

Document A

AMENDMENT TO
PARKING MANAGEMENT AGREEMENT
BY AND BETWEEN
THE CITY OF DULUTH AND
INTERSTATE PARKING COMPANY OF MINNESOTA LLC

This Amendment to Agreement, effective as of the date of attestation by the City Clerk (“Effective Date”) is by and between the CITY OF DULUTH (“CITY”), the DULUTH ECONOMIC DEVELOPMENT AUTHORITY (“DEDA”) and INTERSTATE PARKING COMPANY OF MINNESOTA LLC (“OPERATOR”).

WHEREAS, the parties entered into an Agreement on or about April 26, 2012 bearing City Contract No. 21606 (the “Agreement”) and DEDA Contract No. 12-860-658 for Operator to provide parking management services in order to provide maintenance, oversight, operational control, enhance customer service, convenience and cleanliness of various parking facilities within the City; and

WHEREAS, the parties wish to amend the Agreement to enable Operator to purchase and utilize gateless access and revenue technology to enhance the parking experience for customers, reduce up-front costs and improve security.

NOW, THEREFORE, in consideration of the foregoing and the mutual covenants and agreements hereinafter contained, the parties agree as follows:

In this Amendment, deleted terms will be ~~struck out~~ and added terms will be underlined.

1. Paragraph 13 is amended as follows:

13. Software: During the term of the Agreement, Operator shall implement and coordinate the installation at the Facilities of all software upgrades necessary for the proper and compliant operation of the Facilities for public parking (the “Software”) at City’s cost. The Software shall remain the property of the City upon termination of this Agreement. The software and services

used for processing transactions shall be compliant with standards established by the PCI Security Standards Council (<https://www.pcisecuritystandards.org/index.shtml>).

Notwithstanding the above, Operator shall purchase at their cost, utilize and maintain gateless access and revenue technology at the parking ramps designated by City Manager per the attached Exhibit A. This technology software shall be owned by the Operator. The City will pay the following fees for Interstate's use of this technology: a flat fee of \$3,375.00 per month.

Operator shall be responsible for ensuring the security of user data collected through the gateless access and revenue technology system. To the extent applicable, Operator shall comply with the Minnesota Government Data Practices Act, Minnesota Statutes Chapter 13.

2. Except as specifically amended pursuant to this Amendment, the Agreement remains in full force and effect.

[Remainder of page intentionally left blank; signature page to follow.]

IN WITNESS WHEREOF, the parties have set their hands the day and date first shown below.

CITY OF DULUTH

By _____
Its: Mayor

Date: _____

Attest:

City Clerk

Countersigned:

City Auditor

Approved as to form:

City Attorney

**INTERSTATE PARKING COMPANY
OF MINNESOTA LLC**

By _____

Its: _____

Date: _____

**DULUTH ECONOMIC
DEVELOPMENT AUTHORITY**

By: _____

Its: _____

By: _____

Its: _____

Exhibit A



Tony Janowiec, *President & CEO*
710 N. Plankinton Avenue, Suite 700
Milwaukee, WI 53203
Phone: 608-566-9155
tjanowiec@interstateparking.com
www.interstateparkingdowntown.com



CITY OF DULUTH PARKING SYSTEM

Parking and Access Control System

July, 2023 (Revised)

Prepared for:
Mr. Mark Bauer

EXECUTIVE SUMMARY

We are pleased to present the following parking technology solution for the Technology Village Ramp (TVR), Medical District Ramp (MDR) and HART Ramp in lieu of installing costly and outdated gated equipment technology. Parking customers will be thrilled with our mobile-based point of sale and virtual permit experience with unparalleled flexibility as compared to traditional parking technology systems.

A few highlights of our proposed technology solution are as follows:

90% Lower Up Front Cost – Our “hardware lite” system does not require the installation of costly gate equipment, ticket dispensers and RFID readers and is 100% Smart Camera Vision based to utilize vehicle license plate, make model and color to create a virtually identified parking session. This also means no access cards, paper supplies, or any moving parts to stock, administer, and maintain.

98.9% Revenue Security Compliance – Our technology solution results in nearly 99% user compliance and revenue security as compared to the industry’s best gated parking technology which is typically less than 94%. As a result, not only will the City save the upfront cost and realize a substantial reduction in ongoing license fees, repairs, maintenance and system upgrades as compared to these traditional systems but will also dramatically reduce revenue slippage.

Perimeter Security System Integration – Our point of sale and permit management platform, INFLOW™, is designed to integrate with the planned high speed overhead garage doors and secured pedestrian door access readers.

Exceptional Experience for Parking Customers – 98% of all parking complaints originate with malfunctions and confusion in connection with traditional gated parking systems. With our state of the art solution, we can literally remove the source of the customer parking anxiety and complaints.

MODERN MUNICIPAL PARKING TECHNOLOGY

The image shows a vertical stack of three technology solution logos. The top logo is on a black background and features a yellow icon of a parking sign and a car, followed by the text 'INFLOW™' and 'Frictionless Point of Sale'. The middle logo is on a grey background and features a yellow icon of a person with arrows pointing outwards, followed by the text 'INMOTION™' and 'Mobility Data'. The bottom logo is on a yellow background and features a yellow icon of a bar chart with a line graph, followed by the text 'INSIGHT™' and 'Advanced Data Analytics'.

Parking Solution Redefined

As a national parking management expert, Interstate Parking Company formed Interstate Technology Solutions to address the underwhelming and fragmented technology shortfalls found in traditional parking access and revenue control systems. Our technology development goal is to create, deploy, and continually enhance the customer parking experience and revenue optimization of our parking assets through utilization of smart cloud-based technology without the requirement of installing and maintaining costly hardware-based systems.

With our comprehensive technology suite, your parking asset can operate with a completely frictionless experience for your customers and provide you with the most powerful data analytics and reporting software in the industry.

Our system includes a mobile-based payment platform that does not require a customer to download an app, fully integrated real-time reporting and data analytics platform and an open API to further integrate with major accounting software systems and a variety of mobility and transit applications.

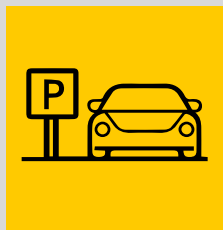
We provide a menu of options and customizable configurations to meet your specific needs whether your university can benefit from our turnkey technology suite, managed technology support or full-service parking management.

TECHNOLOGY COMPONENTS

Parking Solution Redefined

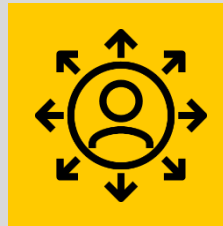
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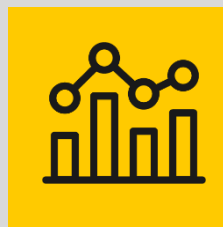
INFLOW™

Frictionless Point of Sale & Digital Permitting



INMOTION™

Mobility Data & Integration with Transit Systems



INSIGHT™

Advance Data Analytics, Real-Time Occupancy & Utilization Dashboard

INFLOW™

Frictionless Parking Point-of-Sale Solution

For Customers it's as Easy as

- Tap 'N Park™
- 100% Contactless
- No App Download Required – works with any smartphone
- Permit Users Park with Automated License Plate Recognition – simply arrive and park and they are on their way with no additional registration required
- Permit Users activate account online, choose a recurring payment method, and register license plates
- Event venue, hotel, and validations can be reserved in advance requiring no on-site registration upon arrival

City of Duluth Administrative Benefits

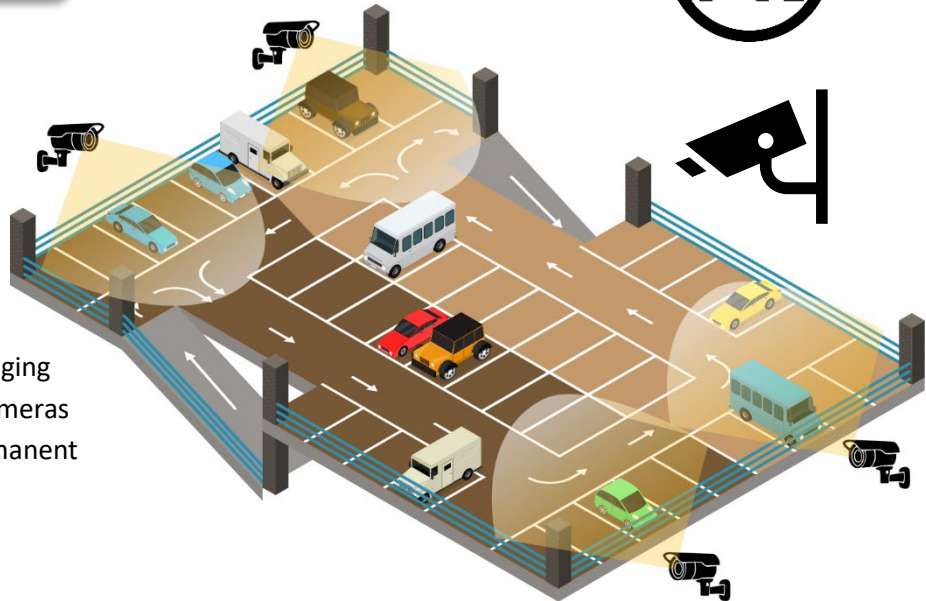
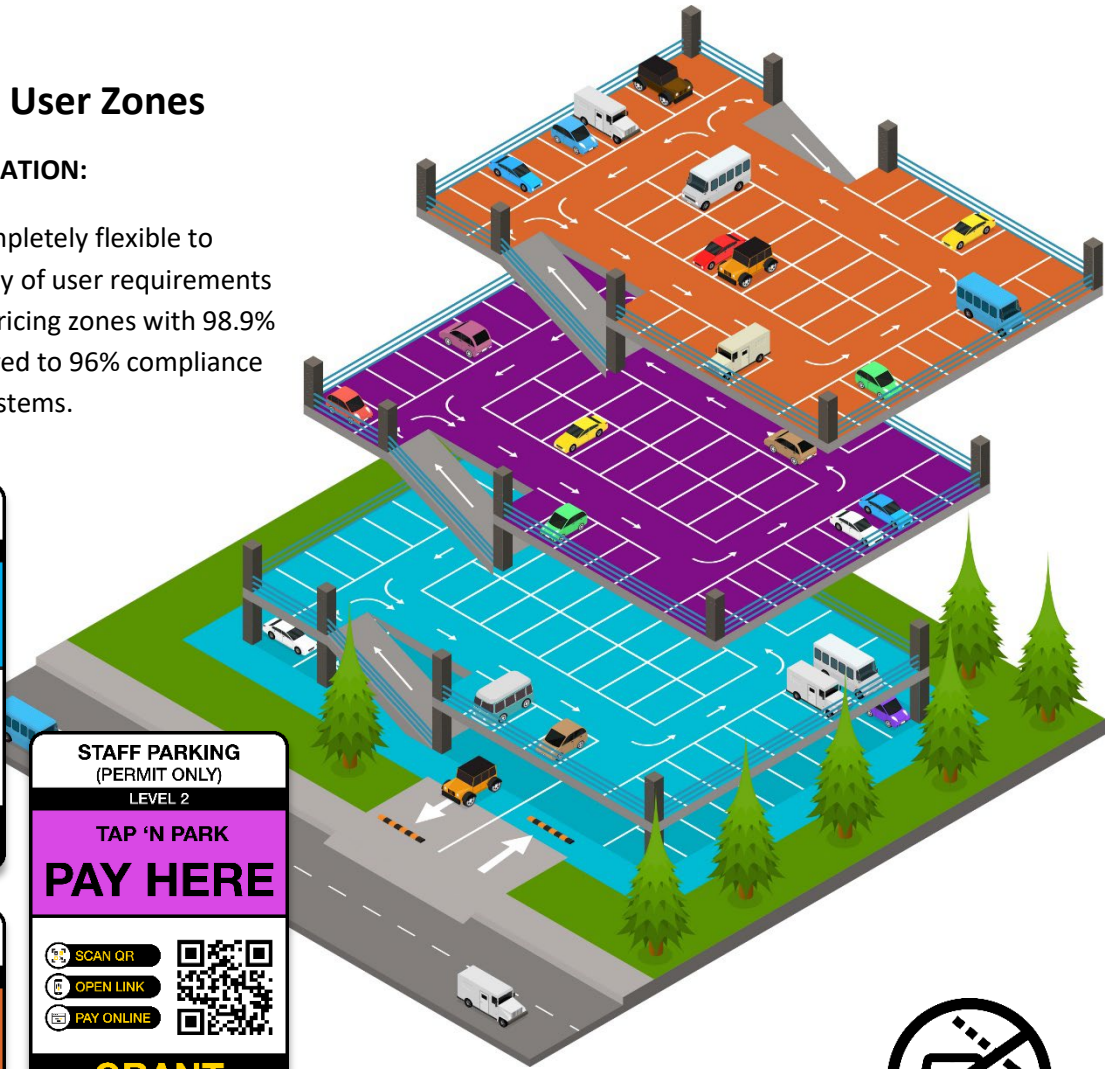
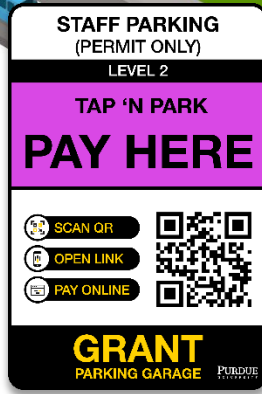
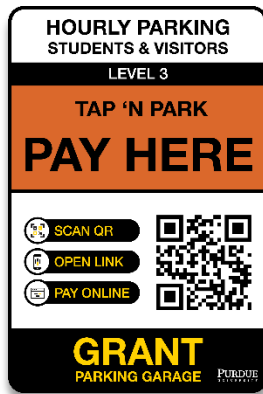
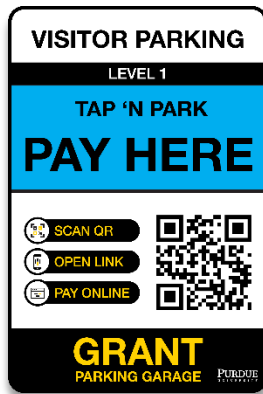
- No up-front hardware/software cost as compared to costly traditional parking equipment that costs over \$40,000 per lane plus on-going SaaS fees and extensive maintenance costs.
- We install and maintain our smart computer vision hardware and all required signage
- Create restricted spaces or zones within your facility for use by specific user groups
- Assign dedicated visitor spaces
- Increase revenue with dynamic, user-specific rates for monthly, hourly and daily users
- Virtual monthly contract permitting through inflow's™ online account setup and management, no access devices required
- Adapt to hybrid work environments with our flex park™ program featuring the benefits of a monthly parking contract on a flexible use-it-as-you-need-it basis
- Optional custom branding to your property or company brand
- Optional security features including high-speed overhead doors and pedestrian door access devices to enable secure access to your garage to paid parking customers only
- Full-service management or managed technology pricing options to meet your desired needs



Flexible Virtual User Zones

FLEXIBLE ZONE ALLOCATION:

Make your garage completely flexible to accommodate a variety of user requirements and enable dynamic pricing zones with 98.9% compliance as compared to 96% compliance of traditional gated systems.



VIRTUAL ZONES

Areas can be changed to meet ever-changing utilization requirements by relocating cameras and signage - no costly hardware or permanent gates/dispensers.

SPECIAL EVENT & GAMEDAY ZONES

Automatically convert zones to activate special event permits and day of event pricing for university events.

TAP 'N PARK

User-Friendly – Easy as TAP 'N PARK

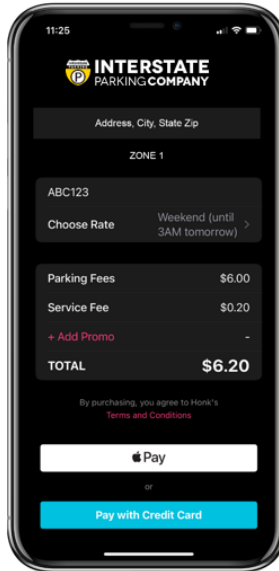
100% CONTACTLESS



NO APP DOWNLOAD

1. AIM CAMERA PHONE AT QR CODE

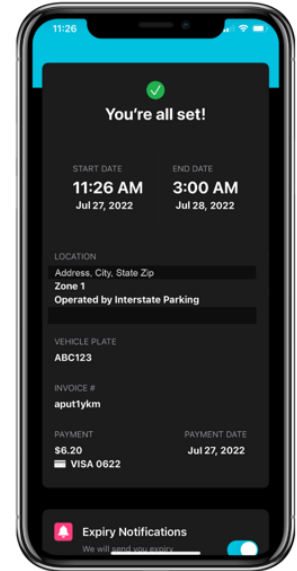
SIMPLE



2. OPEN LINK, ENTER PLATE & SELECT RATE


















INTUITIVE



3. SELECT PAYMENT TYPE & CONFIRM

Modern Permitting Options for Hybrid Workplace Environment

Your technology suite will include a range of flexible and customizable digital permitting that can be user-managed through our simple online account management portal. Our permitting options provide maximum flexibility to fit the needs of today's hybrid office workplace environment.

MONTHLY UNLIMITED BEST DAILY VALUE	FLEX PARK	SINGLE DAY
best if you park*	best if you park*	best if you park*
3+ DAYS/WEEK	2-3 DAYS/WEEK	< 2 DAYS/WEEK
<ul style="list-style-type: none"> ✓ Best Daily Value ✓ Unlimited Usage** ✓ In/Out Access ✓ Access to Reserved Spaces ✓ Auto Pay Sign-Up ✓ Online Account Management ✓ Flexible Usage ✓ Member Discounts ✓ Guaranteed Spot ✓ No Commitment Required ✓ Contactless Access ✓ Available at Surface Lots or Garages ✓ 24/7 Customer Service <p>Payment Options:</p> <div style="display: flex; align-items: center; gap: 10px;">    </div>	<ul style="list-style-type: none"> ✓ Online Account Management ✓ Flexible Usage ✓ Member Discounts ✓ Guaranteed Spot ✓ No Commitment Required ✓ Contactless Access ✓ Available at Surface Lots or Garages ✓ 24/7 Customer Service <p>Payment Options:</p> <div style="display: flex; align-items: center; gap: 10px;">    </div> <div style="display: flex; align-items: center; gap: 10px; margin-top: 5px;">    </div> <div style="text-align: center; margin-top: 10px;"> <div style="background-color: #FFD700; padding: 5px 15px; display: inline-block; border-radius: 5px;">Sign up for Flex-Park</div> </div>	<ul style="list-style-type: none"> ✓ No Commitment Required ✓ Contactless Access ✓ Available at Surface Lots or Garages ✓ 24/7 Customer Service <p>Payment Options:</p> <div style="display: flex; align-items: center; gap: 10px;">    </div> <div style="display: flex; align-items: center; gap: 10px; margin-top: 5px;">    </div>

*Best if you park: Each location may vary
 **Unlimited Usage: Some blackouts may occur

FLEX PARK™ Technology

WALLET BASED DIGITAL PARKING SESSIONS FOR A HYBRID WORKPLACE

Revenue Optimization:

FLEX PARK™ provides a new pricing paradigm based on the flexibility required by today’s hybrid office workplace parking patterns with the ability to conveniently select their preferred quantity of parking sessions through our customizable FLEX PARK™ Packs. FLEX PARK™ can be configured with specific expiration dates to encourage parking utilization or pay for the convenience of extended expiration dates.



As compared to traditional parking technologies that only offer standard monthly contracts requiring substantial administrative efforts distributing and tracking access credentials and cumbersome account management, our FLEX PARK™ feature is user-managed reducing administrative burden from our customer account management team which can lead to future overhead cost reductions all the while increasing parking revenues and pleasing parking customers by providing the flexibility they desire.

FOR PARKING CUSTOMERS	FOR CITY OF DULUTH
<ul style="list-style-type: none"> • Benefits of Monthly Contract with Flexibility of Pay as You Go Daily Parking • Unlimited In/Out Privileges during Each Full Day Parking Session • FLEX PARK™ Packs Can be Configured Based on Varying Expiration Dates to Enable a new Pricing Dynamic Unavailable in Traditional Systems – The Shorter the Expiration Date, the Better Pricing to the Customer Encouraging Utilization of the Parking Session 	<ul style="list-style-type: none"> • Adapt Your Parking System to Your City’s Modern Mixed Use Environment • Create a Customer Amenity • Maximize Revenue by Leveraging Flex Park’s Dynamic Pricing Matrix • Increase Per Diem Parking Revenues per Session as Compared to Monthly Contract Prices • Eliminate Administrative Payroll Burden Through Flex-Park’s Customer Self-Management Portal

Virtual Wallet-Based Parking Session Permits

1. Select Parking Location

2. Enter Vehicle & Billing Info

Vehicle Information

Plate Number - Required
ABC 123

State - Required
WI

Make
Toyota

Color
Grey

Billing Address
Address 1
710 N Franklin Avenue, Suite 700

Address 2

City
Milwaukee

State
WI

Zip Code
53202

3. Select FLEX PARK Pack

Select Monthly Rate

Select Flex Park Pack

Next

Select Flex Park Pack
5 Pack - Expires 2 Weeks, \$35.00 + Tax (\$7.00/Session)
15 Pack - Expires 30 Days, \$101.25 + Tax (\$6.75/Session)
15 Pack - Expires 60 Days, \$112.50 + Tax (\$7.50/Session)
30 Pack - Expires 45 Days, \$180.00 + Tax (\$6.00/Session) *Best Value!

- ### 4. On-site Session Activation
1. Login
 2. Activate/Replenish Session
 3. Parking Confirmation

Monthly Unlimited – Recurring Virtual Permitting for Full Time Users

1. Select Parking Location

2. Enter Vehicle & Billing Info

Vehicle Information

Plate Number - Required
ABC 123

State - Required
WI

Make
Toyota

Color
Grey

Billing Address

Address 1
710 N PIERCEMAN AVENUE, SUITE 700

Address 2

City
Milwaukee

State
WI

Zip Code
53205

3. Select Monthly Membership

Select Monthly Rate

Unreserved - \$150

← Back Next

Upgrade Your Parking Package

Update Profile/Billing Info

Monthly Membership Options

Unreserved - \$150
Reserved: 6 am - 6 pm - \$200
Reserved: 24 hours - \$235

4. Payment Flexibility

Automatic 30-day contract renewal and recurring payments

Accepted forms of payment:

VISA DISCOVER

5. Contract Confirmation

You're all set!

LOCATION:
Parking Garage 123

VEHICLE PLATE:
ABC 123

MEMBERSHIP:
Reserved: 6 am - 6 pm (\$200)

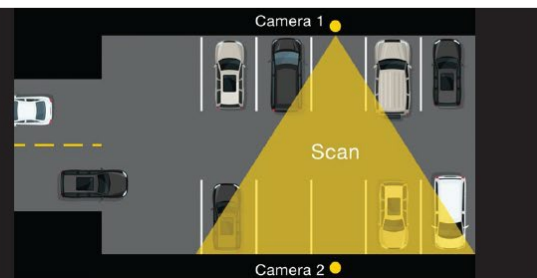
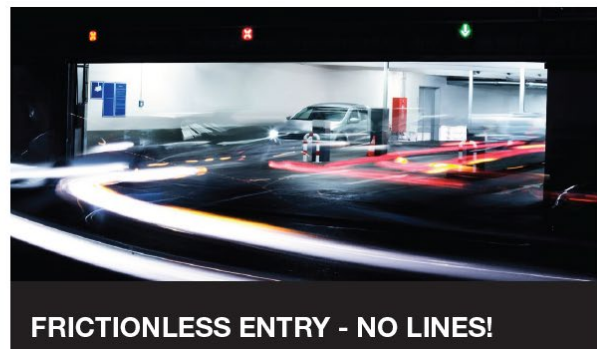
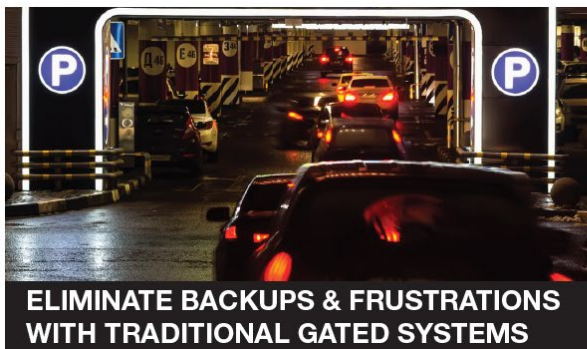


AI Camera Vision – Ensure Compliance Without Headache of Gates

Traditional parking access and revenue control systems (PARCs) require the installation of costly hardware and ongoing maintenance of gates, ticket dispenser machines, and hundreds of moving mechanical parts. **98% of parking-related customer complaints originate from frustrations in using traditional PARCs systems equipped with gates.**

Interstate Technology Solutions developed our INFLOW™ technology to eliminate both the cost and negative customer experience of traditional gated systems. In lieu of traditional hardware-centric PARCs systems, our INFLOW™ technology is 100% cloud-based and accessed through any camera phone mobile device whether a customer chooses a Monthly Unlimited, Flex Park™ or Tap ‘N Park™ Daily membership option.

To provide access to secured facilities equipped with overhead doors and pedestrian door access readers and to automatically enforce parking revenues in real-time, INFLOW™ includes a fully integrated Artificial Intelligence equipped Smart Camera system that identifies each vehicle parking session by capturing the license plate number, vehicle make and color. Each uniquely identified vehicle session is tied to an active Monthly Unlimited, Flex Park™ or Tap ‘n Park™ Daily parking session and any vehicles not matched to an active parking session are flagged for enforcement and issued a parking citation. Due to the intuitiveness and simplicity of using INFLOW™, we achieve over 98% compliance making citation issuance almost non-existent and with nearly 70% collection rates on the few citations issued, your properties revenue security is guaranteed to increase as compared to using unreliable traditional PARCs systems and your customers will be thrilled with the frictionless experience.



INMOTION™

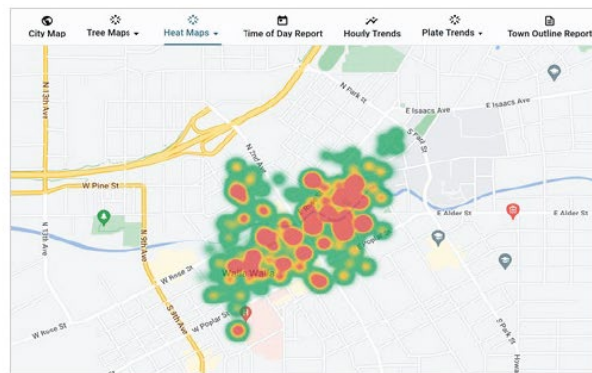
Gain a deeper understanding of the movements of your end-user parkers. Apply mobility data to custom curate local campaigns to help drive business to your university amenities and events. INMOTION's™ open API enables full integration with public transit and micro-mobility platforms and is coming in 2024.

- Track and analyze people movements within your university.
- Pedestrian movement tracking and heat mapping
- Integrate with major shuttle/transit data analytics software.
- Evaluate occupancy per car to motivate reduction in vehicle trips.
- Consumer demographic data to support University special event programming and marketing.

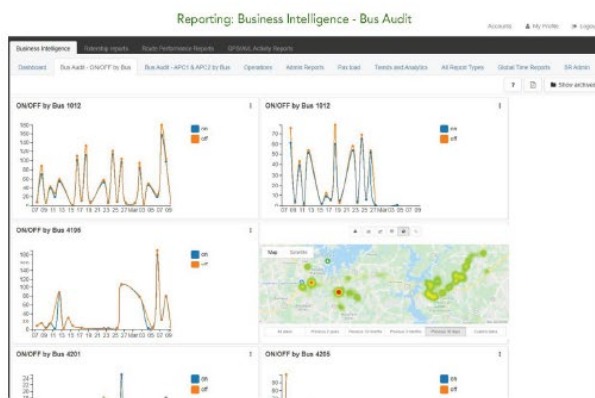
PEDESTRIAN COUNTING REPORTS



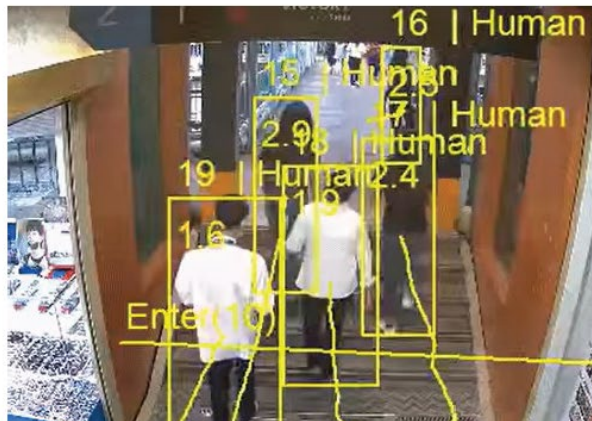
HEAT MAPPING



TRANSIT INTEGRATION



REAL-TIME PEDESTRIAN COUNTING



INSIGHT™

INSIGHT™ is a powerful, cloud-based platform that serves as a real-time hub for all parking information. Make smart, well-informed decisions in managing your current parking and mobility system with every transaction, journey and behavior that feeds into this single source tool.

Each INSIGHT™ dashboard and data analytics reporting platform is completely customized for each client. As part of our system setup phase, we will work with the City of Duluth Parking administration and the City’s finance departments to create all required reports ensuring efficient integration with the City’s systems to eliminate the burden of exporting data, redundant data entry and reconciliation errors. The system will leverage data from all revenue, wayfinding, and vehicle count systems to provide powerful real-time analytics of the City of Duluth parking system.

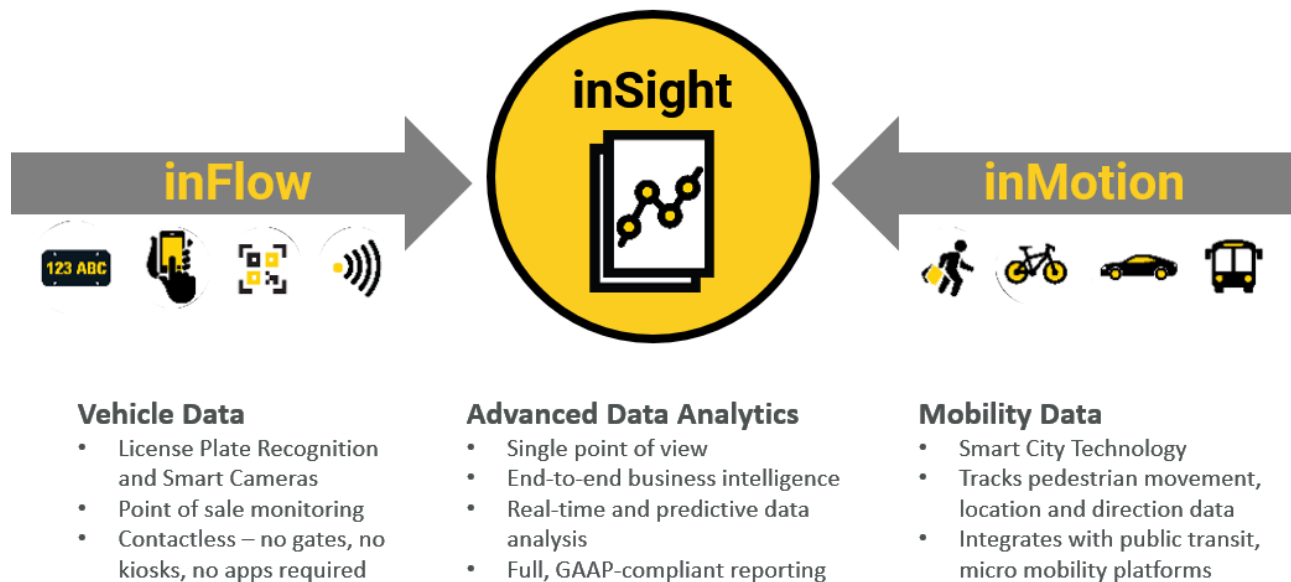
Analyze Operations Activity & Movement Behavior	Benchmark Performance & Analyze Trends
<ul style="list-style-type: none"> • Comprehensive & predictive data analytics • Demand-based rate structure analysis • Project utilization modeling • Benchmarking analysis • Projected revenue & financial performance modeling • GAAP-compliant reporting 	<ul style="list-style-type: none"> • Real-time occupancy • Rate utilization • Duration & turnover surveys • Zone-specific analytics • Enforcement metrics tracking • Access from any web-enabled device • Consolidated portfolio view for multi-property owners • Open API for integration with all major accounting software platforms eliminates redundant data entry and reconciliations for your accounting personnel • Access from any web-enabled device • Consolidated portfolio view for multi-property owners

Custom Real-Time Data Analytics & Reporting

INSIGHT™ is our industry-exclusive custom data and analytics business intelligence platform that delivers unlimited resources to the Interstate Parking team to optimize daily operations through a comprehensive data set encompassing vehicle data layered within the full scope of people movement and mobility throughout the campus.

In addition, INSIGHT™ will provide Duluth Parking staff with real-time, customizable data that will align with the goals and key performance indicators established by the City's Parking Enterprise Fund initiatives.

LEVERAGING ADVANCED DATA TO ACHIEVE DESIRED STRATEGIC OUTCOMES



INSIGHT™ can generate data-rich analytical reports which can be customized to the needs of Duluth Parking. Receive rich, real-time information to make smart, well-informed decisions in managing City's parking and mobility system.

Analyze operations activity, benchmark performance, and analyze trends based on the following stats:

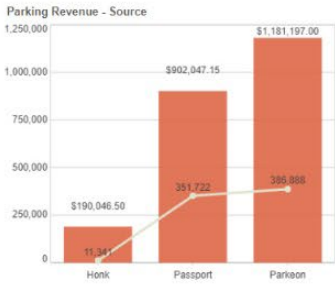
- Real-time Occupancy
- Rate Utilization
- Pedestrian & Vehicle Heat Mapping
- Comprehensive Revenue Reporting
- Zone-Specific Analytics
- Enforcement Metrics Tracking

The following pages are a few dashboard reports generated from the INSIGHT Analytics Platform:

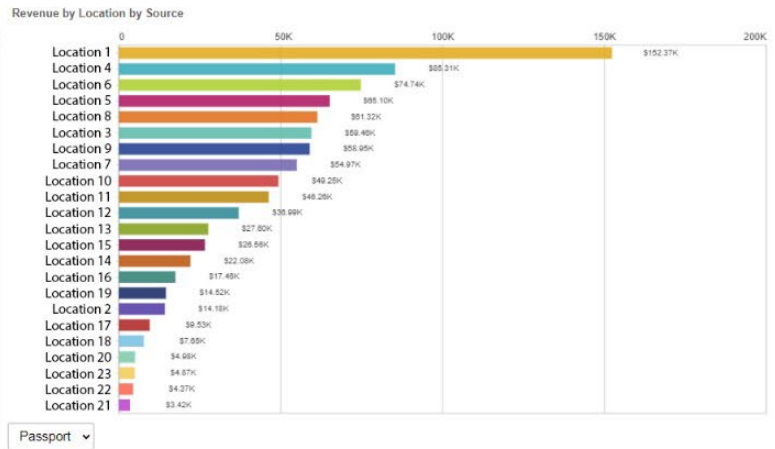
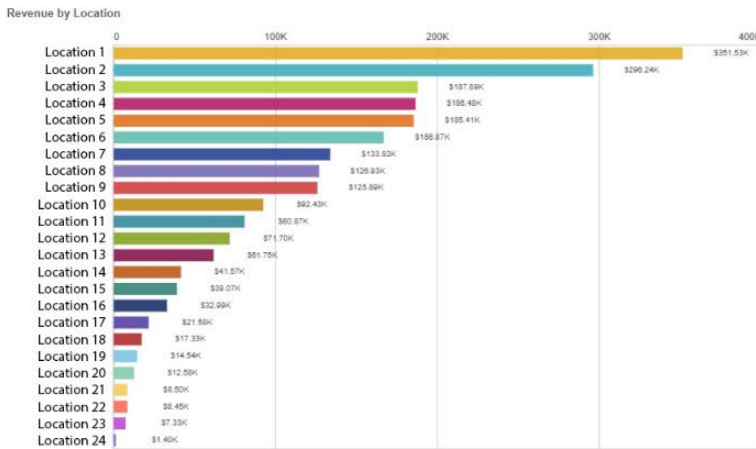
Real Time Revenue Dashboard

Parking Revenue Dashboard

StartDate 2021-01-01 EndDate 2021-12-31 Update



Card Type	Transactions	Revenue	Percentage
Credit Card	359,139	\$1,181,197.00	51.95%
Visa	208,848	\$598,412.60	26.32%
Mastercard	50,009	\$143,636.30	6.31%
Visa	7,592	\$127,508.50	5.60%
AmericanExpress	29,353	\$81,223.85	3.57%
mastercard	67,490	\$40,347.20	1.77%
Discover	2,153	\$35,608.50	1.56%
Discover	7,311	\$22,094.45	0.97%
american_express	1,122	\$19,685.00	0.86%
discover	16,460	\$18,332.75	0.71%
discover	431	\$7,198.50	0.31%
Summary	749,951	\$2,273,290.65	100.00%

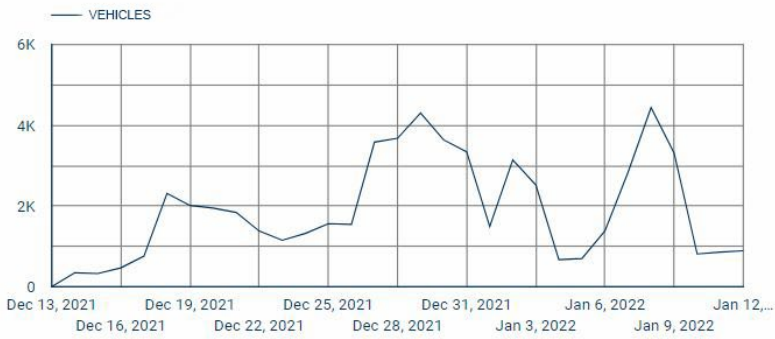


Location Report – a real-time look at transaction counts and revenue for each location by date

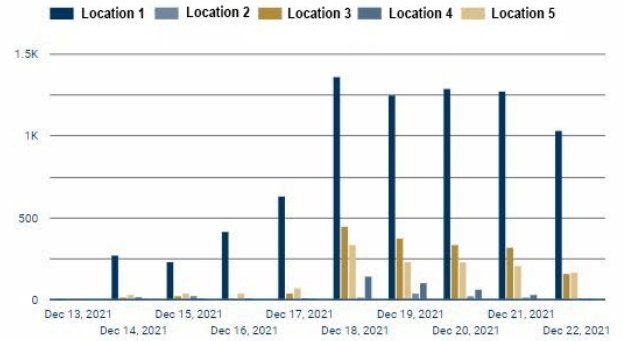
Technology & Usage Reports - breaking down transactions & revenue by each revenue channel by location

Enforcement Report - monitor compliance by location and date seeing citations issued, paid, resolved, and dismissed

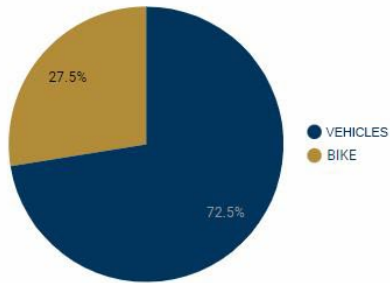
Visits



Visits by Day



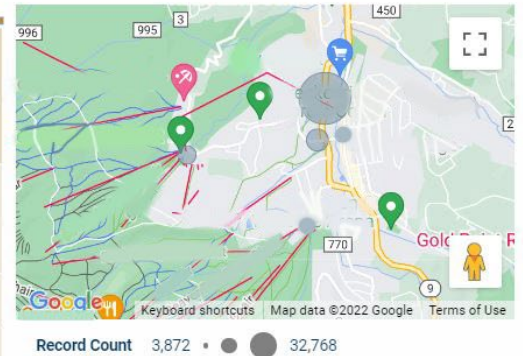
Mode of Movement



Locations



Attractions



TECHNOLOGY SYSTEM COST PROPOSAL

We propose the following managed technology solution for the Technology Village Ramp, Medical District Ramp and HART Ramp. Our proposed cost structure is all-inclusive for the garages and the City may add additional locations including on-street and off-street locations in the future at its discretion. We trust you will find our solution an appealing solution in lieu of the extraordinary up front and ongoing cost of installing and maintaining traditional gated systems.

System Configuration & Installation Pricing

Category	Units	Cost / Unit	Extended Price	Notes
INFLOW™ - Tap 'n Park Mobile Point of Sale Configuration	1	\$ 7,500.00	\$ 7,500	
INFLOW™ - Smart Vision Cameras (Multi-Zone) Including Low Voltage and Installation	24	\$ 4,250.00	\$ 102,000	12 total vehicle ingress/egress lanes
INFLOW™ - Duluth Parking Custom Branded Signage & Wayfinding	100	\$ 23.95	\$ 2,395	Estimated signage count - actual quantity to be determined based on final signage plan
INSIGHT™ - Custom Data Analytics, Reporting & Accounting System Integration Setup	1	\$ 4,500.00	\$ 4,500	
System Discount - 5 Year Managed Technology License	1	100.00%	\$ (116,395)	
Total Installed System Price			\$ -	

Managed Technology Service - System License & Warranty Plan

Category	Units	Cost per		Notes
		Unit	Cost per Month	
INFLOW™ - Annual License Fee (Includes Full Warranty of All Components During Term)	24	\$ 275.00	\$ 6,600	
INFLOW™ - Annual License Fee - Preferred Client Discount	24	\$ (150.00)	\$ (3,600)	Priced at Cost to Cover 3rd Party Camera License Fees and Warranty Coverage
INSIGHT™ - Custom Data Analytics, Reporting & Accounting System Integration Maintenance	1	\$ 375.00	\$ 375	Includes maintenance of custom reporting dashboard, optional fee structure to include ongoing custom dashboard updates
INSIGHT™ - Tap 'n Park Transaction Fee		\$ 0.35	per transaction	User Paid Convenience Fee
INSIGHT™ - Virtual Permitting Fee		\$ 1.50	per account per month	Paid by City or by User as Convenience Fee
Total Monthly License Cost			\$ 3,375	Plus User Paid Convenience Fees