

Transmittal Letter

To: Heather Finnell
Town Clerk
110 Rothschild St.
Holden Beach, NC. 20217

Date: June 30th, 2021

Subject: The Town of Holden Beach RFP for Parking Services – due July 2nd, 2021

Ms. Finnell,

The Otto team is pleased to respond to the Holden Beach RFP and propose a mobile parking solution designed to meet the needs of coastal communities and customized specifically for the Town of Holden Beach. This proposal leverages the values and capabilities of our two companies as follows:

- 1) The Otto Project, LLC – is a partnership of 9 experienced business and software developers who have worked together on average for over 15 years. We focus on solving customer problems, identification of good ideas, and developing solutions based on customer needs. Our specialties include:
 - Consulting services via detailed requirement gathering
 - Architecture of solutions – mobile, cloud, web, or hybrid
 - Design & integration
 - Services including test, customer validation, training, on-going support and maintenance
 - Customization of Cloud and Hybrid environments to meet customer requirements
- 2) Otto Connect, Inc. – is a subsidiary of The Otto Project, LLC with the skills and resources needed to develop and deliver general purpose mobile applications focused on ease of use and broad applicability for improving user experience and solving targeted problems. Our current products in production and development include:
 - SurfCAST – a bundled solution for the coastal communities that includes the features of:
 - i. ParkingCAST – a simplified mobile parking and enforcement solution
 - ii. CommunityCAST – a group, team, or community app providing a dedicated communication and scheduling capability

Our intent with this RFP response is to demonstrate the skills and experience of our team to meet and exceed the needs and expectations of Holden Beach and the local community in the most cost-effective manner. We believe that our “SurfCAST by Otto” app, including the entire CAST solution set, best meets your immediate needs and we will gladly work with you and the rest of the city representatives to deliver quality solutions.

Best regards,

James R. Varner
President and CEO
The Otto Project, LLC
Otto Connect, Inc.



SurfCAST
by otto CONNECT

**Mobile Parking and Community Solutions Proposal for:
The Town of Holden Beach**



June 30th, 2021

Submitted By:

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Section 1

Management Firm Introduction – Otto Connect, Inc.

Who we are:

The Otto team began working together over 15 years ago at IBM – providing enterprise class system and automated management solutions. Together, we’ve been through a spin out to Blade Networks (with IBM as our customer), re-acquisition by IBM, divested to Lenovo, and lastly a move to Security First Corp (also with IBM as our customer), where we added our friends from Cisco.

What we do:

We develop highly scalable, enterprise and consumer ready solutions that provide “ottomation” help for our customers. In essence, we take good IDEAS, solve problems, and develop them into SOLUTIONS.

Otto Connect, Inc. is a subsidiary of The Otto Project, LLC. Together, we provide the complete scope of work desired by Holden Beach as follows:

- The Otto Project, LLC. provides the requirements analysis of customer needs, design and architectural services, consulting, project management, and development/delivery of any level of software solutions. Scope includes mobile, web, cloud, and hybrid environments for small to large scale commercial or consumer solutions.
- Otto Connect, Inc. is specifically focused on mobile solutions for iOS and Android devices and is the offering team associated with our CAST products detailed in this proposal.

Our team provides a single point of contact for software solution needs and in particular, mobile device solutions.

Our mission at Otto Connect, Inc. is to provide automated, mobile solutions that tackle the most challenging problems for small to medium size groups, communities, and sports leagues with an easy to use, end-to-end management app. Our CAST solutions avoid the clutter of email and the randomness of social media posts by providing dedicated in-app communication, schedules, and updates with event and activity registration and secure payment of fees when needed. Our focus products include:

- ParkingCAST – a full service, customized, mobile parking solution meeting different classes of parking requirements based on customer needs
- CommunityCAST – for small to medium sized teams, departments, groups, associations, and communities to provide a focused forum for notices, events, schedules, updates, and general communication
- SportsCAST – an all-in-one sports management app for any level of sport (future offering)
- SurfCAST – integrates any or all 3 of the above apps with focus on the unique requirements of coastal communities – replacing multiple solutions with a single, integrated app

Our immediate goal is to deliver value to Holden Beach with a 1-stop-shop parking solution via our SurfCAST mobile/cloud-based application.

Introduction

Our approach for coastal area parking is to eliminate on-site hardware due to the harsh environment in which we live. Kiosks and Meters will corrode and fail over time, increasing the cost of maintenance for both the Town and vendor providing support.

With over 96% of Americans using cellular technology and over 90% using smart phones – we believe the time has come to leverage this technology and deliver low-cost parking and communication services.



With our SurfCAST solution,

- We provide a simple app and cloud-based parking management solution, with multiple methods of payment using a combination of smart phones, tablets, and cloud services
 - App based download for Apple and Android
 - QR code (picture) – link to a secure web service (browser required)
 - Phone call
 - In person via on-site support or local office (as needed)

Our focus is delivery of a convenient, ease to use service to pay for and manage parking.

To do that, we focus on and work with all of the various stakeholders associated with coastal parking environments – each with their own set of expectations and requirements:

- **The Town Government** (Mayor, Board, Committees, etc.)
 - Often needing to raise funds for beach nourishment
 - Offset the CAMA/ACOE requirements for beach access
 - Purchase and construct parking areas
 - Manage the influx of Day-Tripper



- **Local Businesses**
 - Discount parking for employees (general lack of spaces & need to reserve space for customers)



- **Residents and Owners**
 - Trade-off between management of parking, restricted parking, and Right of Way parking – especially with limited space for renter's vehicles
 - Cost burden – leverage Visitors to off-set costs of management and compliance with CAMA and ACoE requirements
 - **Police, Fire, Emergency Services**
 - Management and Support of Parking Services via 3rd party partnership
 - Coordination of efforts
 - Policy Enforcement
- A white pickup truck with blue and black graphics. The word 'POLICE' is prominently displayed in large, bold, black letters on the side door. Below it, 'HIDDEN BEACH, NC' is written in smaller black letters. The truck is parked on a paved surface, and a multi-story building is visible in the background.
- **Real Estate companies**
 - Communication to Renters – Policies, costs, etc. as related to Parking
 - **Vacation Renters**
 - Clear, visible notices
 - Well defined areas for parking (and not parking)
 - **Day-Trippers**
 - Visible Notices
 - Ease of Payment
 - Working System
 - Clearly marked areas for parking (and not parking) ... "Parking in Designated Areas ONLY"
 - **Long-term renters**
 - Treated as Residents (but not Owners) ... who need access to their homes
 - **Beach Visitors / Boaters**
 - Sufficient parking to support trailers
 - Beach access and facilities
 - Rest rooms, showers and/or foot showers
 - Expectation for some services in return for paid parking

Summary of Proposal

“SurfCAST by Otto” is a mobile app / cloud-based solution providing end-to-end parking management.

Parking:

- Payment and Management Services with:
 - Mobile app for full support (setup an account, register your car, pay for parking)
 - Propose 2 vehicles per account for the fees noted below
 - Additional vehicles for extra charge
 - Payment feature for violations
 - QRcode via camera link to a secure web-link for parking (license plate entry, pay for parking and citation payments)
 - Phone support & quick links
 - In person: Roaming personnel and/or local office as needed
- Payments supported:
 - Credit/Debit Cards
 - PayPal
 - Cash – via personnel and/or local office if needed
 - Note: with over 20,000 registered users in SurfCAST as a cashless solution, less than 10 have made requests to deal in cash since March 1st, 2021.
- Parking Rates (Proposed – pending Town approval)
 - Hourly \$5/hour – for up to 4 hours
 - Day \$25
 - Week \$100
 - Season \$250
 - Note: we also offer a feature for Parking Permit upgrade to a Season Permit via credit for parking rates paid Year-to-Date towards the cost of a Season Permit.
 - Can be upgraded via payment of the balance due, or
 - Can be automatically upgraded when the Season Permit equivalent payments have been made.
- Violation Rates
 - \$25 - Same Day Payment via the App/Web – incentive to register and use the system
 - Could also be a Drop Box or Office within hours for CC/Cash payments
 - \$50 - If paid within 30 days (App/Web/Mail)
 - Late Payment Penalty – dependent on Town Policy
 - Pending Collection Policy and details of the vehicle owner via the Town
 - Collection Agency fees will be added to fees owed to the Town
 - Multiple Violations - \$50 per violation + any late payment penalties as appropriate
 - Pending Town Policy associated with Booting or Towing as appropriate

Enforcement:

- License plate scans for valid permit via cloud service
- Any designated parking area (all treated equally with movement allowed between designated areas)
- Roaming personnel providing real-time customer support and checks
 - 2x – 4x per day ... depending on day of week and time of year
- Citations issued and managed (warning option – 1X per vehicle)
- Street checking for violations (main and side streets) – based on town policy and exceptions (examples noted later)

Fees:

- All-inclusive @ 30% of fees collected (70% payable to the Town) including parking fees and citation payments
 - We believe this is a more balanced approach with joint risk/benefit
- No Surcharges to Town or Customers
- Payment to Town approx. 1 week after the end of the calendar month with an auditable report providing details of all fees collected, type, and method of payment

Dashboard:

- Web-based Dashboard with hourly, daily, weekly, monthly summary of parking activities.

Value of SurfCAST & Enforcement

- No equipment required in a coastal environment (no cost/maintenance to support)
- Real-time phone support and Local office as needed
- Parking Patrols: highly visible, “Here to Help” approach to customer support
- Personnel training to avoid and defuse confrontation
- Entire Town enforcement (not just designated parking areas)

Special Event Support

- For the occasion of a Special Event – we will provide the following:
 - Adjustment of parking fees per the Town with 48-hour advanced notice
 - Assistance with Parking controls during normal hours (9:00 AM – 5:00 PM)
 - Additional support or after-hours support may be fee based as agreed by both parties

Typical Parking Enforcement Policies – exceptions supported as documented and agreed by the parties:

- Example: Local contractor allowances within the Right of Way (RoW) - with signage and obvious work underway

Extras – Not included in the RFP – but may be included in the SurfCAST system:

- Police enablement to use the SurfCAST system for ticketing, and management of violations
 - Partner with the Police: enable Police equipment access for SurfCAST use (violation confirmation and/or citations issued/managed).
 - Note: some infractions require police action (i.e., handicap parking violations)
- CommunityCAST features – for local communication and topics of interest if desired

Requirements from Holden Beach

- Provide a proposal for the following requirements
 - If an alternative that may benefit the Town – provide those details separately
- Parking enforcement from April 1st through September 30th (or alternative that may benefit the Town)
- Enforcement hours from 9:00AM through 5:00PM
- Responsible for all Facilities, Equipment, and Personnel needed to provide services
- Make a proposal for rate structure
- Make a proposal for hour, day, week, and season rates
- Promote traffic and pedestrian safety
- Encourage (enforce) compliance with the Town’s parking regulations
- Maintain a fair, professional, and friendly customer service environment
- Collect all fees, remain accountable for citations and collection of revenue, and past due collections (dependent on Town Policy)
 - *Note: we recognize that every town has its own policy regarding fines, past due violations, delinquent collections, use of collection agencies, booting, and towing. We support any combination, or all of the above items based on stated Town policy.*
- Coordinate matters with local businesses
- Support event parking and planning

Parking

- To include either or both “on-street” and “off-street” parking
- Review and Research appropriate information to quantify areas suitable to implement a paid parking program (existing and new) based on Town/State/CAMA requirements
- Installation and maintenance of equipment (cash and credit card payments) with minimized equipment and maximized apps
- Provide sale of all parking permits

Policy Statement from Holden Beach

- All parkers will be subject to Parking Fees – including residents, owners, visitors, other.

Enforcement

- Support all designated parking areas equitably
- Professional Staffing of all positions
- Complaint Resolution

Completed RFP: GENERAL PARKING SERVICES REQUIRED

- a. *Assist and consult with the TOWN as necessary in the design of parking facilities or modification to parking rates and policies.*
 - We are pleased to offer our services in conjunction with a contract to support the Town. To that end, we've included a preliminary review of existing and proposed parking opportunities which combined, allow for approximately 600 parking spaces in Holden Beach with opportunity to grow to 900 parking spaces.
- b. *Work with TOWN businesses, as needed, to assess how well public parking is accommodating their needs; report to TOWN with suggestions for improvement.*
 - Part of our value proposition is the partnership needed for all stakeholders in the Town parking environment to understand and support their needs for private vs. public parking access. Depending on the Town policies, various allowances can be made for business parking in selected areas, selected times of day, or discounts based on business association.
- c. *Be available to respond to TOWN calls when needed and attend group and or Board meetings when asked by the TOWN.*
 - We are pleased to be available at the Town's discretion.
- d. *Install and maintain parking equipment and/or digital applications as appropriate*
 - Our solution is app and cloud based – as we believe coastal communities should avoid any hardware equipment needed for parking (i.e., meters or kiosks) due to the corrosive nature of our environment.
 - We will provide all instructions and support for our app/cloud-based solution – and all the infrastructure needed for implementation.
- e. *Provide sufficient personnel to issue parking citations at a level of enforcement appropriate for the TOWN.*
 - For the Town of Holden Beach – assuming approximately 600 parking spaces + side-street parking enforcement, we would propose 2-6 part-time local hires/personnel depending on the demand associated with the month of the year, day of week, and holidays. We have found that 2 people works well Monday through Thursday, and 6 are needed on weekends and holidays during the peak summer season.
- f. *Provide operational and customer training for all enforcement personnel. Provide training manual and employee course completion certification as verification.*
 - This is built into our process and can be reviewed with the Town as needed.
- g. *Handle all customer services associated with the TOWN'S paid parking system.*
 - We provide end-to-end support and coverage of the parking customer services including phone and in-person support, ticket issues and resolution, with communication available via email, the app, or phone during the 9:00 – 5:00 operation hours.
- h. *Provide daily, weekly, monthly and annual reports as required by the TOWN.*
 - We provide a simple, easy to use, on-line Dashboard that can be tailored to the Town's requirements – including daily, weekly, monthly, and annual status (examples below).
 - We will also provide an auditable report on a monthly basis with payment to the Town for the percent of previous month's receipts due.

Parking Enforcement

- a. *Manage enforcement of parking in areas defined in this RFP.*
 - The SurfCAST staff will manage enforcement of all defined parking areas and provide, at the discretion of the Town, Warning notices (once per vehicle), or Citations as specified by the Town.
 - The SurfCAST staff will also be available, at the discretion of the Town and per a definitive contract, to monitor and issue citations to vehicles in any other areas (side streets, etc.) that are in violation of Town Ordinances.
- b. *The TOWN reserves the right to temporarily adjust the number of parking spaces at its sole discretion.*

- Acknowledged.
- c. *MANAGEMENT FIRM to provide computer hardware and software that will enable MANAGEMENT FIRM's staff to enter, issue and process parking citations.*
 - Our solution is based on mobile technology, and we will provide our team members with all the necessary equipment needed for their access to provide the requisite warning and/or citations.
- d. *Install and maintain parking equipment necessary for paid parking in the areas defined in this RFP.*
 - We would strongly recommend that NO EQUIPMENT be used for paid parking in the parking areas defined due to the likelihood of corrosion and the high cost of maintenance and repair.
- e. *Maintain Pay Stations (or other equipment) and manage their data or software.*
 - This is not applicable for our solution
- f. *Enforce parking regulations relating to paid parking areas and provide plan for fine structure and for handling appeals process (provide copy with proposal – include review and summary of the ordinances).*
 - Town based parking regulations and policy are clearly defined as part of our contracting process. The policy is intended to clearly define exceptions allowed and supported by the Town and Police departments such as Contractor Vehicles due to the limited parking available to accommodate their presence in most cases (i.e., it may be OK to park in the Right-of-Way for Contractors – but vehicles must be off the road with visible signs identifying worker's vehicles and obvious work proceeding at the affected property.)
 - Examples of our review of the current Town Ordinances:
 - o **Holden Beach Parking Violations**
 - o No Parking within 25 feet of intersection on street or right-of-way (72.02-A)
 - o No Parking on street in any portion of designated travel lane (72.02-B)
 - o No Parking in crosswalks or sidewalks (72.02-C)
 - o No Parking opposing traffic (72.02-E)
 - o No Parking within 15 feet of a fire hydrant (72.02-F)
 - o Handicap Parking zone without handicap permit ((72.02-H)
 - Note: may require Police action as a misdemeanor
 - o **New Ordinances required:**
 - o No Parking Zone: Street or Right-of-Way (required future ordinance needed)
 - Allows for citations outside of the above ordinances on the street or right-of-way that is intended to be restricted.
 - o Parking without a valid Paid Permit in a Designated space.
 - o **Policy Provisions to be considered**
 - o Construction/Maintenance vehicles
 - o Delivery vehicles – temporary
 - o Any space not designated as a valid parking space – shall be deemed a No Parking Zone
 - o No Double Parking
 - o Parking in a valid space only – no taking 2 spaces (double parking)
 - o Multiple Violations unpaid – may be booted or towed depending on Town Policy with provision to coordinate with the Police Department.
- g. *Enforcement activities may include electronic ticketing.*
 - All of our citations are paper tickets via hand-held printer and are recorded electronically for review, audit, and historical assessment.
- h. *Respond to requests from the TOWN to suspend or emphasize enforcement along certain roads or in certain areas.*
 - We support this as part of the Town's Policy and have the tools needed to make our team aware of these special situations.
 - Additionally, we are available to help manage parking in these special areas with advance notice,

- esp. as related to any special events.
- i. *Enforce parking regulations for special events, including festivals, events, weather emergencies, etc.*
 - We gladly support any events that need parking management. Fees may be applied with the Town's advance approval for hours outside normal operation.
 - Example of additional fees: \$25/hour/person as scheduled and approved by the Town in advance.
 - j. *Ensure adequate staffing to meet the enforcement and maintenance needs of the Town's parking program.*
 - For the Town of Holden Beach – assuming approximately 600-750 parking spaces + side-street parking enforcement, we would propose 2-6 part-time personnel depending on the demand associated with the month of the year, day of week, and holidays. We have found that 2 people works well Monday through Thursday, and 6 are needed on weekends and holidays during the peak summer season. If additional spaces are allocated for paid parking, we will add resources needed to monitor at the agreed daily frequency.
 - Included in these numbers will be one local manager who will be active in the enforcement and communication of enforcement activities. This person will also be the primary contact to the Town for any related issues – with backup via the Executive Management team.
 - k. *Reprogram parking equipment if rates are changed by TOWN.*
 - All parking rates are determined by the Town and can be changed as needed with 48-hour notice. Please note that fees included in this proposal are based on the proposed parking rate structure and subject to change with joint agreement as parking rates are changed.

Collections of Money and Accounting (Daily Operations)

- a. *Collect and account for all revenues from the installed equipment and software. The collection of pay stations or other proposed equipment money.*
 - Otto Connect uses Braintree (a PayPal Company) to collect all fees/payments via our app/cloud-based services. We may collect cash via designated office in those cases where parkers do not have a credit/debit card or PayPal account.
 - As we do not propose meters or kiosks, collection of payment from those is not applicable.
- b. *Ensure proper accountability and internal control of all money collected, including the deposit of all monies removed from the equipment.*
 - All moneys collected are strictly monitored and confirmed via auditable on-line tools. This includes any cash collected as it is tied directly to the customer's license plate at the time of the permit registration.
- c. *Provide any periodic, financial and operational reports as requested by the TOWN.*
 - Access will be provided for identified Town representatives to our Dashboard (updated several times an hour) to provide financial and operational status as needed by the Town.
 - All Dashboard functions can be customized to better serve the needs of the Town.
- d. *Provide samples of current financial and operational reports MANAGEMENT FIRM uses.*
 - Typical Screen shots from dashboard

Month To Date Financials

Parking Reports

Financials	Statistics	Violations/Warnings	Permits	Users	Residents
Financials (June 2021)					
2019 2020 2021 Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec					
By Category	Number	\$\$ Total (pending receipts)		\$\$ (NTB estimate)	
- Hourly	2220	\$22,055.00		(70 %) \$15,438.50	
- Day	423	\$10,575.00		(70 %) \$7,402.50	
- Week	20	\$2,000.00		(70 %) \$1,400.00	
- Seasonal	48	\$12,000.00		(70 %) \$8,400.00	
- Pay by Mail	62	\$1,860.00		(50 %) \$930.00	
- Residents	31	\$0.00		(0 %) \$0.00	
- Day (NTB44)	222	\$5,550.00		(50 %) \$2,775.00	
- Week (NTB44)	6	\$600.00		(50 %) \$300.00	
- Seasonal (NTB44)	11	\$2,750.00		(50 %) \$1,375.00	
Violations (Total)	254	\$8,325.00		(50 %) \$4,162.50	
- Same Day	179	\$4,650.00		(50 %) \$2,325.00	
< 30 days	72	\$3,475.00		(50 %) \$1,737.50	
> 30 days	3	\$200.00		(50 %) \$100.00	
Grand Total		\$65,715.00		\$42,183.50	

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Year to Date Financials

9:24 AM Fri Jun 18

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100%

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Financials (YTD 2021)

By Category	Number	\$\$	\$\$ (est)
- Hourly	12995	\$110,860.00	(70 %) \$77,602.00
- Day	3573	\$89,325.00	(70 %) \$62,527.50
- Week	39	\$3,900.00	(70 %) \$2,730.00
- Seasonal	1039	\$259,750.00	(70 %) \$181,825.00
- Pay by Mail	272	\$8,160.00	(50 %) \$4,080.00
- Residents	1052	\$0.00	(0 %) \$0.00
- Day (NTB44)	1471	\$36,775.00	(50 %) \$18,387.50
- Week (NTB44)	16	\$1,600.00	(50 %) \$800.00
- Seasonal (NTB44)	179	\$44,750.00	(50 %) \$22,375.00
Violations (Total)	1275	\$42,400.00	(50 %) \$21,200.00
- Same Day	929	\$25,325.00	(50 %) \$12,662.50
< 30 days	333	\$16,350.00	(50 %) \$8,175.00
> 30 days	13	\$725.00	(50 %) \$362.50
Grand Total	0	\$597,520.00	\$391,527.00

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- e. *MANAGEMENT FIRM to provide cashier staffing and services as needed.*
- As needed, we can provide an office/staffing needed to facilitate purchase of permits via credit/debit card, PayPal, or Cash. Other payment methods may be implemented based on end-user needs.
- f. *Should any money collected by the MANAGEMENT FIRM be lost, stolen, unaccounted for or otherwise removed from the custody and control of the MANAGEMENT FIRM prior to its deposit in the TOWN's approved bank account, the MANAGEMENT FIRM shall deposit a like sum of money in the Town's bank account within ninety-six (96) hours of such loss, theft or removal. Should said loss, theft or removal be insured or otherwise secured by the MANAGEMENT FIRM, any payments made to the TOWN on account thereof shall, if appropriate, be reimbursed to the MANAGEMENT FIRM. The MANAGEMENT FIRM will be liable for all mismanagement of funds by MANAGEMENT FIRM, its employees or agents.*
- Acknowledged.

Seeking Recommendations For

- a. *Local Employees*
- Otto Connect, Inc. exclusively uses local employees and would intend to hire a local manager to lead the team of approx. 5 people (6 total). Remote support will be available via phone and executive management for conflict resolution. We will leverage the local area (Coastal NC) backup support as needed.
- b. *Parking Signage*

Proposed Sign Content

The image displays three proposed parking signs for Holden Beach, NC. The left sign is a rectangular 'Pay to Park' sign featuring the official seal of Holden Beach, NC, and instructions to download the SurfCAST app or scan a QR code for payment. It also includes the zone name 'XXXX' and parking details: 'Park Facing Forward Only', '\$5 per hour or \$25 per day', and 'Parking Enforced 9:00AM to 5:00PM March 1st through October 31st'. The middle sign is a red octagonal 'STOP' sign with the text 'Did you pay for parking?' and 'SurfCAST by otto CONNECT', along with a QR code. The right sign is another rectangular 'Pay to Park' sign, similar to the left one, with the same seal, app/QR code information, and zone name 'Zone:xxxx (Holden Beach Street Name)'.

- Note the need for clearly placed and multiple signs per parking area that are clearly visible:
 - o We would propose 1 or 2 larger signs (2' x 3') at the entry of each parking area (on the left)
 - Approx. 25 signs
 - o We would propose 1 additional smaller sign (i.e., 10" x 14" type – using the one on the right) for every 5-15 spaces depending on location and size of the parking area)
 - 600-750/15 = 40-50 signs

- We would propose 1 “Stop” sign (10” x 14”) at the exit of each parking area as people move towards the beach or primary area of interest.
 - Approx. 25 signs

c. App vs Meter Solution

- As noted above, the SurfCAST solution is an app/cloud-based parking management solution. We do not believe that meters/kiosks are a good fit for coastal environments given the frequency and cost of maintenance and repair as a result of our corrosive environment.
- Benefits of this solution include:
 - No lease or maintenance cost associated with meters or kiosks in the corrosive coastal environment.
 - Secure money and financial management under control of a reputable clearing house with no cash handling concerns (except as may be required via local office with a secure vault).
 - Ease of use via mobile app or web-link
 - Ease of visual status via web-accessible dashboard
 - Auditability and traceability are maximized

d. Customer Education

- Customer Education will be geared to multiple groups as needed, but specifically for:
 - Full Time residents
 - Property Owners
 - Real-Estate/Rental firms
 - Day-Trippers
- We would recommend mailings (included with utility bills), flyers to be included in rental agreements, bulletin board notices, social media notices, etc. These can all be facilitated by the Otto Connect, Inc. team.

e. Enforcement

- We propose and support a multi-step approach to enforcement:
 - The direct, visible, SurfCAST enforcement team using our license plate verification for permits
 - Periodic, random, checking – that is intended to capture >95% of violations while keeping costs down for both the Town and the Management Firm
 - To enable and partner with the local Police Dept for use of the SurfCAST system to check for violations, issue citations, and leverage the tracking capability associated with multiple violations that may need additional action, including the potential for booting or towing (dependent on Town Policy).
 - Based on Town Policy – we also have the ability to engage with a 3rd party collection agency as needed for delinquent payments of any/all citations.

f. Data Security

- Per the included Cloud Computing section

Collections of Money and Accounting (Citations)

- a. The MANAGEMENT FIRM shall be responsible for collecting payments on citations from the public. MANAGEMENT FIRM should make available to the customers a variety of payment options approved by the TOWN, including but not limited to cash or credit card. The MANAGEMENT FIRM will also be responsible for processing payments of parking citations and providing detailed accounting for money collected.*
 - Acknowledged
- b. MANAGEMENT FIRM will be responsible for issuance of late notices for overdue payment of citations (specify how many, when) and for providing follow-up collection services.*
 - We would recommend a multi-step process associated with late payment and collection:

1. For late payments – we would propose to first engage with the Police to identify the name and address of the vehicle owner (via DMV records) with formal notice. Continued inaction would prompt engaging a collection agency for collection. Note that this process may have an additional cost for that service.
 2. For Multiple Violations – we would propose engaging with the Police Department to identify the name and address of the vehicle owner (via DMV records) – to mail them a notice. If a 3rd violation is encountered, we would recommend booting with Police awareness (as they will likely get the 1st call from the customer), and enable either SurfCAST or Police with the ability to resolve. This may require payment via enforcement team directly in person.
- c. *Automated technology will be used to issue citations and manage records of citations.*
- Our solution is app/cloud-based and provides all the automation needed for payment, warnings, citations, and record management.

Office Administration

- a. *The MANAGEMENT FIRM shall be responsible for purchasing all materials necessary to carry out all operation functions. These include but are not limited to paper tickets, ticket books, envelopes, uniforms, office equipment and supplies, spare parts for maintenance and repair and all necessary equipment.*
- Acknowledged

Personnel Administration

- a. *Parking enforcement personnel will demonstrate high ethical standards of conduct and will observe all written rules and regulations concerning their work assignments as provided by the MANAGEMENT FIRM.*
- Agreed. This is a hallmark of our service. Our team is trained and expected to be courteous at all times, helpful when in person, to facilitate use of the app and services, as well as defusing confrontational issues whenever possible. We also acknowledge that there are cases beyond the ability of our team to address – and will partner/engage with the Police Department for these situations.
- b. *MANAGEMENT FIRM is required to do background checks and drug testing on all employees prior to employment and provide proof of such to the TOWN.*
- This is included in our employment requirements and will be available upon request for any person working directly on the parking enforcement for Holden Beach.
- c. *Supervisors and field personnel will maintain contact as appropriate to ensure oversight of paid parking enforcement activities.*
- We will hire and maintain a manager/supervisor to be responsible for the team actively providing parking management.
- d. *The MANAGEMENT FIRM will arrange for bonding of all personnel who handle money at a rate acceptable to the TOWN.*
- Our process limits access to funds to our CFO/COO/CEO with appropriate insurance coverage. The exception that may need bonding would be if an office is required for cash transaction support. In this case, we will also support coverage for the person(s) involved with appropriate tracking of all transactions by approved parking permit.
- e. *All employees of the MANAGEMENT FIRM providing services shall at all times be clearly identifiable by uniform, name badges, name tags, or identification cards.*
- Agreed
- f. *The MANAGEMENT FIRM shall employ persons who are fully trained, competent, and qualified with the skills and experience necessary to provide the services during the term of this Agreement.*
- Agreed

- g. *The MANAGEMENT FIRM is responsible for hiring, training, and supervising its staff members. MANAGEMENT FIRM staff members assigned to the services are employees of the MANAGEMENT FIRM.*
 - Agreed
- h. *MANAGEMENT FIRM personnel shall at all times assure that its employees shall serve the public in a courteous, helpful, and impartial manner. Correction of any inappropriate behavior or language shall be the responsibility of the MANAGEMENT FIRM.*
 - Agreed
- i. *MANAGEMENT FIRM shall provide The TOWN with a plan for staffing requirements (season/off-season).*
 - Our plan for staffing is based on 3 factors:
 1. Time of the year (i.e., the staffing need for April is less than that of July)
 2. Time of the week (i.e., Mon-Thurs has generally less traffic than Fri-Sun)
 3. The total number of parking spaces – spread out over a broad geographic area (in the case of Holden Beach – approx. 7 miles of beach front plus side streets).
- j. *The MANAGEMENT FIRM shall respond to any public complaint within twenty-four (24) hours after receipt of the complaint. In the event a report is received alleging an employee of the MANAGEMENT FIRM was discourteous, belligerent, profane, or in any way intimidating, either physically or verbally, the MANAGEMENT FIRM will submit a written report to the Town Clerk within three (3) days of the date of the report, outlining the complete details of the incident. The report will include the nature of the incident, time, date, location, name, address, and telephone number of the person making the allegation. The report will also include the name and title of the employee and the nature of the disciplinary action taken, if any.*
 - Agreed

Training and Customer Service

- a. *Provide a high level of customer service by employing friendly, helpful, customer- oriented personnel.*
 - This is one of our highest values – focused on “how can we help you”.
- b. *Provide training in general information and directions to all personnel so they may assist visitors to the TOWN.*
 - This is the value provided via local employees. Additional training as necessary for general information.
- c. *Respond to public inquiries about the Parking Enforcement Services, ticketing and enforcement, or any other citizen concern in accordance with the TOWN’s customer service principles.*
 - This service is provided via our management team, FAQ’s that can be provided either directly or via the Town website.
- d. *Assist the TOWN in its efforts to inform the public about the Parking Program, Rules, and Regulations.*
 - Agreed – per the multiple stakeholder approach noted above in “Section 1, Introduction”.
- e. *Keep an accurate record of all citizens’ complaints, their resolution, and the action taken to contact the complainant. Keep an accurate record of appeals and their resolution. All such records shall be retained during the term of this Agreement and made available to the Town Clerk.*
 - Agreed.
- f. *Provide customer service training in accordance with industry best practices.*
 - The industry best practice associated with customer engagement focuses on professional, courteous, and helpful customer interaction. These are the hallmark of the Otto Connect/SurfCAST team.

Installation and Maintenance

- a. *Pay Stations or other proposed equipment are each required to be maintained in good working condition. This is defined as repairing/replacing any defective equipment within 24 hours of a report of failure and ensuring that equipment is functioning properly no less than 90% of the time.*
 - This is not applicable for our app/cloud-based solution.

- Separately, we have an SLA (Service Level Agreement) included in our SaaS (Software as a Service) agreement that we have included in the contract terms and included below for completeness:
 - o "The SaaS Services shall be available 99%, measured monthly, including holidays and weekends and excluding scheduled maintenance (to be scheduled overnight). If Customer requests maintenance during any specific hours, any uptime or downtime calculation will exclude periods affected by such maintenance. Further, any downtime resulting from outages of third-party connections or utilities or other reasons beyond Company's control will also be excluded from any such calculation. Customer's sole and exclusive remedy, and Company's entire liability, in connection with SaaS Service availability shall be that for each period of downtime lasting longer than one hour, Company will credit Customer 50% of the average parking fees expected during the period of downtime. Average parking fees will be calculated based on the hour of the day and day of the week for a four (4) week running average and will be net of any service fees that would have been due to Company. (For clarity, downtime from 2:00 to 3:00 PM on a Wednesday will use the average parking fees paid to Customer for the previous four weeks on Wednesdays from 2:00 – 3:00 PM.) Downtime shall begin to accrue as soon as it is discovered that downtime is taking place and continues until the availability of the SaaS Services is restored. Company agrees to provide Customer with a record of such downtime for each month. In order to receive downtime credit, Customer must send a written request to Company via email, or via text within 72 hours from the end of the downtime, and failure to provide such notice will forfeit the right to receive downtime credit. Downtime credit may not be redeemed for cash. Credit shall accrue for no more than 8 hours for each day, and for no more than 7 such days in any single month. Company will apply credit within the ninety (90) days immediately following the restoration of the SaaS Services. If the Customer accrues the maximum amount of downtime credit permitted hereunder for two (2) consecutive months, then Customer may terminate this Agreement with immediate effect upon delivery of written notice thereof."
- b. *All MANAGEMENT FIRM employees will be required to immediately report any damaged, missing or malfunctioning equipment or facilities to the appropriate supervisor.*
 - In our case – this will be limited to cellular and printer devices deployed to the individuals performing the enforcement tasks.
 - Managers will maintain backup units as needed in the event of device failure.
- c. *Implement and follow a regular preventive maintenance schedule for all parking equipment.*
 - Regular maintenance will be limited to software updates as needed by equipment manufacturers and any app/cloud-based software updates.
- d. *Keep a meter log of all complaints regarding equipment.*
 - Not applicable for our app/cloud-based solution
- e. *MANAGEMENT FIRM will utilize its own equipment to provide installation and maintenance of all equipment necessary to successfully implement this parking program.*
 - Agreed. Otto Connect/SurfCAST provides an end-to-end solution with all software and devices (for enforcement).
- f. *The MANAGEMENT FIRM will be liable for any lost, stolen, vandalized, unaccounted for or damaged equipment that is the property of the TOWN unless it is considered no fault of the MANAGEMENT FIRM*
 - At this time, we would not have any Town owned equipment in our plans for parking management.

Safety

The MANAGEMENT FIRM shall take adequate steps to ensure the safety and security of all personnel and property. The MANAGEMENT FIRM shall provide training and employ all responsible safety precautions and devices in connection with providing the Services.

- Agreed. This will include highly visible shirts and appropriate amber beacons on any vehicles used in the course of enforcement.

Special Events

If a special event is scheduled, the MANAGEMENT FIRM may be required to make rate changes, as well as, special event programming. These events include, but are not limited to festivals, holiday events, weather emergencies, etc.

- Rate Changes are a core feature of our system as needed.
- Special event programming will be supported on a case-by-case basis. We recognize that special events may also need personnel to manage parking as needed (noted above).

Miscellaneous Items

- a. *The MANAGEMENT FIRM will change procedures as is necessary to conform to revisions in the TOWN's ordinances, parking regulations, policies and initiatives.*
 - Agreed. To the extent that they impact any terms of a formal contract, we agree to work with the Town to amend our contract as needed with joint agreement.
- b. *MANAGEMENT FIRM shall review Town Ordinances and provide the TOWN with recommendations/feedback regarding any ordinances that may or do create a negative impact to the parking program.*
 - Agreed. Key among these will be designation of parking spaces and allowance for parking only in those spaces. Side-Street parking on the pavement or within the Right-of-Way needs to be clearly spelled out if the Town intends for the Parking Management team to enforce parking in those areas.
 - See Parking Enforcement – sub-section f.
- c. *Provide plan for public education regarding implementation of paid parking system.*
 - The approach is noted in the “Seeking Recommendations For” – Section d. and focuses on all the stakeholders associated with or impacted by a Paid Parking solution.

TOWN'S Flexibility

- a. *The TOWN may adjust the geographic locations and any other criteria for enforcement activities at its sole discretion.*
 - Agreed – with acknowledgement that these changes may change the terms of the definitive agreement to be jointly agreed.
- b. *The TOWN retains the right to define the hours of enforcement.*
 - Agreed – with acknowledgement that these changes may change the terms of the definitive agreement to be jointly agreed.

Reimbursable Operating Expenses

The TOWN will reimburse the MANAGEMENT FIRM for all approved expenses as determined by the TOWN. The MANAGEMENT FIRM will be expected to submit a monthly expense report and include acceptable documentation for expenses. The TOWN agrees to reimburse actual expenses with no surcharges.

- Our model is an all-inclusive model with no planned expenses to be paid by the Town. In the event of a special circumstance requiring support outside normal hours, the parties will agree on additional charges.

To this end, the MANAGEMENT FIRM is to include in its proposal the following costs:

- *The full hourly rate for enforcement personnel and the number of hours proposed per month and a shown on the attachment.*
- Our typical compensation rate for enforcement personnel is \$15 per hour + associated taxes/fees.
 - Rates for Special Events will typically be \$25 per hour per person when scheduled outside normal business hours and agreed to prior to the event by the parties.
- Enforcement personnel are expected to work approx. 30 hours per week (120 hours per month on average)

- *The full hourly rate and number of hours per month for collection services for all pay stations.*
 - This is not applicable as we would not propose pay stations.
- *The full hourly rate and the number of hours per month to maintain equipment and parking facilities.*
 - This is not applicable for equipment
 - Parking facilities are usually maintained by the Town's Public Works department due to the nature of sand and gravel displacement that requires heavy equipment. If additional discussion is needed regarding the parking facilities – please let us know.
- *All other expenditures as outlined in this document.*
 - None noted.

Annual Budget Process

By the last day of February of each year, the MANAGEMENT FIRM shall submit to the TOWN's Finance Director/Budget Officer, a detailed budget outlining all anticipated expenditures and revenues for the following fiscal year. For budget preparation and reporting purposes, the MANAGEMENT FIRM shall follow the TOWN's fiscal year, which starts July 1 and ends June 30.

- We support an annual budget and have included a preview for 2022 assuming 2 business cases: 1) 600 parking spaces (approximating existing capability noted in Section 5), and 2) 900 parking spaces (showing future capability assuming land acquired by the Town for additional parking). Each Case considers ending managed parking at either September 30th or October 31st of the calendar year.
- All of our estimates use the following assumptions:
 - Number of spaces
 - % good weather days
 - % parking space utilization based on month of year (factoring in both weekdays and weekends)
 - Our historical performance
 - Local geographic opportunities (i.e., land-based towns vs. other nearby beach town opportunities)

Case 1) 600 parking spaces

Holden Beach - Estimated Revenue	March	April	May	June	July	August	September	October	
# of Regular Parking Spaces	600	600	600	600	600	600	600	600	
# of Pay by Mail Spaces	0	0	0	0	0	0	0	0	
# of Special Spaces (4x4 beach)	0	0	0	0	0	0	0	0	
Days	31	30	31	30	31	31	30	31	
Percent of cars paying (vs. residents)	100%	100%	100%	100%	100%	100%	100%	100%	
Percent of good weather days	60%	60%	60%	60%	60%	60%	60%	60%	
Seasonal percent Utilized (avg/week)	0%	30%	50%	40%	70%	70%	50%	30%	
Percent of Regular - Violations	10%	10%	10%	10%	10%	10%	10%	10%	
Paid Regular Spaces - Full Month	0	3240	5580	4320	7812	7812	5400	3348	
- Avg by day	0	108	180	144	252	252	180	108	
# of Violations	0	324	558	432	781	781	540	335	
- Avg by day	0	11	18	14	25	25	18	11	
Fees/Car/Day - Avg (allowing for hourly and annual devaluation of the avg)	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	
Violation (mix of 60% Same Day - 40% other)	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	
Gross Income									2022 Income
- Regular	\$0	\$64,800	\$111,600	\$86,400	\$156,240	\$156,240	\$108,000	\$66,960	\$750,240
- Violations	\$0	\$11,340	\$19,530	\$15,120	\$27,342	\$27,342	\$18,900	\$11,718	\$131,292
TOTALS by Month	\$0	\$76,140	\$131,130	\$101,520	\$183,582	\$183,582	\$126,900	\$78,678	\$881,532
Cumulative - for the year	\$0	\$76,140	\$207,270	\$308,790	\$492,372	\$675,954	\$802,854	\$881,532	
Net to Holden									2022 Income
- Regular	70%	\$0	\$45,360	\$78,120	\$60,480	\$109,368	\$109,368	\$75,600	\$525,168
- Violations	70%	\$0	\$7,938	\$13,671	\$10,584	\$19,139	\$19,139	\$13,230	\$8,203
Totals by Month	\$0	\$53,298	\$91,791	\$71,064	\$128,507	\$128,507	\$88,830	\$55,075	\$617,072
Cumulative - for the year	\$0	\$53,298	\$145,089	\$216,153	\$344,660	\$473,168	\$561,998	\$617,072	

- Value to Holden Beach through September 30th: \$561,998
- Value if extended through October 31st: \$617,072

Case 2) 900 parking spaces

Holden Beach - Estimated Revenue	March	April	May	June	July	August	September	October	
# of Regular Parking Spaces	900	900	900	900	900	900	900	900	
# of Pay by Mail Spaces	0	0	0	0	0	0	0	0	
# of Special Spaces (4x4 beach)	0	0	0	0	0	0	0	0	
Days	31	30	31	30	31	31	30	31	
Percent of cars paying (vs. residents)	100%	100%	100%	100%	100%	100%	100%	100%	
Percent of good weather days	60%	60%	60%	60%	60%	60%	60%	60%	
Seasonal percent Utilized (avg/week)	0%	30%	50%	40%	70%	70%	50%	30%	
Percent of Regular - Violations	10%	10%	10%	10%	10%	10%	10%	10%	
Paid Regular Spaces - Full Month	0	4860	8370	6480	11718	11718	8100	5022	
- Avg by day	0	162	270	216	378	378	270	162	
# of Violations	0	486	837	648	1172	1172	810	502	
- Avg by day	0	16	27	22	38	38	27	16	
Fees/Car/Day - Avg (allowing for hourly and annual devaluation of the avg)	\$20	\$20	\$20	\$20	\$20	\$20	\$20	\$20	
Violation (mix of 60% Same Day - 40% other)	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	
Gross Income									2022 Income
- Regular	\$0	\$97,200	\$167,400	\$129,600	\$234,360	\$234,360	\$162,000	\$100,440	\$1,125,360
- Violations	\$0	\$17,010	\$29,295	\$22,680	\$41,013	\$41,013	\$28,350	\$17,577	\$196,938
TOTALS by Month	\$0	\$114,210	\$196,695	\$152,280	\$275,373	\$275,373	\$190,350	\$118,017	\$1,322,298
Cumulative - for the year	\$0	\$114,210	\$310,905	\$463,185	\$738,558	\$1,013,931	\$1,204,281	\$1,322,298	
Net to Holden									2022 Income
- Regular	70%	\$0	\$68,040	\$117,180	\$90,720	\$164,052	\$164,052	\$113,400	\$70,308
- Violations	70%	\$0	\$11,907	\$20,507	\$15,876	\$28,709	\$28,709	\$19,845	\$12,304
Totals by Month	\$0	\$79,947	\$137,687	\$106,596	\$192,761	\$192,761	\$133,245	\$82,612	\$925,609
Cumulative - for the year	\$0	\$79,947	\$217,634	\$324,230	\$516,991	\$709,752	\$842,997	\$925,609	

Value to Holden Beach through September 30th: \$842,997
Value if extended through October 31st: \$925,609

Cost of Service

MANAGEMENT FIRMS have several optional ways of documenting compensation proposals, as is indicated below.

- a. Management Services Fee: *Under this proposal, the MANAGEMENT FIRM would propose an all-inclusive flat fee for all services provided.*
- b. Management Services Fee plus Reimbursements: *Under this proposal, the MANAGEMENT FIRM would propose a base fee for management services and document the MANAGEMENT FIRM's direct operating expenditures that would be 100% reimbursed.*
- c. Other Fee Structure: *MANAGEMENT FIRM can structure the contract using another proposed structure if it better describes the MANAGEMENT FIRM's plan; however, equipment and other costs to the Town must be delineated.*
- d. *The Town reserves the right to decide which cost of service structure is most beneficial to the Town.*
 - We propose a simple, all-inclusive structure of 30% of fees collected. This includes all items spelled out above in the RFP including but not limited to all parking fees (hour, day, week, season), and citations collected directly. We believe this approach reduces the risks of both parties (reduced costs and revenue with bad weather or other situation), and benefits both parties when times are good and provides an incentive for the Management Firm to provide a positive parking experience.

Technical Requirements

The MANAGEMENT FIRM should have at least 5 years of experience in parking management services to include:

- a. Citation management
- b. Collections across state lines
- c. Pay Station and Equipment collection
- d. Pay Station and Equipment maintenance
- e. Parking Enforcement and Appeals procedures
- f. Municipal parking management and operations is preferred
- g. App based parking solutions

Our team has over 15 years of experience in management solutions for IBM (for server management), Blade Networks (for server and network management solutions), and Security First Corp (providing IBM and Gov. Agencies secure data solutions). As an independent group over the past 2 year, we have worked to develop our own best practices and set of mobile solutions – including Parking Management services. We provide an app-cloud-based solutions specifically for coastal communities that have unique parking situations and need a broader community communication solution leveraging mobile technology. Please see our references for additional details.

Insurance and Licenses

The successful MANAGEMENT FIRM shall maintain in full force and effect throughout the contract: (a) insurance coverage reflecting the minimum amounts and conditions required by the TOWN, and (b) any required licenses.

- a. Comprehensive General Liability Insurance- \$1,000,000 combined single limit of insurance per occurrence and \$2,000,000 in the general aggregate for Bodily Injury and Property Damage and \$2,000,000 general aggregate for Products/Completed Operations, Comprehensive General Liability insurance shall include endorsements for property damage; personal injury; contractual liability; completed operations; products liability and independent MANAGEMENT FIRMS coverage.
- b. Workers' Compensation Insurance - Statutory.
- c. Comprehensive Automobile Liability Insurance - \$1,000,000 combined single limit of insurance per occurrence for Bodily Injury and Property Damage; \$1,000,000 Hired & Non Owned Auto Liability.
- d. Professional Liability and Bonding – Please indicate if you carry Professional Liability Insurance and, if so, in what amount. All employees that handle money must be bonded to the satisfaction of the Town.

- Except for Bonded employees (we currently do not have anyone handling money outside of our CEO and CFO who are covered by our other insurance policies) all requirements are met or exceeded by our insurance policies and are available for review by the Town officials as needed.
- To the extent that our agreement requires additional resources to handle money at any level, we will gladly add a bonded policy to our insurance.

Cloud Computing Security Requirements

1. Identity management

Provider must have its own identity management system to control access to information and computing resources. Please provide details of these controls.

- Our IDAM (IDentity and Access Management) uses ID and Passwords coupled with specific permissions to give access to only what is needed for that person to do their job based on best practices.

- User data provides access to their accounts via the app or web as their userid (email account) and password that they enter the first time using the system
- System administrators and support personnel use a similar system based on the infrastructure provided in AWS and the CAST Server structure.
- For the system administrators – there are 2 layers:
 - The security model for the AWS account and the EC2 instance where the app runs.
 - The security model for the CAST Server is running in the EC2 instance.
- AWS Accounts:
 - Admin accounts are used to configure and setup the cloud environment
 - 2 people have access – and we follow the AWS recommended security practices to maintain those accounts.
 - EC2 instance is only accessed through a secure SSH terminal using a private/public keypair.
- Tenant Isolation
 - The CAST Server security model defines the access levels for data entities stored in the database in relation to the current user accounts, group membership, and authorization level.
 - The supported levels are PRIVATE, LOGGED_IN, PUBLIC, and GROUP
 - The entities can be scoped to (or contained by) groups so that they are only visible to group members.
 - City entities are contained by a city group so that each city data is kept in a separate scope.
 - The CAST Server has full control of the data views exposed to the user
 - Specialty roles for Parking User, Parking Officer, and Parking Admin are defined and used respectively for:
 1. Users that park using the SurfCAST mobile app, and
 2. Officers verifying vehicles in the parking lots
 3. Town personnel with access to the Dashboard

2. **Physical and personnel security**

Provider must ensure that physical machines are adequately secure and that access to these machines as well as all relevant customer data is not only restricted but that access is documented. Please provide details of these controls.

- Our proposal does not include physical machines at the customer location. All cloud-based systems are secured via our cloud provider – AWS.

3. **Application security**

Provider must ensure that applications available as a service via the cloud are secure by implementing testing and acceptance procedures for outsourced or packaged application code. It also requires application security measures be in place in the production environment. Please provide details of these controls.

- We conduct a regular analysis of the source code to ensure that security risks identified by OWASP are properly mitigated. The Top 10 Web Application Security Risks <https://owasp.org/www-project-top-ten/> is our starting point to have an initial assessment. We then proceed to apply the procedures outlined at OWASP Web Security Testing Guide <https://owasp.org/www-project-web-security-testing-guide/latest/> for each area relevant to the source code package.

4. **Security Certifications**

Provide list of security certifications you hold along with a copy of each. Providers should hold ISO 27001 for security controls or SAS 70 Type II audits for physical security.

- Our certifications are in process. We currently expect to complete the ISO 27001 process in the fourth quarter of 2021.

5. **Architecture and Software Isolation**

The cloud provides services via an abstraction layer – a web portal. Behind this abstraction layer is a hidden world of complexity that includes firmware, hypervisors, operating systems, virtual machines, user portals, charge back and metering systems, provisioning, orchestration and other essential functions. Much of this functionality and its supporting software don't typically exist within IT infrastructures.

A. By adding new functionality and software to the architecture, what is known as an attack surface emerges. From a security and privacy perspective, it is important for the provider to detail how he will protect the Town's data from this. Please provide details of these controls.

- Based on our history as a data security provider, we have identified 3 distinct areas of potential attack and have implemented specific SSH access via public/private key, strong user/password policies, DDOS, Firewall, and specific role-based access/privileges based on a user's profile. We can provide additional detail outside a public forum if needed based on our security policy.

B. Another area for concern is how the provider handles software isolation. This is how data is set-up and shared across databases and common application platforms, particularly in multi-tenant applications. All public sector cloud data must be isolated from shared systems, databases and applications. Please provide details of these controls.

- Our CAST product set is designed for multi-tenancy to allow end-users flexibility in selecting the town and feature set unique to their needs. User data can be used across different locales with only the Town specific data isolated from any other town's data via unique metadata and access permission attributes associated with each Town's data.

6. **Data Storage & Protection**

A. All public sector cloud data must reside in the continental U.S.

- Via our AWS cloud services – our EC2 instances and volumes are at US-EAST-2 (Ohio).
- Our backup datacenter is in US-WEST-2 (Oregon) (also via AWS)
- Braintree services are located at the United States Transaction Processing areas, as reported by: <https://paypal-status.com/product/production>.

B. Provide all locations of where the Town's data will be stored (geographical locations) to include hot sites in case the system failure.

- Via our AWS cloud services – our EC2 instances and volumes are at US-EAST-2 (Ohio).
- Our backup datacenter is in US-WEST-2 (Oregon) (also via AWS)
- Braintree services are located at the United States Transaction Processing areas, as reported by: <https://paypal-status.com/product/production>.

C. List the type of encryption used to secure the data

- AES-256 is used for our database
- We use a password hash algorithm: CRYPT_BLOWFISH (cost=10), Salt=16 characters (Base64 encoded)
- Ciphers will depend on client/server support and SSL handshake between client and server. The full details can be obtained or regenerated here: <https://www.ssllabs.com/ssltest/analyze.html?d=surfcast.ottoconnect.us>
- Typical modern client-server handshakes:
 - Android 9.0 / TLS 1.3 / TLS_AES_256_GCM_SHA384 / ECDH x25519 FS
 - Safari 12.1.1 / iOS 12.3.1 R / TLS 1.3 / TLS_AES_256_GCM_SHA384 / ECDH x25519 FS

- Chrome 80 / Win 10 R / TLS 1.3 / TLS_AES_256_GCM_SHA384 / ECDH x25519 FS

D. Detail how the data is protected against leaks

- CAST Server/Database
 - Stored on the encrypted AWS partition
 - Protected via comprehensive user permissions
 - Customer data includes:
 - credentials (email/password)
 - vehicle information (license plate number)
 - profile information (name, phone number)
 - parking passes
 - METAdata (T&C acceptance flag, etc)
 - violations
 - customer payment data
 - individual payment METAdata
 - town information
 - parking lots
 - town residents
 - parking pass options
 - pricing levels
 - financials
 - parking data
 - parking statistics
 - parking sessions (active/expired)
 - parking enforcement data
 - vehicle checks
 - enforcement statistics
 - violations
 - central server user data
 - credentials (username/password)
 - user type and permissions
 - central server other data
 - customer sent feedback
- Payment Data (through 3rd party BrainTree)
 - individual payments
 - credit card information
- Central Server Configuration and Data
 - AWS credentials
 - logs
 - CAST Setup data

E. Provide a list of vendor employees and third parties that can access the Town's data

- Vendor Employees:
 - James Varner - CEO
 - David Irons - COO
 - Aysegul Berenson - CFO
 - Trevor Brown - CTO
 - Marc Stracuzza - VP Product Engineering

- Emily Irons - Enforcement Manager
 - Alyssa Irons - Customer Service
 - Jose Cifuentes - IT/Engineering
- Third Parties – unique to the specific Town requiring dashboard access
 - Typically 2-4 Town Administrator accounts
- Third Parties – unique to the Police Department that may desire access to the SurfCAST enforcement system to only check on vehicle permits, existing citations, or to issue a citation using the SurfCAST system
 - Typically 5-10 officer unique accounts

F. Provide a copy of the procedure for regulating access to the data

- Request made to Trevor Brown, Marc Stracuzzi, or Jose Cifuentes with justification
- Approval required by either James Varner or David Irons

G. Provide a list of formats that the data can be stored and converted

- Data is stored in MySQL DB, which uses implementation-specific binary format in its installation directory.
- Valid resident codes are stored in a CSV file in the CAST Server filesystem.
- Vehicle pictures are stored as JPEG files in the CAST Server filesystem.
- JSON and CSV formats are used for over-the-wire communication.

H. Provide Data backup schedules

- Nightly

I. Provide the method by which the Town's data will be sanitized from your storage when the contract is terminated, to include backup copies

- Per-town data is held in separate backup files. Upon contract termination, per-town backup files are deleted from all storage regions except as required to be retained by contract, State, or Federal regulations.

J. Provide a copy of the vendor's disaster recovery plan

- See the Primary/Secondary cloud data and CAST Server recovery via AWS

K. Provide the process used to vet technicians

- Our team is primarily composed of experienced members of our own company. When we need to hire additional resources, including technicians, we draw from our known resources, evaluate detailed work experiences, conduct group interviews with detailed technical assessments, and review background checks and drug testing.

7. Data Availability

Provider must assure the Town that they will have regular and predictable access to their data and applications. The vendor will have a method of providing continued operations for the Town if the vendor's operations are suddenly shut down. Additionally, the provider must have a method to return all data to the Town if the provider goes out of business or is shut down. Please provide details of these controls.

- See the Primary/Secondary cloud data recovery via AWS
- Per contract terms – the Town will have rights to all of their unique end-user associated data as identified above.

8. Business continuity and data recovery

Provider must have business continuity and data recovery plans in place to ensure that service can be maintained in case of a disaster or an emergency and that any data loss will be recovered. These plans must be provided to the Town.

- See the Primary/Secondary cloud data recovery via AWS

9. **Incident Response**

A. *Provide a copy of your incident response plan.*

- Our incident response plan is based on 3 potential issues that might prevent access to the system:
 1. Mobile Network availability
 2. AWS service availability
 3. Application availability
- We include an SLA (Service Level Agreement) as part of our SaaS (Software as a Service) agreement as follows:
 - “The SaaS Services shall be available 99%, measured monthly, including holidays and weekends and excluding scheduled maintenance (to be scheduled overnight). If Customer requests maintenance during any specific hours, any uptime or downtime calculation will exclude periods affected by such maintenance. Further, any downtime resulting from outages of third-party connections or utilities or other reasons beyond Company’s control will also be excluded from any such calculation. Customer’s sole and exclusive remedy, and Company’s entire liability, in connection with SaaS Service availability shall be that for each period of downtime lasting longer than one hour, Company will credit Customer 50% of the average parking fees expected during the period of downtime. Average parking fees will be calculated based on the hour of the day and day of the week for a four (4) week running average and will be net of any service fees that would have been due to Company. (For clarity, downtime from 2:00 to 3:00 PM on a Wednesday will use the average parking fees paid to Customer for the previous four weeks on Wednesdays from 2:00 – 3:00 PM.) Downtime shall begin to accrue as soon as it is discovered that downtime is taking place and continues until the availability of the SaaS Services is restored. Company agrees to provide Customer with a record of such downtime for each month. In order to receive downtime credit, Customer must send a written request to Company via email, or via text within 72 hours from the end of the downtime, and failure to provide such notice will forfeit the right to receive downtime credit. Downtime credit may not be redeemed for cash. Credit shall accrue for no more than 8 hours for each day, and for no more than 7 such days in any single month. Company will apply credit within the ninety (90) days immediately following the restoration of the SaaS Services. If the Customer accrues the maximum amount of downtime credit permitted hereunder for two (2) consecutive months, then Customer may terminate this Agreement with immediate effect upon delivery of written notice thereof.”

B. *Provider must detail any circumstance that might cause our data to be inaccessible such as a subpoena, litigation, or e-discovery for another customer’s data or services.*

- At this time, we are not aware of any circumstance that would cause the Town’s data to be inaccessible.

10. **Compliance & Privacy**

A. All public sector cloud data must reside in the continental U.S.

- Acknowledged and noted above

B. Numerous regulations pertain to the storage and use of data, including federal laws and regulations such as FISMA, the National Archives and Records Management Act (NARMA), North Carolina Records Retention and Disposition Schedule, Payment Card Industry Data Security Standard (PCI DSS), the Health Insurance Portability and Accountability Act (HIPAA), and the Sarbanes-Oxley Act, among others. Many of these regulations require regular reporting and audit trails. Cloud providers must enable their customers to comply appropriately with these regulations. Please provide details of these controls.

- Not all of these regulations apply for local government services to be performed. The key requirement is to have an auditable trace of funds collected and distributed to the town based on both GAPP standards and the Local Government Budget and Fiscal Control Act. We meet and exceed these requirements with our CAST solutions. PCI DSS is compliant via our payment gateway system (Braintree) which utilizes public and private key sets for each transaction as part of the tokenization process.
- Additional Requirements:
 1. FISMA (Federal Information Security Management Act) – Compliant
 2. NARMA (Nonlinear autoregressive-moving average) Network requirements – Compliant with standard-based TLS use
 3. HIPPA (Health insurance Portability and Accountability Act) – Not Applicable as we do not receive nor store any health information
 4. Sarbanes-Oxley (Public Company Accounting reform and Investor Protection Act) - Compliant

C. Provider must ensure that all critical data (credit card numbers, for example) are masked and that only authorized users have access to data in its entirety. Moreover, digital identities and credentials must be protected as should any data that the provider collects or produces about customer activity in the cloud. Please provide details of these controls.

- All PII (Personal Identifiable Information) is protected via standards previously mentioned. Key among them is payment information which is only held by our Braintree payment gateway system (it is not stored in the app). All other data in our database is protected via AWS services that includes AES-256 encryption.
- Passwords fields are always hashed as described in 6C of this section.
- Credit card numbers are never shown completely, only when inputting the very first time (default Braintree drop-in client behavior). Only returning logged-in customers are only presented with a previously used CC's last 4 digits.

D. Town data will not be used for vendor advertising or other promotional purposes. Town data will not be sold to third parties. Please provide details of these controls.

- We do not use Town data for any purpose other than to disclose publicly available information concerning our relationship without advanced agreement by the parties.

E. Provider has the ability to preserve, identify, collect, process, analyze and produce all forms of electronic files. All public sector cloud data must be discoverable in accordance with state and federal laws. Please provide details of these controls.

- All PII (Personal Identifiable Information) is protected via standards previously mentioned. Key among them is payment information which is only held by our Braintree payment gateway system (it is not stored in the app). All other data in our database is protected via AWS services that includes AES-256 encryption.
- Passwords fields are always hashed as described in 6C of this section
- Credit card numbers are never shown completely, only when inputting the very first time (default Braintree drop-in client behavior). Only returning logged-in customers are only presented with a previously used CC's last 4 digits.

F. Provider must comply with North Carolina statutes when dealing with legal issues, such as Contracts and E-Discovery, which may vary by state. Providers must also comply with the North Carolina Municipal Records Retention and Disposition Schedule.

- All transaction records, in an auditable report capable of e-discovery, will be provided to the Town on a monthly basis. We will maintain a record of all Town data for a period of two (2) years following the Term of the contract (see our proposed SaaS contract) – Section 5.3 as required by North Carolina law.

G. In addition to producing logs and audit trails, provider must work with the Town to ensure that these logs and audit trails are properly secured, maintained for as long as the Town requires, and are accessible for the purposes of forensic investigation (e.g., e-Discovery). Please provide details of these controls.

- All transaction records, in an auditable report capable of e-discovery, will be provided to the Town on a monthly basis. We will maintain a record of all Town data for a period of two (2) years following the Term of the contract (see our proposed SaaS contract) – Section 5.3 as required by North Carolina law.

H. Because so much of what's behind the cloud is hidden, the Town may need to conduct an audit or review past performance and certifications to gain a degree of trust as to what is going on within the infrastructure where our data will reside. It is critical that the provider allow for external audits. Many cloud providers do not allow customers to enter their data centers. In that case, it is important that they have provisions to allow external auditors to access the facilities. Please provide details of these controls.

- We will gladly participate in any audits required by the Town – within the limits of our 3rd party suppliers, specifically AWS, which prohibits physical audits of equipment used in the course of our business.

RFP Form A – Qualifications Statement and other BID Specifics

Note: This form is available in PDF format on the TOWN's website or in Word format from the Town Clerk upon request.

MANAGEMENT FIRM: Otto Connect, Inc.

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The MANAGEMENT FIRM guarantees the truth and accuracy of all statements and the answers contained herein.

1. *State the full and correct name of the partnership, corporation or trade name under which you do business and the address of the place of business. (If a corporation, state the name of the president and secretary. If a partnership, state the names of all partners. If a trade name, state the names of the individuals who do business under the trade name.)*

a. *The correct and full legal name of the MANAGEMENT FIRM is:*

Otto Connect, Inc.

b. *The business is a* Corporation.

c. *The names of the corporate officers, or partners, or individuals doing business under a trade name, are as follows:*

a.	James Varner	President and CEO
b.	David Irons	COO
c.	Aysegul Berenson	CFO
d.	Trevor Brown	CTO
e.	Marc Stracuzza	VP – Dev
f.	Marc Nicholls	VP – Sales
g.	Janine Wald	VP - Marketing

2. *Please describe your Company in detail.*

Who we are:

The Otto team began working together over 15 years ago at IBM – providing enterprise class system and automated management solutions. Together, we been through a spin out to Blade Networks (with IBM as our customer), re-acquisition by IBM, divested to Lenovo, and lastly a move to Security First Corp (also with IBM as our customer), where we added our friends from Cisco.

What we do:

We develop highly scalable, enterprise and consumer ready solutions that provide “ottomation” help for our customers. In essence, we take good IDEAS and develop them into SOLUTIONS.

Otto Connect, Inc. is a subsidiary of The Otto Project, LLC. Together, we provide the complete scope of work desired by Holden Beach as follows:

- The Otto Project, LLC. provides the requirements analysis of customer needs, design and architectural services, consulting, project management, and development/delivery of any level of software solutions. Scope includes mobile, web, cloud, and hybrid environments for small to large scale commercial or consumer solutions.
- Otto Connect, Inc. is specifically focused on mobile solutions for iOS and Android devices and is the offering team associated with our CAST products detailed in this proposal.

Our team provides a single point of contact for software solution needs and in particular, mobile device solutions.

Our mission at Otto Connect, Inc. is to provide automated, mobile solutions that tackle the most challenging problems for small to medium size groups, communities, and sports leagues with an easy to use, end-to-end management app. Our CAST solutions avoid the clutter of email and the randomness of social media posts by providing dedicated in-app communication, schedules, and updates with event and activity registration and secure payment of fees when needed. Our focus products include:

- ParkingCAST – a full service, customized, mobile parking solution meeting different classes of parking requirements based on customer needs
- CommunityCAST – for small to medium sized teams, departments, groups, associations, and communities (in development)
- SportsCAST – an all-in-one sports management app for any level of sport (future offering)
- SurfCAST – integrates any or all 3 of the above apps with focus on the unique requirements of coastal communities – replacing multiple solutions with a single, integrated app

3. *The address of the principal place of business is:*

- a. 9107 Maria Luisa Pl. Raleigh, NC 27617 (formal business address)
- b. 816A N. Topsail Dr. Surf City, NC 28445 (operations address)

4. *Company telephone number, ~~fax number~~ and e-mail addresses:*

- James Varner CEO 910-200-3033 jim@ottoconnect.us
- David Irons COO 919-889-0464 dave@ottoconnect.us
- Customer Service 910-200-1497 Customerservice@ottoconnect.us

5. *Number of employees:* 18

6. *Number of employees to be assigned to this Project:* 7 existing (noted below in Key Resources) + local hires for enforcement

7. *Company identification numbers for the Internal Revenue Service:*

- a. EIN: 85-2693579

8. *How many years has your organization been in business?*

1 year as Otto Connect, Inc.

2 years as The Otto Project, LLC

Prior to that as members of various companies over the past 15 years

Does your organization have a specialty?

Enterprise class Software Management Services for Mobile and Cloud based solutions

9. *List the last three project of this nature that the firm has completed. Please provide project description, reference and cost of work completed.*
 - a. SurfCAST / ParkingCAST solution for North Topsail Beach and Topsail Beach
 - b. DataKeep data security managed solutions for Security First Corp & IBM (OEM partner)
 - c. AMM – Advanced Management Module solutions for IBM servers
10. *Have you ever failed to complete any work awarded to you? Where and why?*
 - a. NO
11. *Provide detailed operation experience with pay stations to include the number of pay stations the MANAGEMENT FIRM has purchased and installed over the last 5 years, as well as, the number of pay stations the MANAGEMENT FIRM currently provides services for collection and maintenance.*
 - a. We do not support pay stations (parking meters or kiosks) in coastal areas due to the corrosive nature of our environment. As technology continues to advance, over 96% of Americans own a cellular device with over 90% being smart phones. This pervasive technology allows for a mobile/cloud-based solution in nearly every market.
12. *Provide detailed monthly cost the MANAGEMENT FIRM will charge the TOWN for the following services (or similar compatible service) with the discounts that the MANAGEMENT FIRM may receive from pay station vendors that will be passed along to the TOWN.*
 - a. Enterprise Management Software – included in the base fees
 - b. Connectivity / Utility requirements for connectivity – included in the base fees
 - c. Purchase or lease price of a new pay station and any discounts - NA
 - d. Percentage discount on any replacement parts needed to service machines - NA
13. *Detail any recommended capital equipment purchases and the benefits that may be of interest to the Town.*
 - The Town may wish to purchase cellular devices and printers which, when enabled, will provide access by the Police department to leverage the automated citation and management solution provided by the SurfCAST solution.
14. *Detail any web-based platforms the MANAGEMENT FIRM recommends that will provide additional service to parking patrons.*
 - SurfCAST is an app/cloud-based solution that includes a web portal for regular timely reports to the Town personnel. No other web-based platform will be needed.
15. *Detail your “pay by cell” experience and your recommendation for a system for use in the TOWN. Detail the costs that you will pass along to the Town and to the end user.*
 - Our SurfCAST “pay by cell” solution has been deployed in North Topsail Beach with over 20,000 registered users since March 1st, 2021 ... and is about to go active in Topsail Beach. Our experience has been very positive with few exceptions associated with the unique challenges of those town’s residency verification and

the approx. 1 in 100 users who input their license plate incorrectly into the app or web-link. These problems are quickly sorted out to the satisfaction of the consumer.

- There are no additional surcharges to the end-user above the quoted parking fee.
- No costs will be passed to the Town above the 30% of parking fees collected – which will be retained prior to release of funds to the Town on a monthly basis for the remaining 70%.

16. *If applicable, detail and explain the vendor you recommend for a competitive parking enforcement and citation management platform. Detail the monthly and annual cost for the program. Will costs for this platform be incurred by the Town in the months where no enforcement takes place?*

- There are several parking fee collection, enforcement and management companies available in the US. We believe we have a competitive core solution and significant value in coastal communities where we have a unique ability to better solve the various requirements via customization.
- Some competitive companies charge a fixed fee – spread out over the entire year. This is a challenge for coastal communities that have a seasonal market, where costs are incurred during months where there is no revenue or income from parking.
- Another challenge with competitors is the piece-meal approach to pricing, intended to portray a lower cost solution, when in fact they earn income in small pieces that aggregate into a larger cost. Some examples include:
 - a. Monthly Management Fee
 - b. End-Customer surcharges (a major dis-satisfaction issue)
 - c. Leases of purchased equipment charged to the Town with profit built in
 - d. The promise of reserved spaces (which is nearly impossible to manage in our first come, first serve coastal environment)
 - e. Kickbacks to the Town for part of the surcharges/transaction fees
- Our approach is simple with a single % of revenue fee that is clear and up-front. This is a shared value model and reduces the risk of a bad weather season for the town, while providing an incentive for the SurfCAST team to promote a positive environment for everyone coming into the town and using the parking system.

17. *Detail and explain any form of online citation payment platform that the MANAGEMENT FIRM can provide for the payment of citations online with real-time credit card processing. What is the monthly cost? What is the annual cost? Will there be a cost for this service during months on no enforcement activity? Will there be a cost to the end user?*

- We use Braintree (a PayPal Company) for our on-line parking fee and citation payment services. Payment is currently supported via Credit/Debit Card or PayPal. The industry standard costs for those services are 2.9% + \$0.30 per transaction. There are no additional monthly or annual costs. There are no off-season costs. We do not require a surcharge to the end-user – as all costs are built into our 30% model.

18. Provide the following information concerning all contracts **in progress** as of the date of submission of this Proposal for your company, division or unit as appropriate.

- Our development projects are focused on three selectable features of SurfCAST:
 - a. ParkingCAST capability – as focused in this Proposal
 - b. CommunityCAST – as may be bundled into SurfCAST (in development)
 - c. SportsCAST – as a future youth sports management tool (future product)
- We have contracts to provide the SurfCAST solution to two Towns in NC
 - a. North Topsail Beach, and
 - b. Topsail Beach
- All other potential contracts remain confidential at this time – although we are in discussion with 6 other coastal towns for potential solutions using one or more of the SurfCAST features. These are generally planned for the 2022 season.
- CommunityCAST features are more broadly interesting to any size firm or community, and we are in discussions with groups such as Churches, Clubs (sports, recreational, etc.), Sr. Living Centers, etc.

Name of Project	Contract with:	Contract Amount	Estimated Completion Date	% of Completion to Date
Not Applicable				

(Continue list as necessary)

13. Provide the following information for any sub-consultants you will engage if awarded the contract.

- We have no plans at this time to engage with any sub-consultants.

Sub-Consultant FIRM Name	Address	Work to be Performed
Not Applicable		

The foregoing list of sub-consultants may not be amended after award of the contract without the prior written approval of the Town Manager, whose approval shall not be unreasonably withheld.

RFP Form B - References

MANAGEMENT FIRM: Otto Connect, Inc.

THIS FORM MUST BE SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The MANAGEMENT FIRM guarantees the truth and accuracy of all statements and the answers contained herein.

Give names, addresses and telephone numbers of four individuals, corporations, agencies, or institutions for which you have performed work similar to what is proposed in this RFP:

1. Name of Contact David Gilbride
 Title of Contact: Town Manager (retired) – North Topsail Beach
 Telephone Number: 910-328-1349 Email: dgilbride@outlook.com

2. Name of Contact William Younginer
 Title of Contact: Chief of Police – North Topsail Beach
 Telephone Number: 910-444-9134 Email: _chief@ntbpd.org

3. Name of Contact Michael Rose
 Title of Contact: Town Manager – Topsail Beach
 Telephone Number: 910-328-5841 Email: _mrose@topsailbeach.org

4. Name of Contact Tom Leonard
 Title of Contact: Alderman – North Topsail Beach
 Telephone Number: 910-548-4536 Email: tom.leonardntb@gmail.com

5. Name of Contact Rick Grant
 Title of Contact: Alderman – North Topsail Beach
 Telephone Number: 910-541-0406 Email: grantntb@yahoo.com

Additional References



David Gilbride
Town Manager
North Topsail Beach, NC

To Whom it may Concern:

May 25th, 2021

Subj: SurfCast by Otto

Faced with the need to generate revenue for beach maintenance and capital projects, the Town of North Topsail Beach began to seriously consider implementing "Paid Parking" in 2020. A small beach town with no commercial or industrial district, parking seemed to be the only viable alternative to large residential tax increases.

The town considered multiple vendors and selected SurfCast by Otto to target a start date of March 1, 2021. The use of the SurfCast app, as opposed to "kiosks" allowed us to implement parking fees without substantial capital investment, eliminate any cash handling concerns, and to transfer parking enforcement from our police department to the Otto personnel.

From the first day the advice, cooperation, communication, and willingness to address specific situations or exceptions has been outstanding. This excellent level of customer service helped us begin educating the public early in the process, providing instruction on how to use the app, effective times and dates, locations of lots and "mail-in" lots, fee structure, and even "in person" registration days at Town Hall.

Acceptance by our residents was immediate, and day visitors to our beach parking lots have been cooperative. Revenues have exceeded what we originally projected, and to say that we are pleased with the results of the SurfCast by Otto program would be an understatement.

In short, I would recommend the use of SurfCast by Otto to any organization considering paid parking for its simplicity, ease of operation, outstanding customer service, and flexibility to adapt to special situations.

David J. Gilbride
Town Manager
North Topsail Beach, NC

IBM: Our team was responsible for delivery of the IBM BladeCenter Automatic Management solution (AMM) and Blade Open Fabric Manager (BOFM) – 2010-2014 at IBM and at Blade Networks. A follow-on effort included was the CMM solution (Chassis Management Module) for IBM's Flex Server solution in 2015. These solutions were broadly used around the world by IBM's customers.

Contact: Erich Baier = former GM of IBM's SystemX development & Exec. Manager
erichkbaier@gmail.com

Security First Corp: Our team was responsible for the automated deployment and management of the SFC DataKeep product solution providing strong data security for data at rest in government and commercial solutions via cryptographic bit-splitting. DataKeep was resold by IBM as the "IBM Multi-Cloud Data Encryption" (MDE) product line from 2016-2019 and used in several US government agencies.

Contact: Rick Robinson = former IBM customer of DataKeep as an IBM solution.
rrobinson256@gmail.com

Other references available:

Clive Surfleet – advisor at Blade Networks/DCT for AMM solutions
clive.surfleet@gmail.com

Matt Baldy – VP of Sales at SFC and IBM
mtbaldy@cox.net

Terri Mitchell – VP of Operations at IBM SystemX
terrimitchell401@gmail.com

RFP Form C – Price Proposal

FORM C

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

Name of MANAGEMENT FIRM: Otto Connect, Inc

Name of authorized representative of MANAGEMENT FIRM: James R. Varner President and CEO

Project Cost:

MANAGEMENT FIRMS have the following options of documenting their compensation proposals:

- a. Management Services Fee: Under this proposal, the MANAGEMENT FIRM would propose an all-inclusive flat fee for all services provided. Please provide a detailed budget on another page.
- b. Management Services Fee plus Reimbursements: Under this proposal, the MANAGEMENT FIRM would propose a base fee for management services and document the MANAGEMENT FIRM's direct operating expenditures that would be 100% reimbursed. Please provide a detailed budget on another page.
- c. Other Fee Structure: MANAGEMENT FIRM can structure the contract using another proposed structure if it better describes the MANAGEMENT FIRM's plan; however, equipment and other costs to the Town must be delineated.
- d. The Town reserves the right to decide which cost of service structure is most beneficial to the Town.
 - We propose a simple, all-inclusive structure of 30% of fees collected. This includes all items spelled out above in the RFP including but not limited to all parking fees (hour, day, week, season), and citations collected directly. We believe this approach reduces the risks of both parties (reduced costs and revenue with bad weather or other situation), and benefits both parties when times are good. Costs can be reduced to zero in the event of a hurricane (or other weather emergency) or we can add Emergency Access Permits into our product uniquely for Holden Beach.

RFP Form D – Management Firm’s Certification

THIS FORM MUST BE SIGNED AND SUBMITTED WITH PROPOSAL TO BE DEEMED RESPONSIVE.

Note: This form is available in WORD format from the TOWN upon request.

The undersigned guarantees the truth and accuracy of all statements and the answers contained herein.

Name of MANAGEMENT FIRM: Otto Connect, Inc.

I have carefully examined the Request for Proposal referenced above (“RFP”) and any other documents accompanying or made a part of this RFP.

I hereby propose to furnish the goods or services specified in the RFP. I agree that my proposal will remain firm for a period of 100 days in order to allow the TOWN adequate time to evaluate the proposals.

I certify that all information contained in this proposal is truthful to the best of my knowledge and belief. I further certify that I am duly authorized to submit this proposal on behalf of the firm as its act and deed and that the firm is ready, willing and able to perform if awarded the contract.

The firm and/or MANAGEMENT FIRM hereby authorizes the TOWN of Holden Beach, its staff or consultants, to contact any of the references provided in the proposal and specifically authorizes such references to release, either orally or in writing, any appropriate data with respect to the firm offering this proposal.

I further certify, under oath, that this proposal is made without prior understanding, agreement, connection, discussion, or collusion with any other person, firm or corporation submitting a proposal for the same product or service; no officer, employee or agent of the TOWN or any other MANAGEMENT FIRM is interested in said proposal; and that the undersigned executed this MANAGEMENT FIRM's Certification with full knowledge and understanding of the matters therein contained and was duly authorized to do so.

If this proposal is selected, I understand that I will be expected to execute the TOWN’s standard professional services contract or one provided by the MANAGEMENT FIRM, in the form approved by the TOWN Attorney.

Name of Business Otto Connect, Inc.

By:

Signature _____

Printed Name and Title James R. Varner President and CEO

Mailing Address:

P.O. Box 2448

Surf City, NC 28445

Phone Number 910-200-3033

State of _____; County of _____

Sworn and subscribed before me this _____ day of _____, 20____.


Notary Public:

Signature _____

Printed Name _____

My Commission Expires: _____

Documentation for doing business in NC

 **IRS** DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
CINCINNATI OH 45999-0023

OTTO CONNECT INC
9107 MARIA LUISA PL
RALEIGH, NC 27617

Date of this notice: 08-25-2020

Employer Identification Number:
85-2693579

Form: SS-4

Number of this notice: CP 575 A

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 85-2693579. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear off stub and return it to us.

Based on the information received from you or your representative, you must file the following form(s) by the date(s) shown.

Form 1120

04/15/2021

If you have questions about the form(s) or the due date(s) shown, you can call us at the phone number or write to us at the address shown at the top of this notice. If you need help in determining your annual accounting period (tax year), see Publication 538, *Accounting Periods and Methods*.

We assigned you a tax classification based on information obtained from you or your representative. It is not a legal determination of your tax classification, and is not binding on the IRS. If you want a legal determination of your tax classification, you may request a private letter ruling from the IRS under the guidelines in Revenue Procedure 2004-1, 2004-1 I.R.B. 1 (or superseding Revenue Procedure for the year at issue). Note: Certain tax classification elections can be requested by filing Form 8832, *Entity Classification Election*. See Form 8832 and its instructions for additional information.

IMPORTANT INFORMATION FOR S CORPORATION ELECTION:

If you intend to elect to file your return as a small business corporation, an election to file a Form 1120-S must be made within certain timeframes and the corporation must meet certain tests. All of this information is included in the instructions for Form 2553, *Election by a Small Business Corporation*.

SOSID: 2032579
Date Filed: 8/21/2020 7:38:00 AM
Elaine F. Marshall
North Carolina Secretary of State
C2020 223 00649

ARTICLES OF INCORPORATION
OF
OTTO CONNECT, INC.

Pursuant to North Carolina General Statutes Section 55-2-02, the undersigned hereby submits these Articles of Incorporation ("**Articles of Incorporation**") for the purpose of forming a business corporation under the laws of the State of North Carolina.

1. The name of the corporation is Otto Connect, Inc. (the "**Corporation**").
2. The number of shares the Corporation is authorized to issue is one million (1,000,000) shares of common stock, no par value.
3. The street address of the Corporation's initial registered office is 1951 Clark Avenue, Raleigh, North Carolina 27605 and its mailing address is Post Office Box 10669, Raleigh, North Carolina 27605. The Corporation's initial registered office is located in Wake County.
4. The name of the initial registered agent of the Corporation is Terry J. Carlton.
5. The street address, which is also the mailing address, of the Corporation's principal office is 9107 Maria Luisa Place, Raleigh, North Carolina 27617. The Corporation's principal office is located in Wake County.
6. The name and address of the incorporator are James R. Varner, 9107 Maria Luisa Place, Raleigh, North Carolina 27617.
7. Except to the extent that the North Carolina General Statutes prohibit the limitation or elimination of liability of directors for breaches of duty, no person who is serving or who has served as a director of the Corporation shall have any personal liability arising out of an action, whether by or in the right of the Corporation, or otherwise for monetary damages for breach of any duty as a director of the Corporation. Neither the amendment or repeal of this Article 7, nor the adoption of any provision of these Articles of Incorporation inconsistent with this Article 7, shall apply to or have any effect on the liability or alleged liability of any director of the Corporation for or with respect to any acts or omissions of such director occurring prior to such amendment or repeal. The provisions of this Article 7 shall not be deemed to limit or preclude indemnification of a director by the Corporation for any liability that has not been eliminated by the provisions of this Article 7.
8. Action required to be taken at a meeting of shareholders of the Corporation may be taken without a meeting and without prior notice by shareholders having not less than the minimum number of votes that would be necessary to take the action at a meeting at which all shareholders entitled to vote were present and voted. Notwithstanding the provisions of North Carolina General Statutes Section 55-7-04(d), if shareholder approval is obtained through action without meeting for (i) an amendment to the Corporation's articles of incorporation, (ii) a plan of merger or share exchange, (iii) a plan of conversion, (iv) the sale, lease, exchange, or other

Section 2

Compensation / Fees

We propose a simple, all-inclusive structure of 30% of fees collected. This includes all items spelled out above in the RFP including but not limited to all parking fees (hour, day, week, season), and citations collected directly. We believe this approach reduces the risks of both parties (reduced costs and revenue with bad weather or other situation), and benefits both parties when times are good.

- We share the risk – and only get our fees as parking fees are generated
- We are not dependent on pay stations, kickbacks, down-time, and maintenance costs
- We have no formal financial commitment, no up-front investments
- We can't forecast the weather, but we factor seasonality and common models for good weather days (or late afternoon pop-up storms)

Competitive Issues

We do not have any of the other fees common in the industry that can make it difficult to understand and calculate the cost/value of parking services. These may include:

- Fixed rate with 12-month fees – cost spreading that creates a low-cost impression
 - Not appropriate for seasonal parking services
 - Cost spreading during months where no revenue is generated can impact budgets
- Customer Surcharges
 - Surprise fees to the end-customer when checking in creates a negative impression
- Equipment Purchase or Lease associated with meters or kiosks
 - Not appropriate for our harsh coastal environment that causes breakdowns, high maintenance costs, and customer issues when not in operation
 - This equipment will lock-in costs that create a negative impact on budgets when there is bad weather or off-season costs without revenue
- Kickback approach to special fees
- Over-estimating revenue assumptions and promising big returns

Section 3

Experience

- Our team, in general, has over 100 years of experience and more than 15 years working together to deliver commercial, enterprise class solutions as integrated, agent based, cloud, or hybrid capability.
- We have 5 years of mobile application development within our team (noted below).

Scope of capability

- The combined teams of Otto provide the complete scope of capability needed for a mobile parking solution – including IP architecture, development, maintenance, support, analysis, programming, data management, QA, web services, training, documentation, and project management.
- Additionally, we provide data security (esp. for payment systems and any PII) that may be used by our applications in the process of meeting Holden Beach requirements.
- We can integrate with existing systems provided there is an adequately documented API for development of the integration.

Specific Mobile Development and Support

- Our core mobile development team has developed multiple applications over the past 5 years including the following:
 1. MyHumana (Health & Fitness) – available on Google Play
 2. Keemoji: Protect Privacy (Communication) – available on Google Play
 3. “SurfCAST by otto” – as noted in this RFP – available on the Apple App Store and Google Play Store

Application Development and Maintenance

- We have developed and released into production several management solutions for IBM and Agent/Hybrid data security solutions for SFC – white labeled for IBM resale and sold to government agencies through partners.
- Each of our solutions has required continuous update and development:
 1. In the case of IBM systems – to support on-going technology trends and migration to newer solutions and feature updates
 2. In the case of SFC – to support the never-ending data security risk and threat management updates required in the IT market
- Typical updates are released on a quarterly or half-year cycles – with emergency updates for critical issues on an as-needed basis.

Develop HTML, Native, and Hybrid mobile solutions

- Leveraging our background at IBM and SFC – native, local, hybrid, and cloud-based solutions are our strength. Having added mobile solution technology to our skills base has improved the ease of adaptability to meeting customer needs in a mobile society.

Ability to develop, maintain, and consult for mobile apps based on organization needs

- This is the value that we can bring to Holden Beach by combining the skills and capabilities of both The Otto Project and Otto Connect missions and teams.

Understand the community technology and communication needs

- As coastal residents – we see the needs of the communities like Holden Beach first-hand. However, a core skill of The Otto Project is to work with our customers to clearly understand requirements, provide feedback, and recommendations for the best course of action in technology integration and problem solving.

Proactive customer relationship

- We will assign a local manager and escalation path for communication and escalation if and when issues arise.
- Included in our proposal is a monthly review – at least for the first year – to help with integration, understand progress, identify issues, and take corrective action in a timely manner. However, we should be clear that issues should be brought to our attention immediately and not wait for regularly scheduled meetings.
- Through the communication feature of the app, email, and phone support, we will give customers direct access to the Otto team for issue or grievance resolution.

Qualified People – with Background Checks

- One of the values of having a solid team working together for 5 to 25 years is the building of trust between each other and with our customers. Background checks and drug testing on a periodic basis reinforces that trust – but no more than everyone’s ability to deliver value-add solutions to our customers.

Key Resources/Resume Brief

Otto Connect Staff

Key staff for Holden Beach support noted in ***bold italics***. All key personnel have been with Otto for multiple years – and since the inception of Otto Connect, Inc.

- ***Jim Varner***: Founder, President and CEO has 36 years of experience at IBM and 3 startups under his belt as GM of DCT (Blade Networks), GM and CEO of SFC, and now Otto.
 - O) 910-200-3033 M) 919-271-229
 - jim@ottoconnect.us jimvarner1126@gmail.com
- ***Dave Irons***: Founder, COO has 30 years at IBM and was recently VP of QA and Operations at SFC. Managing multiple worldwide teams in Development, Test, Marketing & Support
 - 919-889-0464
 - dave@ottoconnect.us
- ***Aysegul Berenson***: Partner, CFO and was our former CFO at SFC. She was previously Controller/assistant CFO at CISCO-Linksys. She has a diverse background in FP&A, Financial Operations, Sales Ops, Market Intelligence and Project Management.
 - 949-315-5615
 - aysegul@ottoconnect.us
- ***Trevor Brown***: Founder, CTO and has over 15 years of design and architectural development experience building enterprise-grade centralized systems management, and managing IT systems for us at IBM, DCT, Lenovo, and SFC.
 - 801-362-4053
 - trevor@theottoproject.com
- ***Marc Stracuzzi***: Founder, VP of Product and has over 20 years of experience in the design and development of diverse products at IBM, DCT, Lenovo, and SFC.
 - 919-451-6352
 - marc@theottoproject.com
- Jeanne Pugh: Founder, Development Program Director with 21 years of hands-on software development working to develop close customer support, solve issues, and developing solid products.
- Marc Nicholls: Assoc. Partner, VP of Sales and Business Development, formerly Director of Sales Operations at SFC, with extensive background at IBM in logistics, acquisitions, and sales support.
- ***Jose Cifuentes***: Assoc. Partner, Sr. Software Engineer with extensive background at IBM, DCT, Lenovo, and SFC
 - 305-282-9395
 - jose@theottoproject.com
- Janine Wald: Assoc. Partner, VP of Marketing and former VP of Marketing at SFC, with extensive experience running her own marketing organization.
- Maxim Dymnov (Contractor): Sr. Software Engineer – mobile
- ***Alyssa Irons***: Marketing Associate & Customer Support
 - 910-210-1497
 - customerservice@ottoconnect.us
- Emily Irons: Marketing Associate / Manager of North Topsail Beach Parking

Section 4

Approach to Services

Our approach is based on a “Keep It Simple” and “Understandable” solution set and focuses on the following:

1. Clearly document and communicate the Policy of the Town regarding all parking services
2. Partner with the Police Dept as a critical stakeholder – understanding exactly where and when we should call them for support
3. Communicate with the local stakeholders
 - a. Help facilitate information dissemination to businesses
 - b. Help facilitate information dissemination to realty firms
 - i. To support broader info to Vacationers
 - c. Help facilitate information to owners/residents
 - d. Help facilitate setup of all parking areas with the Town for Visitors
 - i. “Too much information is still not enough”
4. Easy to use app and QRcode photo/web-link for permit purchases and violation payments
5. FAIR and EQUITABLE enforcement throughout the Town
 - a. Designated parking areas and all streets / side-streets
6. “How can I help?” attitude! Talk to people parking in the lots, help with payment, help with instructions, help with local facilities/areas of interest, help with violations (leverage Same Day Payment options to give them a break and better experience for 1st time violations)
7. Provide quick answers and follow-up to issues either in person, via the phone, via on-the-app communications, or via email.
8. Provide timely reports and fund transfers to the town as needed with dashboard for daily/weekly/monthly status

Responsibilities Matrix / Task Breakdown

Responsibilities of Otto Connect, Inc.

Otto Connect provides 100% of the infrastructure to support the SurfCAST set of features. These include, but are not limited to:

- Mobile App – available for download on Apple or Android devices (Apple Store, Google Play)
- Web based backend via cloud service – including access to reports and dashboard specific to the client’s account.
- All Payment services with secure communication and secure PII for every participant
- Monthly payment of parking income deposited to the client’s account (typically 1 week after close of business on the last day of the calendar month).
- Periodic updates to the app and cloud-based service will be used to enhance feature set over time and to resolve any bugs or issues with the service.
- Every effort will be made to reconcile accounts at the end of the month, but we recognize that late adjustments may be necessary and will appear as corrections/adjustments on the following month’s report (usually due to month-end occurring on a weekend).
- A separate app (mobile or web-based) for enforcement – connected to the cloud-based database for verification of an approved parking pass, ticketing, and tracking of violations. This app will be limited to Otto’s enforcement personnel unless otherwise determined jointly by the parties (for example: if it is desired for the Holden Beach Police department to have access to the SurfCAST database for citations, citation verification, or other enforcement – this can be supported with the provision that any additional hardware devices needed will be procured by Holden Beach).
- City administrative accounts for access to the web-based dashboard

- A separate scanning solution via QR-code to a secure web-link for parking permits and violation payments.

Responsibilities of the Town

- General Community notices for awareness (with Otto Connect assistance)
- Signage for all parking areas – zone specific
- Map and Allocation of Parking spaces
- Police/DMV access for Delinquent Violations
 - Specifically, to gain access to car registration based on license plate number to obtain the owners name and address.
- Town Council approval of parking and fine rates (proposed rates included in this document).
- Town Council approval of any ordinances required to charge for parking
- Town Council approval of Otto Connect, Inc. providing parking services to include issuance of parking citations/tickets, collection of parking and violation fees, referrals to collection agencies as needed, and others as may be required for legal purposes

Experience with North Topsail Beach, NC

The North Topsail Beach experience has leveraged the unique customization capability of SurfCAST as a coastal resort town after their negative experience with a kiosk-based system, but also expanding coverage to all Town parking areas with approximately 900+ parking spaces across 13 miles of beachfront.

Some of the unique aspects included:

- Resident verification for free permits via utility account confirmation
- Resident identification for compliance without a utility account
 - Large Condo complexes, Campgrounds, etc.
- 16 diverse parking areas/zones – ranging from 10 to 250 spaces
- Manage the 4x4 drive on the beach parking area
 - Personnel staffed gate on weekends
 - Roaming staff confirmation weekdays
- No Warning – Direct to Citations
 - Exceptions for Contractors, obvious residents who missed the memo
- App and cloud-based transactions only via Credit/Debit and PayPal – No Cash transactions
- Enforcement app with simple Good/Bad indication (no judgement by enforcement personnel)

Typical Policies adopted by the Town of NTB include:

- App Supports 2 vehicles. Permits are associated with the account (not just the car)
 - Ex: An Annual permit with 2 vehicles – either or both can be used at any time for valid parking
- If Parked without an Active Permit or in a No Parking area:
 - Immediate Citation with reason noted on the ticket
 - 2nd unpaid Violation will receive a citation. No other action at this time (future boot or tow)
- Active Permit – incorrect Zone
 - No Action – allowed to park
 - Update: The app will allow movement from any zone to any other zone within the Permit Period.
- End of Permit Period
 - Notification on the app at 15 min prior to the end of the paid period & again at the end of the paid period
 - Allow for 15-minute grace period after end of permit prior to citation
- Hour / Day Permit
 - Any zone is valid within the paid period
- Week Permit
 - Any zone is valid within the paid week
- Season Permit
 - Any zone is valid with the calendar year – through Dec. 31st
- Parked on the Side Street
 - “No Zone” violation citation to be issued for a No Parking area
 - NO PARKING on the street or within the right of way
- Turtle Patrol
 - Turtle Patrol vehicles will be pre-registered and allowed to park until 10:00am
 - Emergency Turtle Patrol vehicles will have a signed PERMIT in the back Window
 - Updated: to be effective May 1st through Oct. 31st.
- Golf Carts
 - Must be licensed – must have a valid permit assigned to that license plate
- Town Employees

- At the direction of the Town Manager – town employees may receive a seasonal pass free of charge.
- Handicap allowances
 - Handicap parking is free with license plate or hangtag depicting handicap status when the vehicle is parking in a Handicap space.
 - If a Handicap vehicle is in a regular space, they must have a valid permit on the app, or receive a citation
- Skywatch Bird Rescue
 - Will have allowances similar to that of the Turtle Patrol (noted above)
- Changes on the app allowed
 - License Plates may be changed once every 90 days. Exceptions require review and approval by the SurfCAST staff to reset the system and allow for a 2nd change. This is intended to allow for License plate changes, temp plates ... but prohibit misbehavior associated with a new renter every week.
- Temporary License Plate
 - Will be treated as a regular plate and scanned for an active permit

Section 5 – Additional Information

Parking App – Features and Screens

The SurfCAST flow (noted below) is a simple, easy-to-use, accessible set of mobile screens that provides a logical process for:

- Setting up an account, and pay for parking quickly and easily

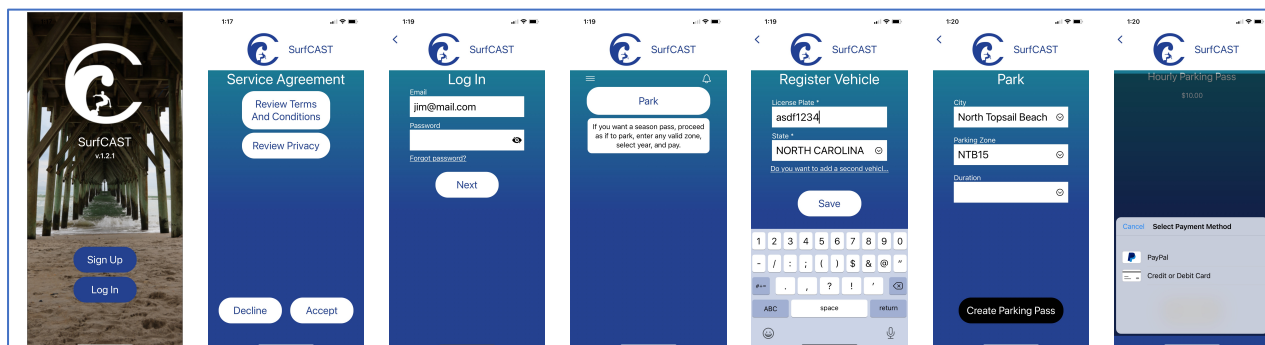
The key process steps for registration include:

- Create an Account (email/password)
- Approve Terms and Conditions / Privacy Policy
- Register a Car via License Plate (2 maximum)
- Setup Payment method(s)

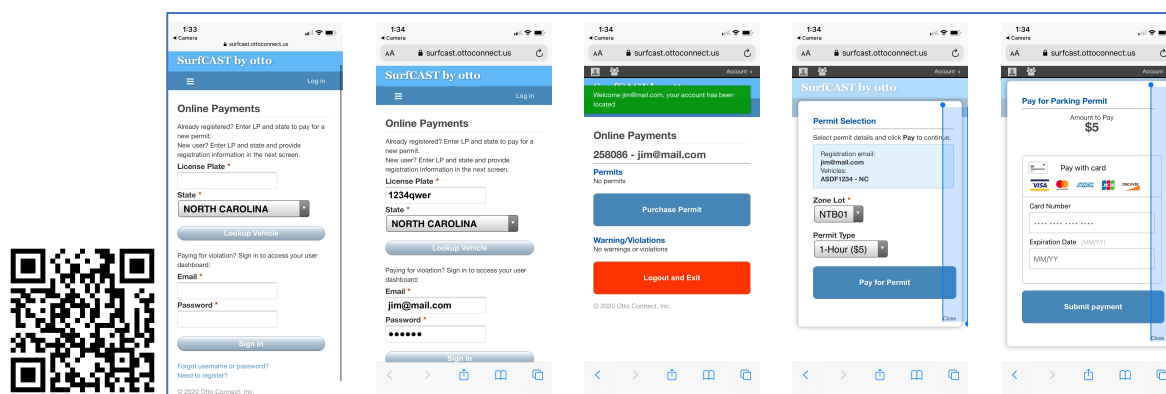
Once the basic account is setup, proceed to park:

- Enter Zone (i.e., specific parking lot zone #)
- Select payment (default – if applicable)
- Approve “Accountability Statement” – set as a reminder of the participants responsibilities
- Receive Approval

Easy to use SurfCAST app (screen shots):



Easy to use QRcode to secure Web-Link (screen shots):



Web Access Dashboard – Features and Screens

We will provide access for selected administrators of the town to access specific information via our web dashboard as follows (or as may be customized based on Town feedback/request):

- Town specific information only
- Standard set of reports (which will also be provided in the monthly report)
 - Parking Utilization: Paid/Free – by zone utilization
 - Parking Violations: Resolved/Open
 - Multiple Violations by a single visitor
- Monthly report will also include:
 - Summary and details of Fees paid (by type)
 - Total fees collected
 - Fees to Otto Connect
 - Fees transferred to the town

Typical screens are shown in Section 1 – RFP

Typical Monthly Summary

Town Monthly Report May 2021 Parking Report							
Total Parking Revenue for May		\$148,068					
Pass Type	Number of Passes Sold	Pass Rate	Total Gross Sales	Revenue %	Revenue \$	% of Total Unit Sales	% of Total Revenue
Day	3,415	\$ 25	\$ 85,375	70%	\$ 55,568	36%	38%
Annual	322	\$ 250	\$ 80,500	70%	\$ 53,600	3%	36%
Three Hours	1,105	\$ 15	\$ 16,575	70%	\$ 11,603	12%	8%
Two Hours	1,573	\$ 10	\$ 15,730	70%	\$ 11,011	17%	7%
One Hour	2,633	\$ 5	\$ 13,165	70%	\$ 9,216	28%	6%
Violation	153	\$ 50	\$ 7,650	50%	\$ 3,825	2%	3%
Week	19	\$ 100	\$ 1,900	50%	\$ 1,210	0%	1%
PxM	70	\$ 30	\$ 2,100	70%	\$ 1,050	1%	1%
Four Hours	66	\$ 20	\$ 1,320	70%	\$ 924	1%	1%
Violation - late	1	\$ 75	\$ 75	50%	\$ 38	0%	0%
SDF	2	\$ 25	\$ 50	50%	\$ 25	0%	0%
Total	9,359		\$ 224,440		\$ 148,068	100%	100%

Note: the Monthly Summary includes auditable details on all transactions for completeness in the backup.

Holden Beach - Parking Area Assessments

Part 1

Holden Beach - Parking Assessment by Otto Connect, Inc.			
Spaces	Street	Parking	Beach Access
OBW - Starting at the Southwest end			
	Shell	Residential	Private
	Schooner	Open Lot on Corner - Driveways cover RoW	Private
	Windhammer	Driveways cover RoW - No Parking to Corner (common)	Private @ 1167
	Seaview	Same	Private
	Sunchine	Empty Lots on Corners - No Parking to Corner	Private
	Clippership	Same	Private
	Marshwalk	Same	Private
	ByTheSea	Same - but has an empty lot	Private
	Frigate	Same	Private
	Seagull		No Access
5	Deal	5+ option in RoW	Public @ 1089
	Seaside	Same (Std)	
	Point West	Private Development	Private
	----	Vacant lots across the street (1012-1014) - no public parking areas. Vacant lot at 1019	Public @ 1017
20	Sailfish	20 car spaces on south side of street by Marsh	Public @ Marlin
	Tarpon	Open Lot 2nd space, Driveways use RoW	Public @ Marlin
	Marlin	People parking on the street - Golf Carts behind sign	Public @ 917
	Tuna	Same	
	Dolphin	No real parking except RoW	Public @ 885
30	Swordfish	30+ spaces on north side of road by marsh	Public @ 885
	-- Big Marsh Area	- Potential for pull in parking - south towards 885, north to 800	
15	Pump Station Lot	- could be expanded	Public @ 800
	-----	Vacant lot - oceanfront @ 673-675	Public @ 677
30	Sanddollar	30+ space on south side by march	
	Starfish	Residential	Public @ 567
	Lions Paw	Residential	
30	Scotch Bonnet	30+ spaces on north side of road by marsh (543) - Open beachfront lot at 545. Significant pull in oppt'y along marsh by exercise town set	
30	Greensboro	30+ space on south side by march (481)	No Access
	-- Ice Cream/ General Store	- Parking for shops + Beach Access	Public @ 473
	-- Pier		
	Charlotte	Residential	Public by Trailer Park
100	Durham	Residential - Fishing Pier (100) - Private Business	Private Business
	Burlington	Residential - Vacant Lot oceanside	
	Salisbury	Residential	
	Sanford	Residential	
	Raleigh	Residential	Public @ 389
	Fayetteville	Residential - Vacant lot on corner	
	Lumberton	Residential	Public @ 357
10	High Point	Residential - but has several cars on it - pullin parking	
	- no street	- local access only	Public @ 329
5	Neptune	Limited Parking RoW	Public @ 301
	Boyd	Roped off on both sides by Residents - semi-hidden access	Public/Private? @ 231
		- semi-hidden access	Public/Private? @ 213
		- semi-hidden access	Public/Private? @ 195
		- semi-hidden access	Public/Private? @ 187
		- semi-hidden access	Public/Private? @ 173
	Rogers	Vacant lot near Brunswick	
	Delaney	No room for parking	
15	Davis	Pullin Parking (across from Town Hall - Police Vehicles also)	
	--- Holden Beach Park	** Would recommend to keep free for park use	

Part 2

Holden Beach - Parking Assessment by Otto Connect, Inc.			
Spaces	Street	Parking	Beach Access
North of the Bridge (OBE)			
30	Jordan	Central Town Lot	Public @ 101
20	Quintin	RoW + 10 spaces with Handicap ramp	Public @ 112
	Halstead	residents + RoW option	Access at 126 & 136
16	Ferry	Beach Lot	Public Access
15	Holden St	- Makeshift lot, needs to be a formal lot with access	At Ferry
	Shrimp St	None	none
	Rangers / Crab	Golf Cart only	Public Access
	Conch	None	
18	Mullett	Lot at 218	Public Access
16	Bendigo St	Makeshift Lot - needs to be a formal lot with access	At Mullett
	Blockade Runner	Parallel Parking Oppt'y - RoW	At Bendigo St
50	McCray - E-W	RoW - 50 spaces	At McCray
15	McCray - N-S	RoW - 15 spaces	
20	OBE (deadend lot)	20 Spaces	
15	Ave B	15 Spaces in RoW	Ave B
100	McCray - East End	50 spaces	Ave D or East End
20	Ave D	20 spaces	Ave D
Under Bridge			
10	Boat Trailer Parking	- 10 spaces existing	
10		- Along Carolina Ave RoW	
10		- Along Brunswick E Ave RoW	
5		- Along S. Shore RoW	
25		- Large Lot between Carolina and Brunswick E	
40	Car Parking	- Under Bridge	
20		- NC Pavilion	
30		- Along Brunswick Ave W	
389	Existing Parking		
286	Easy Potential Parking		
675	Totals		

This table and the following pictures show example of parking opportunities and issues that can be addressed with a managed parking solution and are consistent with the approx. 600 space business case 1 in Section

- Highlighted in **Green** – are existing spaces owned by the Town or DOT
- The **Yellow** highlighted areas can be easily converted to parking without land acquisition

To achieve the 900-space business case 2 – additional land would need to be acquired such as the open lots adjacent to Jordan. Consideration should also be made to increase the number of public beach accesses in areas where the existing accesses do not align well with potential parking.

Holden Beach – Parking Area Examples



- Under the bridge – boat trailer parking



- West/Under Bridge for Boat trailer parking



- Car Park under the Bridge



- Pavilion parking



- Right-of-Way: Carolina Ave
- Small Open area on the left is perfect for extended parking – not usable for building



- RoW along Brunswick W



- RoW parking along Jordan – between Brunswick E and Carolina Ave



- Several Open areas adjacent to the Holden Beach Park
- Note: may want to keep this as FREE PARKING only for Park use



- This is a large parcel opportunity for the Town to acquire for more parking in the central district.



- Extensive Marsh boundary access for potential parking (example: next to Public Works – Pump Station)
- Issue: lack of a public beach access in the area



- Issue: Side-street RoW areas are heavily used for wide driveways – limiting potential parking (example: Starfish)



- Significant parallel parking opportunity along the east side of the Marsh (west side of Sanddollar)



- We also noted several cases of illegal parking on the street or in the RoW



- And some trying to be almost legal (along Marlin)



- More expansion opportunity along Swordfish



- And clean-up / formal spaces needed along High Point

Future Feature Options

CommunityCAST

The Otto Connect team is expanding our CAST product line to include a general community, team, or group communication capability. We'd be interested to hear ideas from the Town of Holden Beach regarding the types of information and audiences for such a capability. Our intent is to provide a bundled solution within the SurfCAST app that provides both Parking and Community information and notices.

- Groups for association/participation (default and/or selectable)
 - Town Events
 - Town Notices
 - Local Business Opt-In capability – Stores / Restaurants / Specials
 - Non-profit groups – links to Donations
- Schedule of events
- Local regulations
 - Beach
 - Parking
- Warnings (Riptides, etc.)

Resident/Owner Unique Support

- Hurricane Re-entry – on the app
- Note: Requires a Town based identification system (i.e., tax or utility records by account number)

Give-back to the community:

- Donations for charities and non-profits ... coordination and payments at cost (transaction fee only)

Backup – Included on thumb drive

Contract Template for SurfCAST via Software as a Service

Terms and Conditions for the App and Web Access

Privacy Terms