

# EXHIBIT C



## Streetline Smart Parking Proposal

City of Lafayette

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## Executive Summary

Streetline is at the forefront of Smart Parking. With the rapid evolution of sensing equipment, software, and information services, Streetline is able to offer proven technology and creative information systems allowing cities to better serve their communities – providing improved service to merchants, residents and visitors while optimizing city workforce and revenue.

## Overview

Smart Parking involves a fully integrated parking ecosystem that benefits residents, visitors, merchants, and the City. In order to accomplish this, it is critical that parking is viewed holistically to include on street metered and non-metered spaces, city-owned off-street parking, as well as private parking supply that is available to the public. Lafayette has all of this plus Bart, a major contributor to parking issues in the City. Streetline provides the tools necessary to change motorist behavior that helps to optimize the utilization of parking inventory and productivity of enforcement operations. Cities that have selected the Streetline solution enjoy reduced congestion, better space utilization, and increased commerce for merchants, resulting in increased sales tax revenue for the City.

Most cities have sufficient parking inventory and based on the studies conducted for the City, Lafayette is no different. The issue is changing behavior of motorists so that they are able to find and use the parking inventory efficiently. Streetline applications provide the tools necessary for the city to optimize existing parking inventory and as a result, the city can realize the following key benefits:

- Increase commerce and sales tax revenue by drawing motorists to a city where parking can be more easily located and found more quickly
- Increase meter revenue by changing the behavior of motorists
- Improve compliance with parking policies
- Avoid the expense of constructing new parking structures

## Integration

The Streetline system has been designed to seamlessly integrate with single space credit card meters of all brands, including the IPS meters used in Lafayette today. Additionally, the Streetline system supports integration of existing Duncan Eagle coin operated single space meters, making them “smart meters” so that the City can extend the life of these meters, deferring replacement costs. Streetline sensors can also be deployed in un-metered, time-enforced spaces and the guided enforcement application eliminates the need to chalk tires. This application can also be used to automatically detect and direct officers to expired meter violations. Streetline sensors can be used in parking restricted spaces and parking prohibited spaces for comprehensive data analysis, enforcement and policy management. All public and private off-Street surface lots can publish location, prices, and policy on our mobile application - Parker. For drivers, this means they can

find a place to park, whatever their preference. For the city, this means they have the capability to understand parking dynamics in any part of the city using Streetline's applications and analytics, and make the most effective policy and pricing decisions based on highly accurate, real time data. For the merchant community, this means optimal availability and turnover so their customers can enjoy all that downtown has to offer without the frustration and time-consuming task of looking for parking.

### Products & Solutions

The comprehensive Streetline solution includes sensors, networking equipment and a suite of hosted web and mobile applications, analytics and reporting. Many elements of the system are modular, and may be combined or integrated with products from other vendors such as dynamic message signs, or third party applications. Streetline owns, installs, operates and maintains the network and cloud-based smart parking applications and takes full responsibility for their continuous operation.

As *the* premier Smart Parking solution provider, Streetline offers the most comprehensive portfolio of products and services, as well as the deepest expertise in the industry.

Streetline provides services covering a broad spectrum of Smart Parking systems including:

- **Parker™**, the motorist guidance platform, that guides residents and visitors to on-street and off-street parking and allows them to pay for the transaction (if mobile payments are implemented) by phone in a single easy-to-use app
- **ParkerMap™**, the web-based guidance map which can be embedded into any web-site (retailer, city, etc.)
- **ParkSight Analytics™** provides graphical reporting about parking usage, meter usage and officer actions 24 hours a day 365 days per year
- **ParkEdge™**, the off-street parking inventory system, that directs motorists to off-street parking owned by the city and private off-street providers
- **ParkSight Guided Enforcement™** directs officers to potential violations, increasing productivity while reducing patrol hours, often increasing enforcement effectiveness by approximately 200% - substantially increasing revenue in the process.
- **Meter Monitor™** is a retrofit for existing Duncan Eagle meters to integrate them into the system

Benefits:

- Support and help stimulate commercial and retail business by enabling the city to manage parking availability at levels of approximately 85% per block, thereby reducing congestion and insuring availability for merchant's customers.
- Monitor and manage on-street parking in commercial, retail areas. Provide real-time and historical information regarding occupancy, revenue and enforcement actions.



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