost for the first two years is \$70,900, including hardware, software, annual cloud fee, shipping, setup and all installation services. In year 3, annual cloud fees will start to apply through remainder life of contract. That annual fee breaks out to \$85/month/environment. Please review details in “requested table of costs” for more information.

Pricing re-submitted by any vendor must include the following table of costs

#1 – Total One Time Installation Costs

#2 = Any additional costs for Software Subscriptions

#3 – Any additional costs for maintenance of the equipment if not included in the One-Time Costs or the Software Subscription costs

Parking Logix Solution Cost - La Jolla						
		Entry Sign - Main Torrey Pines Entrance	G1 - 1298 Prospect Street	G2 - 1200 Prospect Street	G3 - 1055 Wall Street	G4 - 888 Prospect Street
Per Site Fees						
	Hardware	\$7,100.00	\$4,050.00	\$4,050.00	\$4,050.00	\$4,050.00
	Software	\$650.00	\$3,850.00	\$3,850.00	\$3,850.00	\$3,850.00
	Annual Cloud Fee Per Year (24 months)	\$2,040.00	\$2,040.00	\$2,040.00	\$2,040.00	\$2,040.00
	Installation	\$2,200.00	\$4,000.00	\$4,000.00	\$4,000.00	\$4,000.00
	Annual Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	Environment SubTotal	\$11,990.00	\$13,940.00	\$13,940.00	\$13,940.00	\$13,940.00
One Time Fees						
	OpenSpace System Laptop	\$650.00				
	Shipping Costs	\$2,500.00				
La Jolla Solution Project Total		\$70,900.00				

Requested Table of Costs	Cost	Description
#1 Total One Time Installation Costs	\$18,200	
#2 Additional Costs for Software Subscription	\$1,020/environment/year	Example: Starting In year 3, La Jolla will be charged Annual Cloud Fee (\$1,020) for five environments = \$5,100 USD. This annual starts in year 3 and continues for life of contract. Cloud Fee is the only ongoing cost for OpenSpace
#3 Any additional maintenance costs	\$175 Per Service Hour	There are no additional maintenance cost. In the rare event that a service technician is needed for on-site trouble shooting, this will be billed at \$175 per hour.

Qualifications and Experience:

This section shall include representative locations where the vendor has installed comparable equipment to provide real time occupancy data to variable message signs. Total of 10 points can be awarded at the board discretion based on the response to this item. Should a vendor choose not to resubmit, information from their original proposal will be used to determine Qualifications and Experience.

Parking Logix Response to Qualifications and Experience:

For the past 6 years, Parking Logix (PL) has grown to be a world leader in accurate, cost effective and infrastructure-light parking count technology with more than 500+ installations across 5 countries. Utilizing wireless technologies, PL provides the only plug and play parking occupancy platform on the market, that requires no regular maintenance or manual recalibration, and can publish real time occupancy data in real-time through an open API. Major clients include The Pentagon, The Virginia Railway Express, City of Virginia Beach, Los Angeles (CA), Knoxville (TN), Baltimore (MD), Bozeman (MT), Eugene (OR), Napa (CA), University of West Georgia, Baylor University, Georgia Tech, University of California Riverside, University of Delaware, UC Santa Barbara, and Towne Park Gaylord Palms (FL).

Since its inception, PL has led the North American market by 10x in terms of number of project sites. Of our 500+ clients, we chose installations that were most relevant to La Jolla based off the number of digital environments and the overall goals of the scope. Our reference list may not all be cities, but the scope resembles La Jolla. The accuracy, affordability and ease of install have enabled PL to achieve a majority market share in the parking guidance category.

Past Performance as Indicated By References:

A total of 10 points may be awarded by providing at least 3 references of current operations. The board may contract these references at their discretion. Should a vendor choose not to resubmit, references from their original proposal will be used to determine the total points awarded.

Parking Logix Response to Performance Indicated By References:

Please see below for the three requested references and our original proposal for additional references if needed.

City of Knoxville, TN

Reference Contact:

Wade Roberts, CPP

O: 865.215.2434

E: wroberts@ktnpba.org

City of Eugene, OR

Reference Contact:

Travis Hargitt, CPM

O: 541-682-5296

E: travis.l.hargitt@ci.eugene.or.us

Baylor University

Reference Contact:

Matt Penney, CAPP

T: 254 710-7275

E: matt_penney@baylor.edu

Response to Local Support:

A maximum of 10 points may be awarded based on the vendors response to providing local support. The vendor shall respond as to the response time for equipment issues, available service vendors who can locally support the system, and if the repair of equipment is done by the bidding company, or by a third-party distributor. Should a vendor choose not to resubmit, information from their original proposal will be used to determine the total points awarded.

Parking Logix Response to Local Support:

Working with PL, La Jolla will have access to industry leading support technicians with experience in transportation technology. Our team has done projects for hundreds of others parking environments across the globe through detailed phone support and remote system configuration, to onsite technical guidance. With its “Plug and Play” design, the OpenSpace™ platform is supported through our quick response support team, who have personally installed systems across North America. Parking Logix provides maintenance and technical support via phone or email Mon – Fri, 8AM – 5PM. Email support is provided in all other hours.

Parking Logix provides Tier 1 support to all of our clients. When escalation requires an on-site service technical, our local partner DCS can be onsite within two hours with part in hand to fix the issue. Email response rate is typically under 10 minutes and 24-hour technicians are available. DCS has components readily available to replace equipment that is in need.

To speak with a Parking Logix representative, please call 347-725-7222, we stand by our customer service.

Response to the systems availability to be expanded in the future:

A maximum of 10 points can be awarded based on the system’s ability to be expanded in the future. The board is looking for the system to potentially supported to additional off-street facilities as well as the ability to add on-street single space capabilities in the future. Should a vendor choose not to resubmit, information from their original proposal will be used to determine the total points awarded.

Parking Logix Response to availability for future expansion:

Parking Logix’s OpenSpace system is designed for simple and easy expansion. Whether you want to count levels within a garage, or add a new parking environment to the network, all that is required are digital signs and sensors and the system simply connects to the network wirelessly. As soon as the equipment arrives on site, it is pre-programmed to work in the right areas. Upon system power up, system will connect.

Leveraging our API, occupancy data can be pushed to mobile applications and websites to help enhance the parking experience at no additional cost.

In the future, if La Jolla called for expansion, Parking Logix will easily adapt. Parking Logix has open architecture that will allow for 3rd party single space sensor providers to integrate with its data portal, and our product development roadmap includes cameras that can be used for both counting and differentiating single spaces on and off street, and for scenarios with multiple drive aisles that cannot be delineated. However, if Village of La Jolla wanted to leverage an additional vendor’s on-street technology, Parking Logix will easily push our data into their system to create a centralized parking availability dashboard.

Response to Technology Solution Presented:

There are various technology systems suitable for this project, please respond as to why the solution presented is the best technology for this project. Should a vendor choose not to resubmit, information from their original proposal will be used to determine the total points awarded.

Parking Logix Response to Technology Solution Presented:

Parking Logix is the right technology solution for the Village of La Jolla for the following reasons:

Simplicity: The wireless components used by Parking Logix's OpenSpace allows for quick installation, with minimal work required for civil and power requirements. Further, with the need to only provide a total occupancy count, the use of single space sensors or cameras can be deemed far too excessive for the scope of work. Also, with cameras, privacy regulations, cyber threats and incriminate weather performance become a hot topic.

Accuracy: With over 99% Accuracy, OpenSpace is the most accurate dynamic count solution on the market. Its accuracy and dependability has lead to nearly 80% of clients expanding their original system footprint.

Technical Support: Our Tier 1 customer support responds faster than any vendor in the market. With email/phone response typically under 10 minutes, Parking Logix is able to remotely validate system operations, and work with local staff to troubleshoot any time its required. If the matter requires escalation or on-site work, DCS (3rd party support partner) is a phone call away, and carries inventory of spare parts to minimize system downtime. To speak with a Parking Logix representative, please call 347 725 7222, we stand behind our customer service.

Total Cost of Ownership: The OpenSpace platform is typically less expensive than other sensor solutions or camera based systems. We provide better long-term accuracy. Our service response time is within minutes and our trusted dependability accounts for all weather conditions. Parking Logix enhances the visitor parking experience by broadcasting real-time parking data through OpenSpace, the most reliable count solution on the market.

Experience: With over 500+ completed projects, we know how to best onboard new clients, turning introductions to long term relationships. By selecting Parking Logix, you are selecting the firm that has La Jolla's parking environment's system uptime and accuracy as the #1 priority. If a technician is ever needed onsite, they can be there within the same business day with part in hand. When the time comes to expand in the future, Parking Logix will be ready to assist, whether it's growing through PL or working with a 3rd party.

Bonus Points for Local Ownership:

The La Jolla Coastal Access and Parking Board supports locally owned and operated companies, bonus points of up to 5 points shall be awarded for companies that are locally owned and operated with in the County of San Diego. Should a vendor choose not to resubmit, information from their original proposal will be used to determine the total points awarded.

Parking Logix Response for Local Ownership:

Unfortunately, Parking Logix does not have local ownership but is very excited by the potential partnership with the Village of La Jolla. Parking Logix is enthusiastic about the possible opportunity to demonstrate its ability to provide our best-in-class occupancy parking solution for the Village of La Jolla's present and future needs.

Thank you for your consideration.

Best,

Ryan Manion

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