



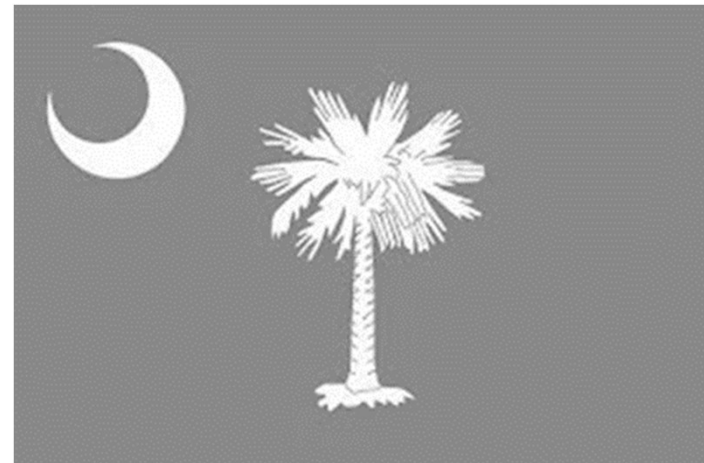
“Delivering Smart City solutions, with a boutique approach to municipal parking management.”

Presentation
RFP 2022-03
Town of Hilton Head Island
Parking Management & Enforcement Services

August 4, 2022

Presentation Agenda

- About PCI Municipal Services
- Custom Program Approach for Hilton Head Island
- Technology Overview
- Operating Details by Location
- Transition
- Discussion





A Boutique Approach to Parking

Definition: "a small company that offers highly specialized services"

- Municipal Parking Only
- Quality Operations
- People First
- Executive Involvement
 - *"1 – to – 5 ratio"*
- Extensive Program Start Up Experience
- Right Sized Technology



OVER 100 YEARS OF PROVEN LEADERSHIP



Municipal Experience

- Orange County Parks 22 years
- Orange County 21 years
- City of Pasadena 13 years
- City of Beverly Hills 9 years
- Huntington Beach 7 years
- City of Cedar Rapids 2021
- City of Riverside 2022
- City of Ann Arbor 2022
- City of Lexington 2022
- Oklahoma City 2022

**28 Current
Municipal
Contracts
Under
Management**

Team Member Experience

Brian, Jack and Jon have 60+ years of municipal parking operation experience of all types and sizes.

Managed multiple start up programs.

Matt has managed City of Hartford, MBTA, City of Omaha & City of Lincoln.



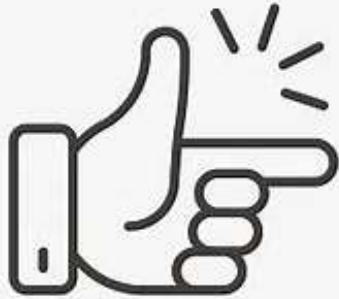
Custom Program Approach

- Unique Environment
- **Core Values Matter!**
- Understanding a Start Up
- Branded Program / Messaging
- Business Support
- Town Needs
 - *Residential Parking Program*
 - *Tourist/Visitor Parking*
 - *Short Term Rentals*

Town Core Values

- Pursuit of Excellence – *State of Art Approach*
- Environment – *Minimal Impact*
- Economy – *Supportive / Not Disruptive*
- Connected – *Data Access / Transparency*
- Infrastructure – *Innovation & Right Sized*

PARK HH



EASY!



Easy & Convenient

- Frictionless Parking
- Know Your Customers
- Residential Parking
- Tourist / Visitor Parking
- Short Term Rentals



Mobile Payment Solution

TEXT2PARK

HOW IT WORKS

Parker texts P-CODE to 25023 — Or, texting your Company Keyword will show all your lots.

Enters plate number — TEXT2PARK remembers plate and card info for future visits. Optional: You can require parkers to enter space numbers for easier enforcement.

Pays via phone

Warning text sent when paid time is about to expire

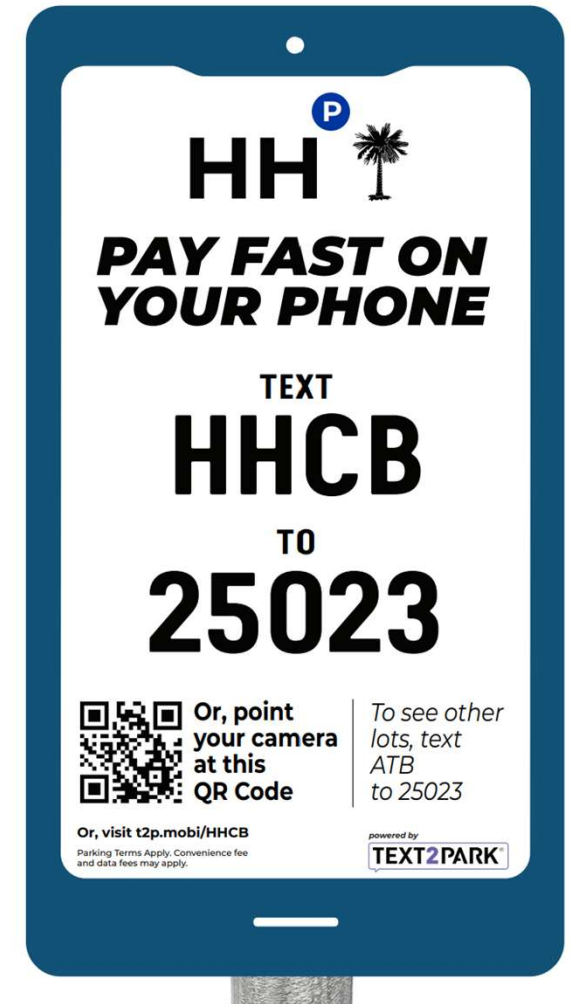
Option 1: Extend and pay via phone for more time
Option 2: Return for vehicle

Receipt available online

WHAT'S NEEDED TO GET STARTED?

1. TEXT2PARK account
2. TEXT2PARK signage

TEXT2PARK.COM



Target Ad Network

3 WAYS TO VALIDATE

With TEXT2PARK, validations are flexible and painless. With multiple validation options, you may choose the best method for your operational needs.



eValidation

Validations are made by establishment staff from any internet-connected device.

1. Each validator gives their staff a PIN.
2. Guests provide last 4-digits of their phone number to staff.
3. Staff enters last 4 digits of phone and validate in the TEXT2PARK validation portal.
4. Guests receive a confirmation text.

- Increased accountability—digital ticket has stamped activity
- Online reports—track cars parked and more



Self-Validation with PIN

Staff give visitors a PIN to validate on their phones.

1. Validating business management gives staff a 4-digit PIN.
2. Parkers show digital ticket and staff gives a unique 4-digit PIN.
3. Parkers use the PIN to validate parking on their cell phones.

- Efficient - employees don't focus on validations.

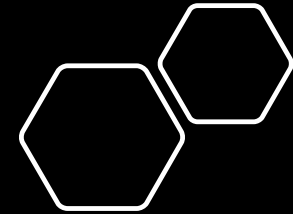


QR Code Self Validation

Parkers can validate their parking with the scan of a QR code.

1. Parkers scan a QR code that's posted in the validating establishment.
2. Parker enters their phone number to find and validate the ticket.

- Minimal to zero staff involvement



Residential Parking Program



- Annual Permit Program
- Change - *Communication is Key!*
- Provide Options
 - Digital Process
 - In Person / Mail In Option
- Virtual Permitting Benefits
 - Reduced cost
 - Better controls
 - Easily updated
- Protected Spaces (Sensors)
- Short Term Rentals



***Easy account set up –
email residents a link***

Individual Parker View



- Multiple Parking Accounts Support
- Auto Pay / Manual Pay
- Credit Card Securely Stored
- Notifications
- Account History / Invoices

Tenant (Group) Account View



- Group Manager
- Group Payment Options, including Visitor Validations (Pay None, Pay All, Pay Partial)
- Auto Pay / Manual Pay
- Account History / Invoices
- Reports (Parkers & Lease Limitations)

Parking Manager/Administrator View



- Scheduled Actions
- Tenant Administration
- Multiple Location Management & Reporting



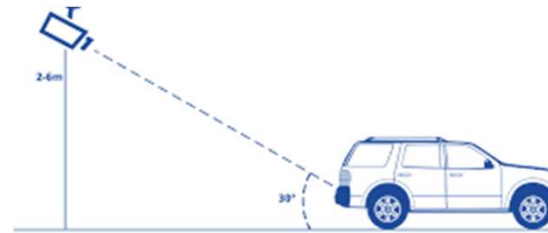
Residents - Smart Sensors

- Automated vehicle detection
- Reserved residential parking spaces (153)
- Vehicle / Sensor Bluetooth Connection
 - Smart phone registration
 - Bluetooth Tag
- Utilization data
- Parking availability
- Directed enforcement
- Reservation Capability



Smart Enforcement

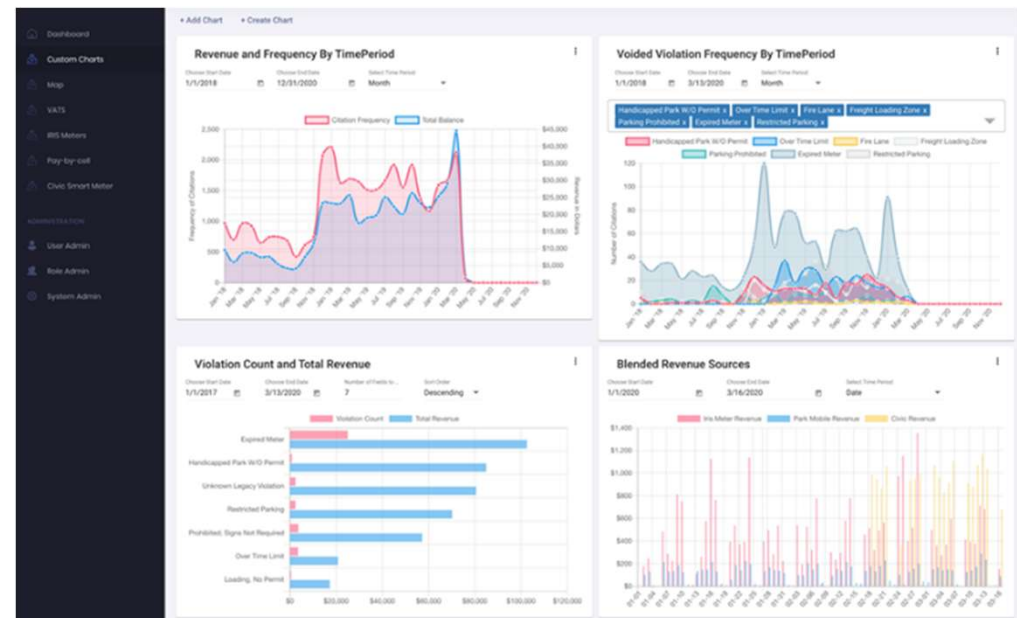
- Leveraging Technology
- Directed Enforcement
 - Reduced operating expense
 - More efficient approach
- LPR Camera Systems
 - Stationary LPR cameras on larger lots
 - Mobile LPR system for smaller lots
- Citation Management System
 - Customizable set up
 - Warnings / Citations / Fines
 - Repeat violators
 - On-line citation payments





VERGE Data Analytics & Reporting

- Centralized reporting of all parking data
 - Text2Park – *Daily Parking & Validations*
 - ParkLync – *Permit Parking*
 - Park Loyalty – *Parking Enforcement*
 - LPR – *Stationary & Mobile*
 - Nwave - *Sensors*
- Realtime Reporting & Dashboards
 - Transparency
 - Accessibility
- Utilization Data
 - Use of space by type
 - Duration of Stay
 - Unique plates, plate state, etc.
 - Realtime occupancy





Wayfinding & Real Time Occupancy

- Make finding available parking easier
- Parking space availability
 - *Mobile App – Spot Parking*
 - *Social Media*
 - *Parking Website*
- Reduced traffic / pollution / > safety
- VMS Signage Option
- Connect to MY HII App
- Enhanced customer experience



Key Location Details

- Alder Lane
 - Popular Islander parking area
 - 23 parking spaces
 - Remove existing meters
 - Implement Text2Park for daily parking
 - Offer Parking Permit
 - Enforced with mobile LPR

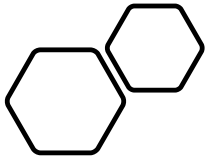


Key Location Details

- Burks Beach

- Chaplin Park & Castnet parking areas
- 396 (18) / 130 (4) Parking Spaces
- Youth Sports Parking Permits
 - Tie in with sports registration
- Implement Text2Park for daily parking fees
- Stationary LPR occupancy & enforcement data





Key Location Details

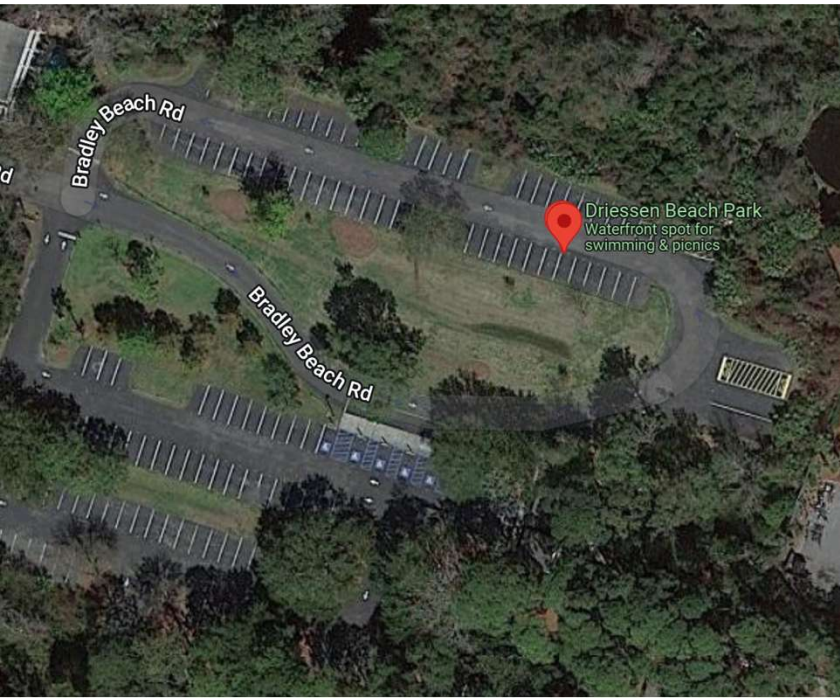
- **Folly Beach**

- 54 parking spaces
- Remove existing meters
- Implement Text2Park for daily parking

- **Fish Haul**

- 48 parking spaces
- Gated controls to close lot after hours, allow automated exit
- Free Parking Option





Driessen Beach Park

- 206 Total Parking Spaces
- 28 Resident Parking Spaces
 - Space Sensors
- Shuttle Parking Spaces
 - Controlled/Paid Commercial Use

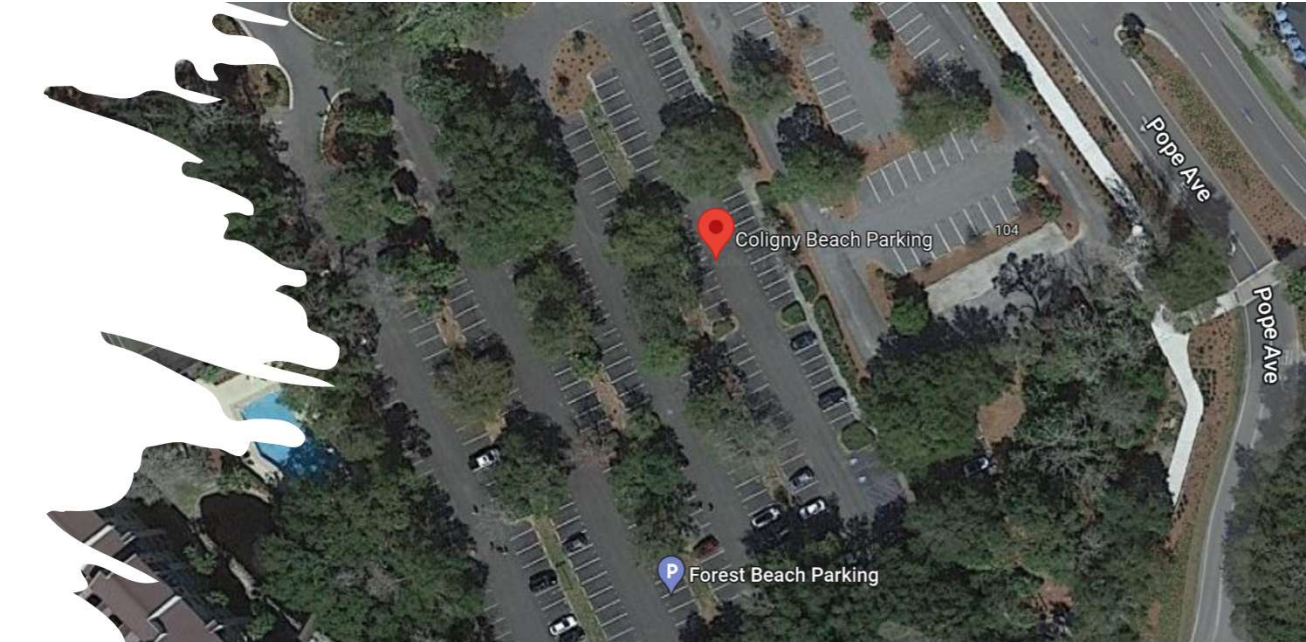


Islanders Beach Park

- 159 Total Spaces
- RESIDENTS ONLY
 - Space Sensors
- Real Time Space Availability
- Transparency / Use Data

Coligny Beach Park

- 512 Total Spaces
 - +228 USCB Pope Ave Lot
- Coligny Plaza Considerations
 - 1 Hour Free Parking
 - Employee Permit Program
- Management / Enforcement Collaboration with Private Commercial Lots
 - Bleed Over Affect
- Event Parking Management
 - Wingfest, Oysterfest, Concerts,...
- Gate control access



Local Project Team

- Local Parking Office
- Project Manager
 - Matt Truhlar – 10 Years Municipal Parking Experience
- Assistant Manager
- Maintenance
 - Lot Cleaning / Technology Service
- Enforcement
 - Mobile Enforcement Program / MLPR
- Ambassadors
 - Coordinate with existing Ambassador program
 - Seasonal Staff
 - Traffic Direction
 - Payment Assistance



Customer Service

- Quality On-Site Manager
 - Well Trained Team
- Ambassador Training
- Customer Engagement
 - *Surveys*
 - *Mystery Parker*
 - *Issue Follow Up / Documentation*
- Data / Transparency
 - Open Book
 - Shared Reality
- 24/7 Customer Call Center Support



The screenshot shows a web-based report interface. At the top right, it says "Parking Audits Report #3930884" and provides the address "333 3rd Ave SE Command Center, Cedar Rapids, IA 52401". The date and time of the audit is "Wed February 2 2022 1:59 pm".

Section	February 2, 2022	December 1, 2021	+/-
Overall	100.0% (4/4)	100.0% (4/4)	0.0%
Parking	100.0% (3/3)	100.0% (3/3)	0.0%
Facility Appearance	100.0% (1/1)	100.0% (1/1)	0.0%

Questions	Score	Answer
1. Date and time parked		Wednesday, February 02, 2022 at 1:59 PM
2. Date and time departed.		Wednesday, February 02, 2022 at 2:42 PM
3. Was there an automated machine that dispensed a ticket upon entering?	Not Scored	Yes

Program Start Up

- Communication
- Community Engagement
 - Open Houses
 - Organizational Meetings
 - Press Releases
- Digital Platforms
 - Parking Website
 - Social Media
 - Email Updates
- Technology Deployment
 - Easy to Use
- Phased Approach
 - Soft Enforcement
 - Policy Evolution





Engagement & Communication

- Business Plan
- Transparency
 - Agreed upon KPI's
 - Access to real time reporting
- Quarterly Reports
- Annual Report
- Executive Involvement
- On-Going Consulting



*Partnership
Approach*

Target Timeline



Management Contract Executed

October 2022

Resident Permit Program Launched

December 2022

Technology Implementation

March/April 2023

Soft Program Launch

April 2023

Full Program Launch

Memorial Day 2023

THANK YOU!

WE WANT TO WORK WITH YOU
TO CREATE A GREAT PARKING
PROGRAM FOR YOUR TOWN.

QUESTIONS & ANSWERS

