



PROFESSIONAL SERVICES AGREEMENT PSA 12/17/2024



The City of Kirkland, Washington, a municipal corporation ("City") and Arcadis, A California Partnership, whose address is 537 South Broadway Suite 500 Los Angeles Ca 90013 ("Consultant"), agree and contract as follows.

In consideration of the mutual benefits and conditions set forth below, the parties agree as follows:

I. SERVICES BY CONSULTANT

- A. The Consultant agrees to perform the services described in Attachment A to this Agreement, which attachment is incorporated herein by reference.
- B. All services and duties shall be conducted and performed diligently, completely and in accordance with professional standards of conduct and performance.

II. COMPENSATION

- A. The total compensation to be paid to Consultant for these services shall not exceed \$55,000, as detailed in Attachment B.
- B. Payment to Consultant by the City in accordance with the payment ceiling specified above shall be the total compensation for all services performed under this Agreement and supporting documents hereto as well as all subcontractors' fees and expenses, supervision, labor, supplies, materials, equipment or the use thereof, reimbursable expenses, and other necessary incidentals.
- C. The Consultant shall be paid on the basis of invoices submitted. Invoicing will be on the basis of percentage complete or on the basis of time, whichever is applicable in accordance with the terms of this Agreement.
- D. The City shall have the right to withhold payment to Consultant for any services not completed in a satisfactory manner until such time as Consultant modifies such services to the satisfaction of the City.
- E. Unless otherwise specified in this Agreement, any payment shall be considered timely if a warrant is mailed or is available within 45 days of the date of actual receipt by the City of an invoice conforming in all respects to the terms of this Agreement.

III. TERMINATION OF AGREEMENT

The City or the Consultant may terminate or suspend this Agreement at any time, with or without cause, by giving ten (10) days' notice to the other in writing. In the event of termination, all finished or unfinished reports, or other material prepared by the Consultant pursuant to this Agreement, shall be provided to the City. In the event the City terminates prior to completion without cause, consultant may complete such analyses and records as may be necessary to place its files in order. Consultant shall be entitled to receive just and equitable compensation for any satisfactory services completed on the project prior to the date of termination, not to exceed the payment ceiling set forth above.

IV. OWNERSHIP OF WORK PRODUCT

- A. Ownership of the originals of any reports, data, studies, surveys, charts, maps, drawings, specifications, figures, photographs, memoranda, and any other documents which are developed, compiled or produced as a result of this Agreement, whether or not completed, shall be vested in the City. Any reuse of these materials by the City for projects or purposes other than those which fall within the scope of this Agreement or the project to which it relates, without written concurrence by the Consultant will be at the sole risk of the City.

Subject to paragraph IV A above, the Consultant owns all right, title, and interest in and to (i) the services provided under Attachment A of this Agreement including all improvements, enhancements or modifications thereto, (ii) any software, applications, or other technology developed in connection with the services and related support and (iii) all registered and unregistered rights granted, applied for, or otherwise now or hereafter in existence, under or related to any patent, copyright, trademark, trade secret, know-how, process, database protection, or other intellectual property provided to the City in connection with the foregoing (the "Consultant IP"). For the avoidance of doubt, Consultant IP does not include the City's data.

- B. The City acknowledges the Consultant's plans and specifications as instruments of professional service. Nevertheless, the plans and specifications prepared under this Agreement shall become the property of the City upon completion of the services. The City agrees to hold harmless and indemnify consultant against all claims made against Consultant for damage or injury, including defense costs, arising out of any reuse of such plans and specifications by any third party without the written authorization of the Consultant.
- C. Methodology, materials, software, logic, and systems developed by the Consultant for the City on a bespoke basis under this Agreement are the property of the Consultant and the City, and may be used as either the consultant or the City sees fit, including the right to revise or publish the same without limitation.
- D. The Consultant at such times and in such forms as the City may require, shall furnish to the City such statements, records, reports, data, and information as the City may request pertaining to matters covered by this Agreement. All of the reports, information, data, and other related materials, prepared or assembled by the Consultant under this Agreement and any information relating to personal, medical, and financial data will be treated as confidential only as allowed by Washington State laws regarding disclosure of public information, Chapter 42.56 RCW

Subject to limitations imposed by law, the Consultant shall at any time during normal business hours and as often as the City may deem necessary, make available for examination all of its records and data with respect to all matters covered, directly or indirectly, by this Agreement and shall permit the City or its designated authorized representative to audit and inspect other data relating to all matters covered by this Agreement. The City shall receive a copy of all audit reports made by the agency or firm as to the Consultant's activities. The City may, at its discretion, conduct an audit, at its expense, using its own or outside auditors, of the Consultant's activities which relate, directly or indirectly, to the Agreement.

Consultant will provide all original operation and maintenance manuals, along with all warranties, from the manufacturer for any equipment or items installed or supplied to the City as part of this contracted project.

The Consultant shall maintain accounts and records, including personnel, property, financial, and programmatic records, which sufficiently and properly reflect all direct and indirect costs of any nature expended and services performed pursuant to this Agreement. The Consultant shall also maintain such other records as may be deemed necessary by the City to ensure proper accounting of all funds contributed by the City to the performance of this Agreement.

The foregoing records shall be maintained for a period of seven years after termination of this Agreement unless permission to destroy them is granted by the Office of the Archivist in accordance with RCW Chapter 40.14 and by the City.

V. GENERAL ADMINISTRATION AND MANAGEMENT

The Public Works Department for the City of Kirkland shall review and approve the Consultant's invoices to the City under this Agreement, shall have primary responsibility for overseeing and approving services to be performed by the Consultant, and shall coordinate all communications with the Consultant from the City.

VI. COMPLETION DATE

The estimated completion date for the Consultant's performance of the services specified in Section I is April 30, 2025. Ongoing annual maintenance and subscription of software completion date is April 30, 2028. Software maintenance and subscription will automatically be renewed annually unless the City or the Consultant decides to cancel the contract.

Consultant will diligently proceed with the services contracted for, but consultant shall not be held responsible for delays occasioned by factors beyond its control which could not reasonably have been foreseen at the time of the execution of this Agreement. If such a delay arises, Consultant shall forthwith notify the City.

VII. SUCCESSORS AND ASSIGNS

The Consultant shall not assign, transfer, convey, pledge, or otherwise dispose of this Agreement or any part of this Agreement without prior written consent of the City.

VIII. NONDISCRIMINATION

Consultant shall, in employment made possible or resulting from this Agreement, ensure that there shall be no unlawful discrimination against any employee or applicant for employment in violation of RCW 49.60.180, as currently written or hereafter amended, or other applicable law prohibiting discrimination, unless based upon a bona fide occupational qualification as provided in RCW 49.60.180 or as otherwise permitted by other applicable law. Further, no person shall be denied or subjected to discrimination in receipt of the benefit of any services or activities made possible by or resulting from this Agreement in violation of RCW 49.60.215 or other applicable law prohibiting discrimination.

IX. HOLD HARMLESS/INDEMNIFICATION

To the greatest extent allowed by law the Contractor shall defend, indemnify and hold the City, its officers, officials, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including attorney fees, arising out of or in connection with performance of this Agreement, except for injuries and damages caused by the sole negligence of the City.

Should a court of competent jurisdiction determine that this Agreement is subject to RCW 4.24.115, then, in the event of liability for damages arising out of bodily injury to persons or damages to property caused by or resulting from the concurrent negligence of the Contractor and the City, its officers, officials, employees, and volunteers, the Contractor's liability hereunder shall be only to the extent of the Contractor's negligence. It is further specifically and expressly understood that the indemnification provided herein constitutes the Contractor's waiver of immunity under Industrial Insurance, Title 51 RCW, solely for the purpose of this indemnification. This waiver has been mutually negotiated by the parties. The provisions of this section shall survive the expiration or termination of this Agreement.

X. LIABILITY INSURANCE COVERAGE

The Consultant shall procure and maintain for the duration of the Agreement, insurance against claims for injuries to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the Consultant, its agents, representatives, or employees. A failure to obtain and maintain such insurance or to file required certificates and endorsements shall be a material breach of this Agreement.

Consultant's maintenance of insurance as required by the agreement shall not be construed to limit the liability of the Consultant to the coverage provided by such insurance, or otherwise limit the City's recourse to any remedy available at law or in equity.

A. Minimum Scope of Insurance

Consultant shall obtain insurance of the types described below:

1. Automobile Liability insurance covering all owned, non-owned, hired and leased vehicles. Coverage shall be as least as broad as Insurance Services Office (ISO) form CA 00 01 or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage.
2. Commercial General Liability insurance shall be as least as broad as ISO occurrence form CG 00 01 and shall cover liability arising from premises, operations, stop-gap independent contractors and personal injury and advertising injury. The City shall be named as an additional insured under the Consultant's Commercial General Liability insurance policy with respect to the work performed for the City using an additional insured endorsement at least as broad as ISO CG 20 26.
3. Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Washington.
4. Professional Liability insurance appropriate to the Consultant's profession.

B. Minimum Amounts of Insurance

Consultant shall maintain the following insurance limits:

1. Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000 per accident.
2. Commercial General Liability insurance shall be written with limits no less than \$1,000,000 each occurrence, \$2,000,000 general aggregate.
3. Professional Liability insurance shall be written with limits no less than \$1,000,000 per claim and \$1,000,000 policy aggregate limit.

C. Other Insurance Provisions

The insurance policies are to contain, or be endorsed to contain, the following provisions for Automobile Liability and Commercial General Liability insurance:

1. The Consultant's insurance coverage shall be primary insurance as respects the City. Any insurance, self-insurance, or self-insured pool coverage maintained by the City shall be excess of the Consultant's insurance and shall not contribute with it.
2. The Consultant shall provide the City and all Additional Insureds for this services with written notice of any policy cancellation, within two business days of their receipt of such notice.

D. Acceptability of Insurers

Insurance is to be placed with insurers with a current A.M. Best rating of not less than A:VII.

E. Verification of Coverage

Consultant shall furnish the City with original certificates and a copy of the amendatory endorsements, including but not necessarily limited to the additional insured endorsement, evidencing the insurance requirements of the Consultant before commencement of the services.

F. Failure to Maintain Insurance

Failure on the part of the Consultant to maintain the insurance as required shall constitute a material breach of agreement, upon which the City may, after giving five business days' notice to the Consultant to correct the breach, immediately terminate the agreement or, at its discretion, procure or renew such insurance and pay any and all premiums in connection therewith, with any sums so expended to be repaid to the City on demand, or at the sole discretion of the City, offset against funds due the Consultant from the City.

G. City Full Availability of Consultant Limits

If the Consultant maintains higher insurance limits than the minimums shown above, the City shall be insured for the full available limits of Commercial General and Excess or Umbrella liability maintained by the Consultant,

irrespective of whether such limits maintained by the Consultant are greater than those required by this agreement or whether any certificate of insurance furnished to the City evidences limits of liability lower than those maintained by the Consultant.

XI. COMPLIANCE WITH LAWS/BUSINESS LICENSE

The Consultant shall comply with all applicable State, Federal, and City laws, ordinances, regulations, and codes. Consultant must obtain a City of Kirkland business license or otherwise comply with Kirkland Municipal Code Chapter 7.02.

XII. FUTURE SUPPORT

The City makes no commitment and assumes no obligations for the support of Consultant activities except as set forth in this Agreement.

XIII. INDEPENDENT CONTRACTOR

Consultant is and shall be at all times during the term of this Agreement an independent contractor and not an employee of the City. Consultant agrees that he or she is solely responsible for the payment of taxes applicable to the services performed under this Agreement and agrees to comply with all federal, state, and local laws regarding the reporting of taxes, maintenance of insurance and records, and all other requirements and obligations imposed on him or her as a result of his or her status as an independent contractor. Consultant is responsible for providing the office space and clerical support necessary for the performance of services under this Agreement. The City shall not be responsible for withholding or otherwise deducting federal income tax or social security or for contributing to the state industrial insurance of unemployment compensation programs or otherwise assuming the duties of an employer with respect to the Consultant or any employee of Consultant.

XIV. EXTENT OF AGREEMENT/MODIFICATION

This Agreement, together with all attachments and addenda, represents the final and completely integrated Agreement between the parties regarding its subject matter and supersedes all prior negotiations, representations, or agreements, either written or oral. This Agreement may be amended only by written instrument properly signed by both parties.

XV. ADDITIONAL WORK

The City may desire to have the Consultant perform work or render services in connection with the project other than provided for by the express intent of this Agreement. Any such work or services shall be considered as additional work, supplemental to this Agreement. This Agreement may be amended only by written instrument properly signed by both parties.

XVI. NON-ENDORSEMENT

As a result of the selection of a consultant to supply services to the City, the consultant agrees to make no reference to the City in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City.

XVII. NON-COLLUSION

By signature below, the Consultant acknowledges that the person, firm, association, co-partnership or corporation herein named, has not either directly or indirectly entered into any agreement, participated in any collusion, or otherwise taken any action in restraint of free competitive bidding in the preparation or submission of a proposal to the City for consideration in the award of a contract on the specifications contained in this Agreement.

XVIII. WAIVER

Waiver by the City of any breach of any term or condition of this Agreement shall not be construed as a waiver of any other breach.

XIX. ASSIGNMENT AND SUBCONTRACT

The Consultant shall not assign or subcontract any portion of the services contemplated by this Agreement without the prior written consent of the City.

XX. DEBARMENT

Recipient certifies that it is not suspended, debarred, proposed for debarment, declared ineligible or otherwise excluded from contracting with the federal government, or from receiving contracts paid for with federal funds.

XXII. SEVERABILITY

Any provision or part of the Agreement held to be void or unenforceable under any law or regulation shall be deemed stricken. Unless such stricken provision goes to the essence of the consideration bargained for by a party, all remaining provisions shall continue to be valid and binding upon the parties, and the parties agree that the Agreement shall be reformed to replace such stricken provision or part thereof with a valid and enforceable provision that comes as close as possible to expressing the intention of the stricken provision.

XXIII. GOVERNING LAW AND VENUE

This Agreement shall be interpreted in accordance with the laws of the State of Washington. The Superior Court of King County, Washington, shall have exclusive jurisdiction and venue over any legal action arising under this Agreement.

XXIV. DISPUTE RESOLUTION

All claims, counterclaims, disputes, and other matters in question between City and Consultant arising out of or relating to this Agreement shall be referred to the City Manager or a designee for determination, together with all pertinent facts, documents, data, contentions, and other information. The City Manager or designee shall consult with Consultant's representative and make a determination within thirty (30) calendar days of such referral. No civil action on any claim, counterclaim, or dispute may be commenced until thirty (30) days following such determination.


XXV. EFFECTIVE DATE


This Agreement shall be deemed effective on the last date signed below.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the dates written below:

CONSULTANT:

CITY OF KIRKLAND:

Signature:  _____
Phillip curley (Dec 18, 2024 13:23 AST)

Signature:  _____
Truc Dever (Dec 19, 2024 12:26 PST)

Printed Name: Phillip curley

Printed Name: Truc Dever

Title: Head of HotSpot

Title: Public Works Director

Date: Dec 18, 2024

Date: Dec 19, 2024



HotSpot Parking, a division of Arcadis, has prepared an exclusive cost proposal for the City of Kirkland to meet the objective of choosing an experienced vendor to provide a quality integrated digital permit parking solution with streamlined operational convenience for both end-users and administrators. HotSpot’s proposed secure solution can fulfill the scope of services required and offer enhancements through optional value-added products and solutions. Furthermore, HotSpot is committed to an economical and sustainable digital-first parking practice, allowing costs to stay as low as possible to the city and its residents/visitors.

Notes on Proposed Cost Breakdown:

- HotSpot Parking has proposed an initial three (3) year contract, maximizing cost benefits by averaging the cost over the span of years.
- Additional, optional renewal terms would be available at an increase no greater than 3% annually.
- Further Additional adds have been costed in a separate table below.
- HotSpot Parking is a cloud-hosted solution that requires no additional costs, such as no on-premises hardware, servers, data storage, or maintenance.

HotSpot Price Breakdown

#	Item	Qty	Unit Cost (USD)	Sub-Total
1	Digital Parking Permits <i>Standard Services Include:</i> <ul style="list-style-type: none"> • In-App, Website & In-Person purchases • Bilingual Customer Support • Wait-list, Auto-Renew and Early Bird • Continuous Upgrades & Maintenance • LPR Integration W/Genetec 	1	Permit Program: \$10,000 Onboarding + \$15,000 per year Includes: <ul style="list-style-type: none"> - Monthly and Annual Permit Types 	\$10,000 Onboarding + \$15,000 per year

#	Item	Qty	Unit Cost (USD)	Sub-Total
	<ul style="list-style-type: none"> Administrative Dashboard HotSpot Client Success Lead Implementation Services (Training, Communication) Onboarding of Existing Permit Data (Over 2000 permits, costs may vary) <p>*The permit program shown is based on 2000 permits. We can adjust accordingly if more permits are needed; costs may vary.</p>		<ul style="list-style-type: none"> And the following modules... <p>Moderated Permits</p> <ul style="list-style-type: none"> - Discount or "Free" permits to specific groups of users (Employee, etc.) - Payroll deduction tracking <p>Bundle Permits</p> <ul style="list-style-type: none"> - Departmental Invoicing - Bulk permit sales with Master administrator for distribution or resale. <p>Residential Permits</p> <ul style="list-style-type: none"> - ID Verification Application & Approval process for special permit access. - City staff can verify and automate approvals at no cost. Optional HotSpot support staff verification available at flat fee per year. 	
2	<p>Administrative Dashboard</p> <p><i>Standard Services Include:</i></p> <ul style="list-style-type: none"> Unlimited Authorized Logins Role-Based Access & Audit Logs Functional tabs to manage: <ul style="list-style-type: none"> Short-term Parking Long-term Permit Parking Ticket Issuance & Citation Management Officer tracking & LPR scans Advanced Search Functionality Exportable pdf, csv, excel formats on all web pages for reporting purposes. Transparent Revenue Reporting Access to historical records Communication preferences Optional, Ticket Triage Service System upgrades & maintenance Client Success Account Mgmt 	1	<p><i>This dashboard and listed standard services are included with the , Permit, Programs.</i></p> <p>When Payment Processing is required:</p> <ul style="list-style-type: none"> - HotSpot acts as Merchant of Record, our built-in payment processor is Stripe. - A 2.99% processing fee (hard cost) applies for any digitally remitted revenue processed through HotSpot regardless of card type. - No additional gateway fees apply. - Flexibility to integrate with the agency-preferred system is available, scoping for functionality and PCI is required, costs may apply for integration, quote will be prepared in advance for sign-off prior to proceeding. 	----

Notes:

- . All revenues are remitted by direct deposit
- Taxes are not included and do apply.
- Quotes valid for 30 days.

HotSpot Quote – Additional Optional Add Services

#	Item	Qty	Unit Cost (USD)
1	<p><i>Optional, Value-Add</i> Reporting Enhancements</p> <p><i>Tier 1, Standard Reporting Included:</i></p> <ul style="list-style-type: none"> • Built into Administrative Dashboard • Role-Based Access with Audit Logs • Advanced Search Functionality • Exportable pdf, csv, excel formats 	1	<p>HotSpot provides inclusive standard reporting functions from the Administrative Dashboard. The costs noted below, are optional, for reporting enhancements based on business requirements.</p> <p>Tier 1: Standard Reporting, included.</p> <p><i>Optional Add-Ons:</i> Tier 2: Reporting API: \$5,000/year/function.</p> <ul style="list-style-type: none"> ○ Function = Parking; Permits; and/or Enforcement ○ Specified date range input ○ Granular data columns include but are not limited to transaction type, product, zone #, start/end session times, amounts, LP, zero dollar sessions, etc. Please cross-reference needs. ○ Allows data transfer into existing business systems for analytics and reporting. <p>Tier 3: Customized & Scheduled Reports: \$10,000/year/agency dashboard</p> <ul style="list-style-type: none"> ○ Customized Reporting, with flexibility to update ○ Interactive Tableau Dashboard, accessible from HotSpot's administrative dashboard portal. ○ Email and Schedule Send Reporting capabilities ○ KPI setting, and comparisons on parking and enforcement trends and analytics ○ Designated Reporting Specialist for consultation
2	<p><i>Optional, Value-Add</i> Agency Support Hub</p> <p><i>Standard Services Include:</i></p> <ul style="list-style-type: none"> • Embedded into Admin Dashboard • Role-Based Access only • View agency parkers only • Advanced Search Functionality • Exportable pdf, csv, excel formats • Designated HotSpot Client Success for assisted support to Agency 	1	<p>HotSpot provides inclusive customer support to our systems' end-users, as well as account management support to the Agency. This "Agency Support Hub" module is optional, allowing the Agency to provide direct support to their parkers with the same level of functionality as HotSpot's customer support team.</p> <p>Agency Customer Support Portal: \$10,000/year</p> <ul style="list-style-type: none"> - The agency can provide direct support for parkers to view, edit, and adjust accounts. - Look up permits, tickets, and parking history - Perform refunds, adjustments, etc.
3	<p>Third-Party Integration</p> <ul style="list-style-type: none"> • Enforcement & Pay Stations • Financial Systems for Reconciliation • DMV Access provided with Line Item 2 	1	<p>HotSpot does not charge for operational integrations. However, if a requested integration is very unique and custom, costs may apply. Quote would be provided in advance.</p> <p>HotSpot cannot guarantee third-party integration costs.</p>

#	Item	Qty	Unit Cost (USD)
4	<p>Enforcement Enterprise (Digital Ticket Printing & Citation Management)</p> <p><i>Services Include:</i></p> <ul style="list-style-type: none"> • Cloud-based Dashboard • LPR Software • Unlimited Logins/Users • Bilingual Customer Support • Upgrades & Maintenance • Batching Tickets • Search Functionality • Integration with ARIS • PDF Generation • Ticket Lifecycle management • DMV Integration 	1	<p>Onboarding Fee \$ 8,000.00 (one-time cost) + \$15,000 annual cost</p> <p>Includes:</p> <ul style="list-style-type: none"> • Implementation Services • Custom Ticket Creation • By-Law Creation <p>Annual Recurring Cost Cost is based on scope of tickets issued annually</p> <p>Online Citation Portal: \$2.00 per ticket paid</p> <p>DMV Integration: +\$1.75 per DMV Hit +(optional) Mailing Services \$1.50 per letter, plus postage</p>
5	<p>HotSpot Mobile Parking Application</p> <p><i>Services Include:</i></p> <ul style="list-style-type: none"> • Permit Purchase in App • Hourly Parking in-App • Bilingual Customer Support • System Upgrades & Maintenance • LPR Enforcement • Meter Decals • Administrative Dashboard <p>Onboarding & Implementation</p>	1	<p>Hourly Convenience Fee Paid by User: \$0.25 per transaction Or</p> <p>Membership Fee: \$3.00 per month / \$30.00 per year</p> <p><i>Optional Add-Ons:</i> Discount Codes: \$2,500/year</p>

Notes:

- 2.99% merchant processing fee applies for all parking revenues. All revenues are remitted by direct deposit (less 2.99% + tax, which is the transaction fee passed on by our processor for digital payments) E.g. Parking revenue is \$1,000 - 2.99% so remittance is \$970.10 - tax.
- . All revenues are remitted by direct deposit (less 3.5% + tax, which is the transaction fee passed on by our processor for digital payments)
- Taxes are not included and do apply.
- Quotes valid for 30 days.

Implementation Schedule

In agreement with the City of Kirkland, HotSpot Parking Inc. USA proposes an initial three (3) year contract, with additional optional renewal years available at an increase no greater than 3% annually. As discussed with the City, the contract start date will begin January 15th, 2025 and follow the implementation plan shown.

HotSpot Parking provides a custom and detailed Project Delivery Plan outlining meetings, tasks, deadlines, and milestones throughout the project, as agreed to and in consultation with city staff. The successful implementation of HotSpot Product launches is based on 5 core tasks below:



1. **Project Opening:** Parking documentation review, stakeholder meeting, review existing parking technical environment, communications and marketing review, customer support, FAQ and privacy policy review.
2. **Environment set up:** Environment configuration, Integration Set-up, Testing system performance, User acceptance through sandbox environment
3. **Configuration and Training:** Ticket Appeals process, enforcement training/familiarity, finance reporting and deposit configuration and training.
4. **Launch:** Signage application (as needed), launch, driver campaign
5. **Continuous improvement** and sustained marketing

This strategy was selected after launching over 150 government agencies across North America. Task 1 through 5 have been iterated on based off of these past launches. HotSpot typically carries out implementation and launch of its parking permit software system in a 13-15 week timeframe as outlined below, based on the scope of services. Tasks listed below are included in HotSpot's implementation services which are provided at no cost. **Please note, timelines and task completion to move through each workflow stage depends on the promptness of the approval process.**

TASK	WEEK	PARTICIPANTS	ACTIONS
<u>TASK 1: PROJECT PLANNING</u>			
Introductory Call & Parking Documentation Review	Week 1	<i>Client, Sales & Client Success Main point of contact</i>	HotSpot project team familiarize with client parking information. Overview of products, special use cases, run through expectation of timelines and go over checklist to be sent.
Stakeholder Kick Off Call	Week 1	<i>HotSpot Client Success, HotSpot Project Management with All City Participant Roles</i>	Introductions, review roles, set up weekly/bi-weekly meetings. Review infrastructure for any required integration or development. HotSpot will internally review any provided documentation. HotSpot will review in detail with each stakeholder the proposed rollout of the launch and their role in the project. Question period with stakeholders. Project specific drill down.
Review Parking Integration, Technical Environment	Week 1 (ongoing)	<i>HotSpot Technical Account Manager & Client Success Manager with City IT and Mobility Department</i>	Further scoping on integration requirements. Review of existing environments and setting timelines around required integration.
Marketing & Communications Review	Week 2	<i>HotSpot Account Manager with City Marketing & Mobility Departments</i>	Work with the marketing department to discuss needs and preferred approach. HotSpot has templates and resources to fulfill marketing requirements. Marketing actions based on Client's needs. Welcome Box will be sent that includes marketing materials that include: How to Use Business cards for windshields, HotSpot Booklets for Business Association, Info Cards on various products.
Customer Support, FAQ and Privacy Policy Review	Week 2	<i>HotSpot Dedicated Account Manager with City's Mobility Department</i>	Revision of Customer support request channels and potential "what if" situations. Revision of customer facing FAQ, Privacy Policy and TOS. HotSpot takes customer service very seriously and as such would like to explain our process and points of contact for any issues. Generally, staff use the application, and we feel that a brief once over of the application really assists them in becoming local champions.
<i>TASK 1 MILESTONE REACHED: Required information gathered to ensure integrations can begin and remain on schedule. Approval of Parking Environment flow to build Environment Set-up.</i>			
<u>TASK 2: ENVIRONMENT CONFIGURATION & TESTING</u>			
Environment Configuration, Testing System Performance and User Acceptance	Week 4 (ongoing)	<i>HotSpot Account Manager with City's Mobility and IT Department</i>	Onboarding of City's rate information, spot and zone location. Testing performed to ensure special rates are functioning properly.

**Integration
Configuration and
Testing**

Week 5
(ongoing) *HotSpot Account Manager
with City's Mobility and IT
Department*

Review integration requirements.
Test integration and complete full solution with scenarios.
Resolve any reported solution deficiencies and re-test until
completely functioning as intended

TASK 2 MILESTONE REACHED: Testing complete. Approval of flows.

TASK 3: TRAINING

**Ticket Triage and
Enforcement Training**

Week 12 *HotSpot Account Manager
with City's Mobility
Department*

Provide training and support to all administrators of the
system. LPR app installed (if using) and officer training completed
during this time frame.

**HotSpot Administrator
Reporting Review
/ Training**

Week 12 *HotSpot Account Manager &
Senior Accountant with
City's Revenue & Finance
Dept.*

Dashboard functionality. Configure account deposits. Simple
testing of the fund flows before going live to allow all parties to
have the experience and ensure accuracy from both sides.

TASK 3 MILESTONE REACHED: Approval of training completion.

TASK 4: LAUNCH

**Communication to
Users**

Week 12 City Staff & HotSpot Team

Action communication plan to Users for permit purchases.
HotSpot Support team will be available to answer questions
regarding the new program.

Launch!

Week 13 *HotSpot Team*

HotSpot Parking Go-Live. The end state of the launch project and
the beginning of parking system.

**GOAL: SUCCESSFUL IMPLEMENTATION OF PERMIT MANAGEMENT SYSTEM.
CONTINUOUS IMPROVEMENT FOR DURATION OF CONTRACT**

Attachment B: Fee Schedule

HotSpot - Employee Parking Permit Database			
Cost Schedule			
	Description	Quantity	Total Cost
1	Permit System Development and Onboarding of existing permits	one-time	\$10,000
2	Ongoing Administrative Dashboard	3 years (3x \$15k per year)	\$45,000

Total \$55,000