



Hectronic

A GREAT VACATION IS ON THE HORIZON

VISIT

WELLFLEET

CAPE COD
AT ITS BEST.



Smart products.



Why do you need parking management?



Reasons



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- Improve Space Availability
- Increase/consistent turn-over
- Drive/Improve Merchant Traffic
- Manage Parking Behavior/Compliance
- Better unitization of inventory
- Consistent Parking Message
- Manage Abusers
- Vital to Downtown Growth
- Revenue Off-Set



Parking Trends



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- Parking Inventory Studies
- Higher/Variable Parking Rate Structures
- Higher On Street Rates with Reduced Time Limits
- Lower Off Street Rates with Longer Time Limits
- Multiple Payment Options
- Understanding Parkers Habits
- Discount/Resident Parking Programs
- Automation of Enforcement Process
- Integrated Parking Management Solution



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Why Change



Electronic

- Modernization
- Clean up Street Scape
- Increase Space Turnover
- Improve Space Availability
- Ease of Management
- Integrated Citation Management Systems
 - Improves Ticket Collections



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Why Change



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- Provides Parkers with Multiple Payment Options
 - Coins
 - Credit Cards
 - Bills
 - Mobile Payment
- Improves Operational Efficiencies
 - Reduces Collection Time
 - Reduces Maintenance Hours
 - Increases Machine Uptimes
- Audit and Financial Controls



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Areas to Think About



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- Operation Analysis
- Perceived/Real Parking Issues
- Community/Merchant Involvement
- Understand Parking Options
- Understanding Technology Options
- Rates and hours of operation



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- Assets – Current Operations and Structures
 - On Street – Off Street - Garage
 - Physical – Unmarked
- Analyze Parking Behaviors
- Review Rates – Facilities – Permits
- Understand Behavior and length of Stays
- Supply
 - % Occupancy by Peak Times/Days
 - Paid Utilization
 - On and Off Street





- Demand
 - # of Parkers @ a Specific time, place and length
- Parking Space Turn-Over
 - How often the space turns over
- Understand Parker Behaviors

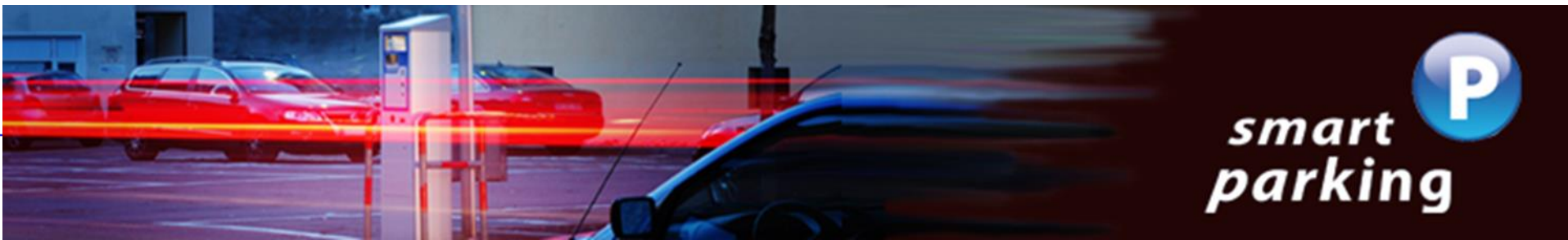


Identify Perceived/Real Issues



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- Time Restrictions
 - Hours of operation versus usage
- Garage too Expensive
- Signage is confusing/Non Existent
- Non Unified hours/rates of operations
 - Different hours for different areas
- Easy to beat Enforcement
- Hours of Enforcement
- Abuse of business owners and employees





- Get Community Involved
 - Residents and their Visitors
- Bring Merchants into Discussion
- Openly Discuss option/Impact
- Use Real/Perceived Identified Issues
 - Add to the list



Understanding Inventory/Options



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- On-Street
- Off-Street (Surface Lots)
- Off-Street Garage
- Re-Zoning
 - Loading Zones
 - Handicap
 - Free-Time Restriction
- Parking Management Options
 - Payment Systems (Pay Terminals/Mobile Payment)
 - Enforcement Systems

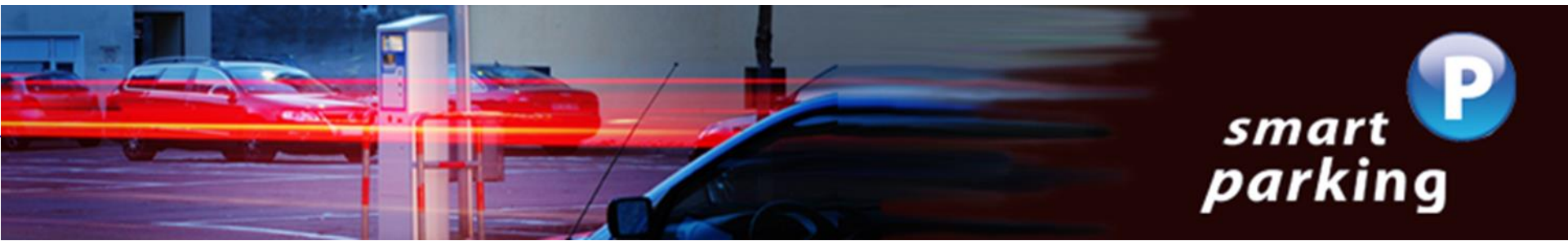


Rates/Hours of Operation



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- The tool that modifies behaviors
- Raising/Lowering Rates
- Reducing/Extending Parking Hours
- Multiple Zones help control flow



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Parking Management System



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- Versatile Implementation
 - Pay and Display
 - Pay by Space
 - Pay by Plate
 - Mobile Payment
- Improves Space Turnover
- Increases Payment Compliance
- Full Integration with Electronic Enforcement Tools
 - Improves Enforcement Turns
 - Drive Payment Compliance
 - Less Ticket Disputes



Parking Management System



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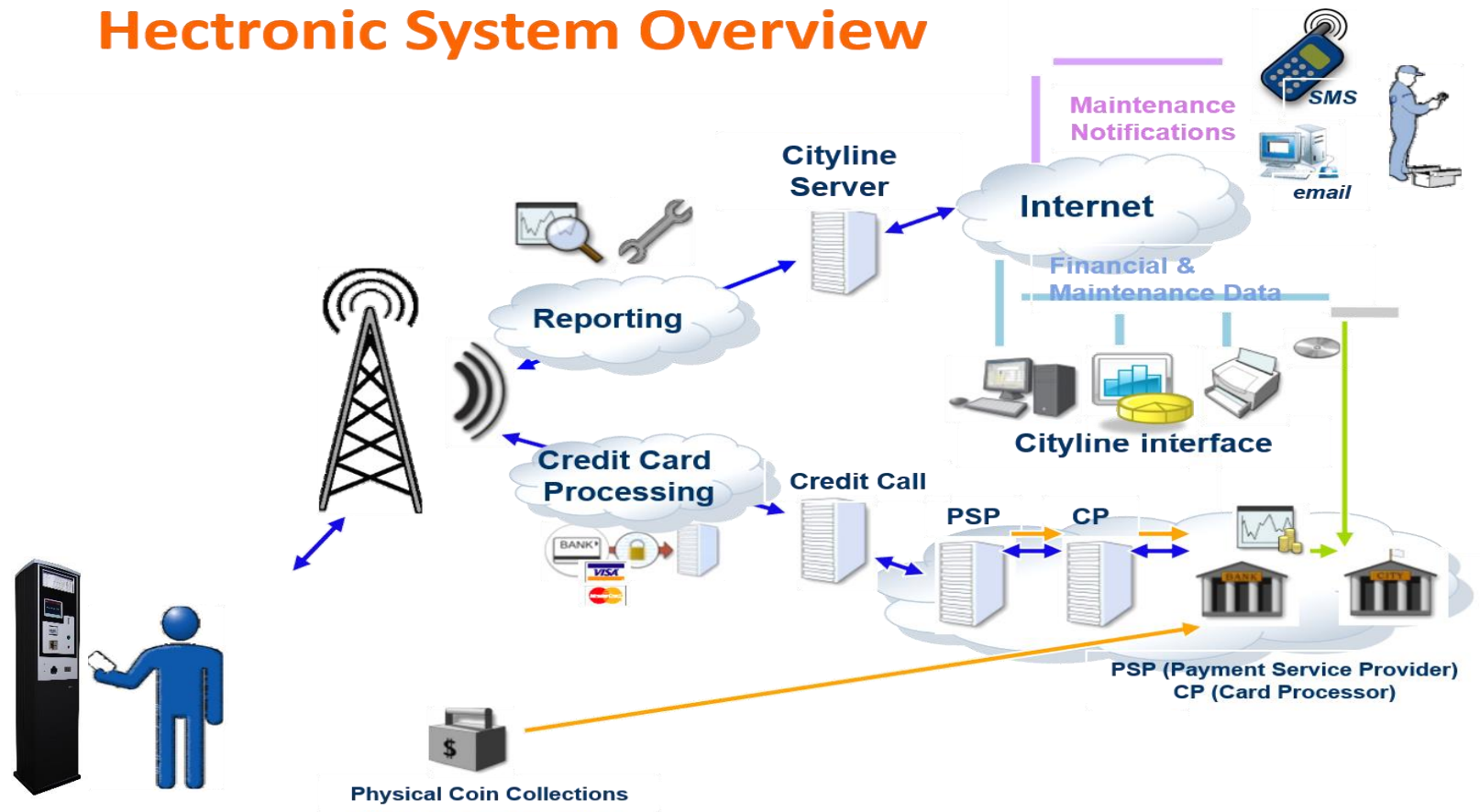
- Variable Rates and Time Limits
- Off-sets Operations Costs
- Variety of Payment Options
 - Coins
 - Bills
 - Credit Cards
 - Mobile Payment
- Improves overall parking operations
- Full audit and financial controls



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Hectronic System Overview



Management System



Name	Last Update	P.L.	Status
Class 4	10/11/14 06:18:00AM		Yellow

Date/Time	Event
10/14/14 09:41:15AM	CityLine downtime on 15.08.2014
10/06/14 11:41:14PM	CityLine downtime on 09.08.2014 & 10.08.2014
04/22/14 10:02:44PM	CityLine downtime on 15.08.2014
07/14/14 01:34:17AM	Server Maintenance on 15.08.2014
04/22/14 02:05:11PM	CityLine Maintenance on 26.04.2014

Category	Total Hours	Percentage
TimeTracker	28.25	75.77%
McMahon Media Services	6.16	15.61%
Loox/Initiation	3.29	8.62%

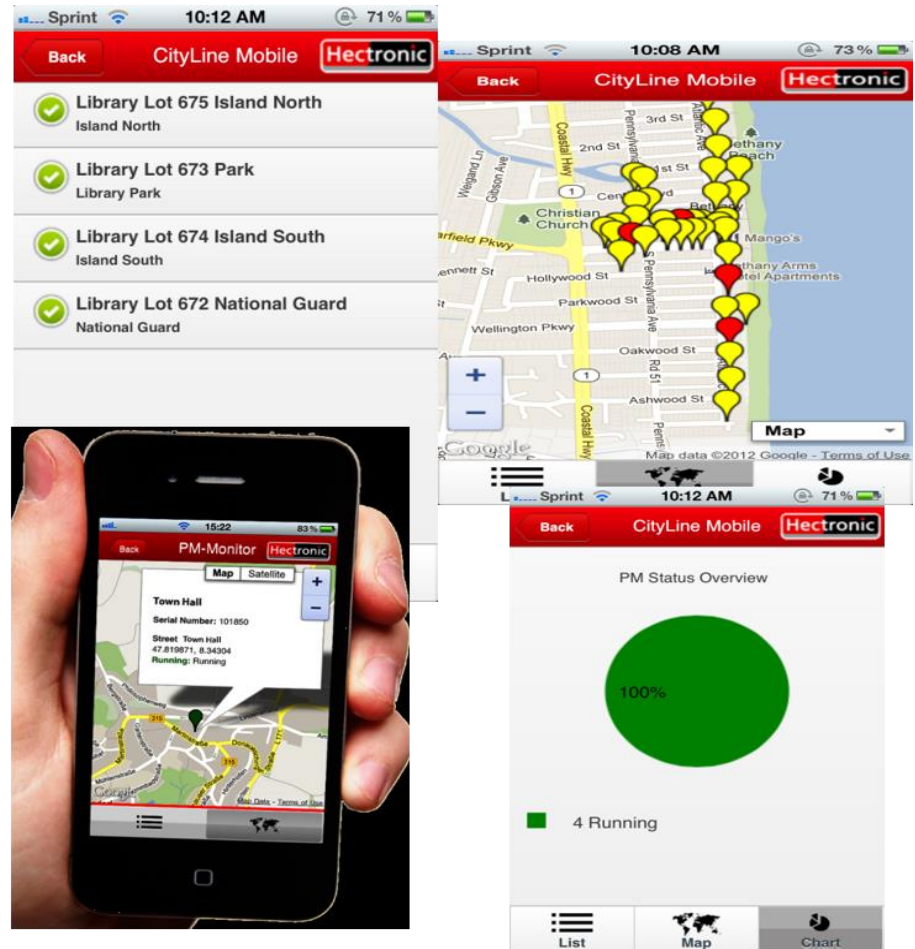
Area Name	Location	Start	Pay	Cash Pay	Card Pay	Month Pay	Tickets	Tickets	Tickets	Revenue	Tickets
Center St		\$140.70	\$124.30	\$15.40	\$0.00	\$0.00	20	125	0	\$0.34	120
Church St		\$244.30	\$120.00	\$124.30	\$0.00	\$0.00	48	96	0	\$1.45	180
Park Lot		\$98.00	\$39.20	\$58.80	\$0.00	\$0.00	18	40	0	\$1.34	80
Grand Street 1		\$1,133.00	\$671.70	\$461.30	\$0.00	\$0.00	317	804	0	\$0.90	1,120
Grand Street 9		\$360.10	\$261.10	\$99.00	\$0.00	\$0.00	107	107	0	\$0.57	644
Harbord Ave		\$291.20	\$151.10	\$140.10	\$0.00	\$0.00	63	149	0	\$1.20	213
Lakeshore St		\$390.70	\$225.40	\$165.30	\$0.00	\$0.00	113	210	0	\$1.10	244
Library St		\$1,010.00	\$671.00	\$339.00	\$0.00	\$0.00	61.70	124	1	\$0.09	1,120
Reserve Lot		\$132.90	\$74.40	\$58.50	\$0.00	\$0.00	10	37	0	\$1.30	110
Reserve Street		\$242.00	\$122.00	\$120.00	\$0.00	\$0.00	42	86	0	\$1.00	120





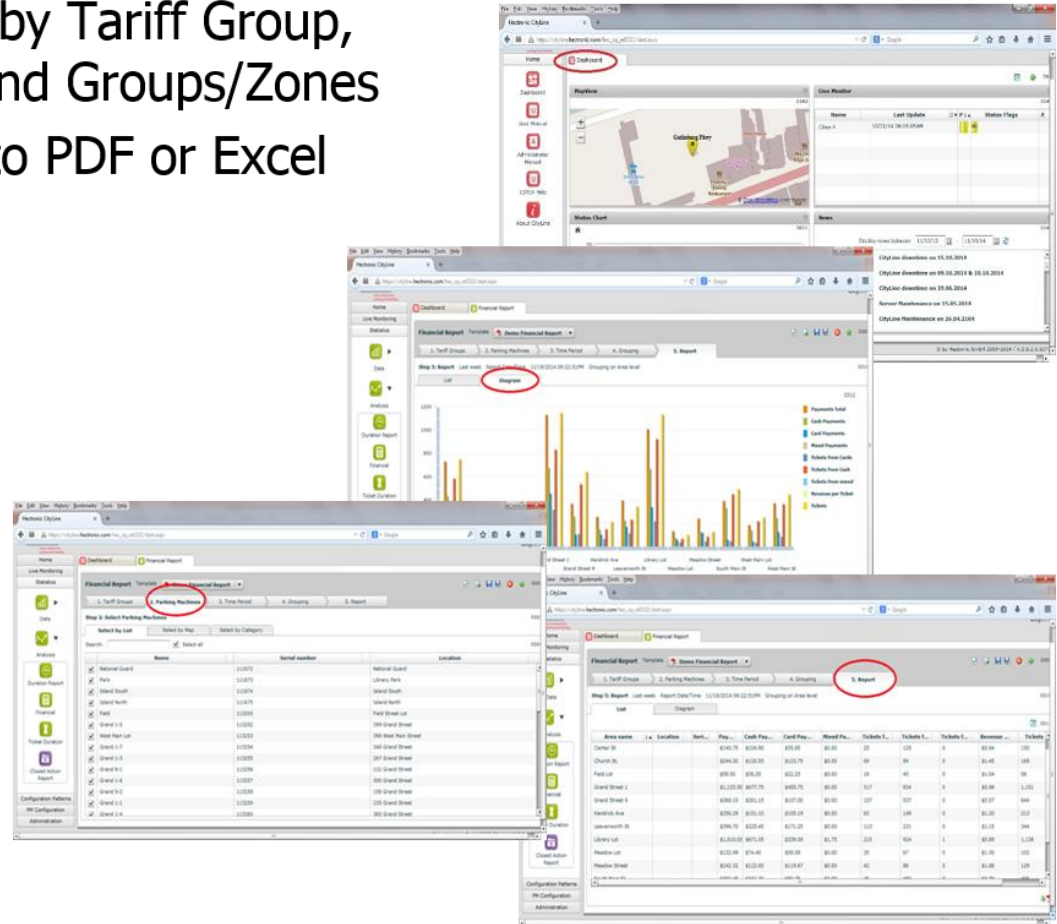
Smart Phone App

- Can access CityLine features from Smart Phone App
- Able to view machines status by
 - Map, List, and Chart
- Dive deeper on the go
- Push Alerts and Alarms
- Easy, intuitive interface



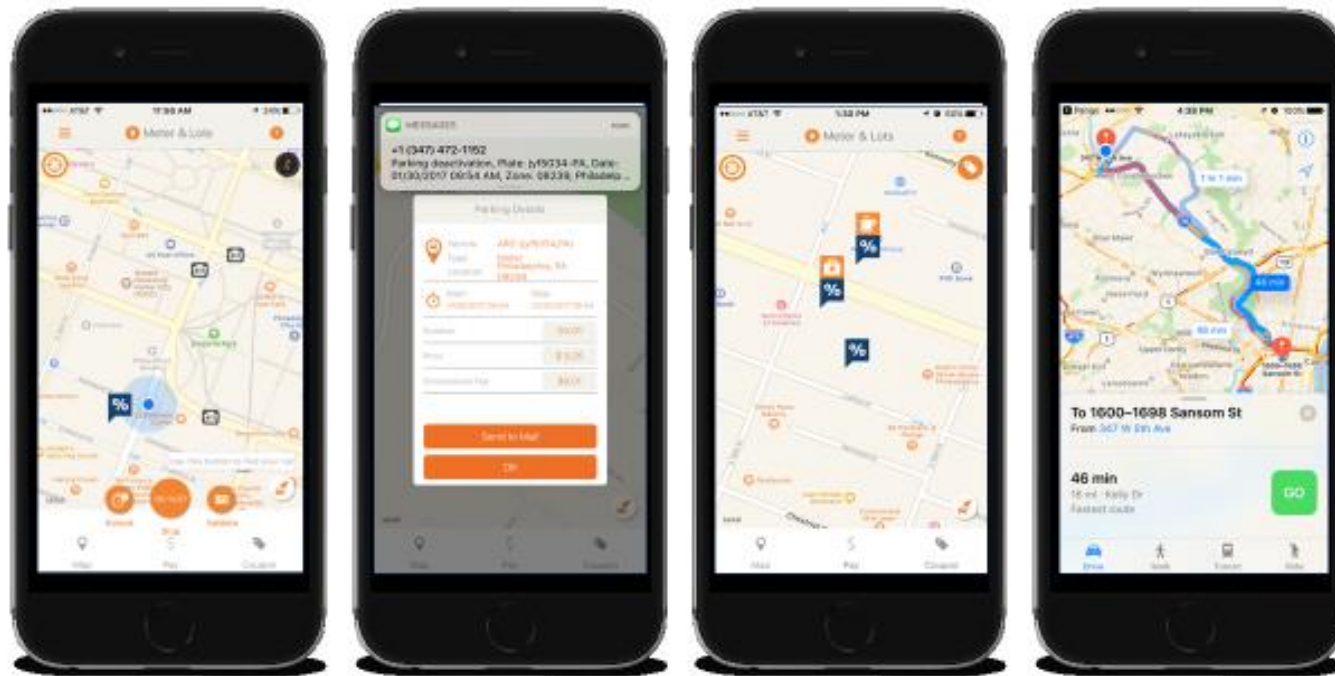


- Reports are configurable by Tariff Group, Machines, Time Period, and Groups/Zones
- All reports can be exported to PDF or Excel
- Sample Reports
 - Total Revenue
 - Revenue Per Machine
 - Single Payment
 - Duration
 - Live Monitoring
 - Notification History
 - Machine Status
 - Open Action
 - Credit Card
 - Credit Card Refund





Pango Pay n' Go





Pango Merchant Club

Provides the business community with next level customer experience and give them the capability to deliver hyper targeted advertising



Offer Validations

Extend your hospitality by validating guest's parking



Create Ads and Coupons

Easily create ads and coupons to drive awareness and in store visits



Geo-Target

Hyper target potential guests that are parked within a walkable distance




Analytics

Make data driven marketing decisions in real time




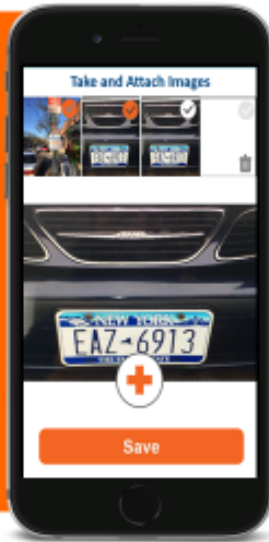
Pango Enforcement

Designed for PEOs by PEOs




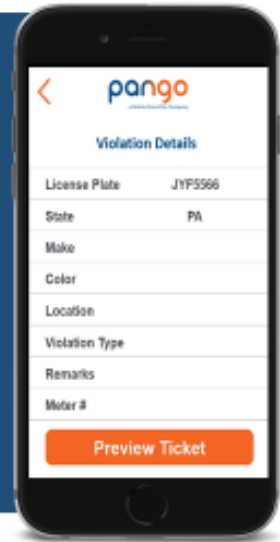
Full Proof

Pictures are worth a thousand words. Take pictures and add them directly to the case file.



Don't Skip a Beat

Quickly and easily enter vehicle information. Don't lose a case due to incomplete tickets.



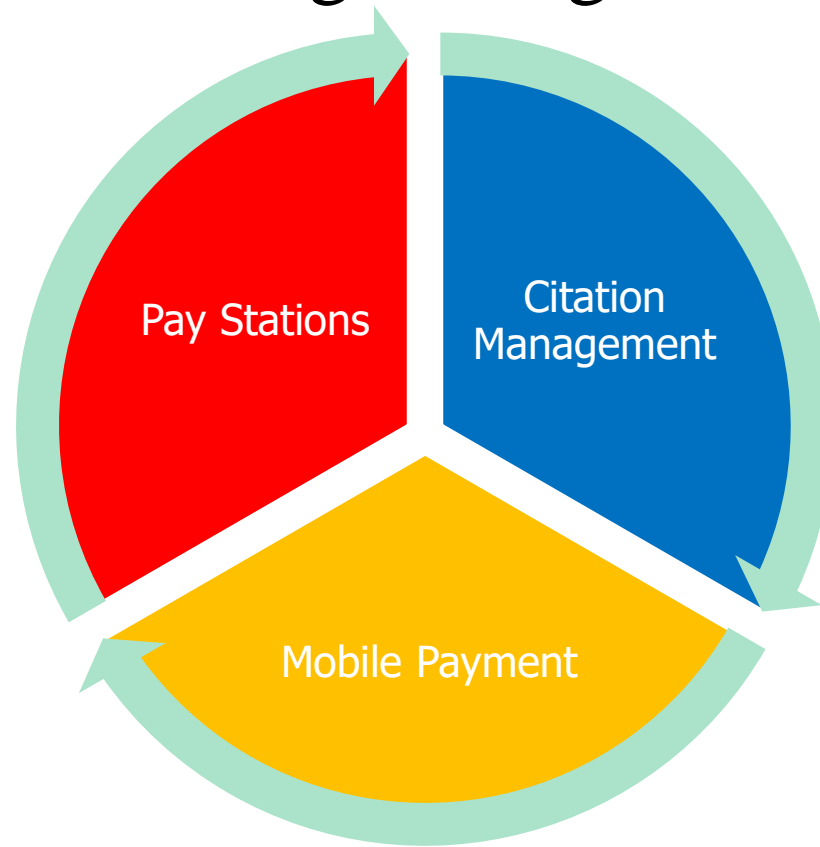
Connected

At the press of a button, issue both a paper ticket and file the violation on the Pango's secure backend system in real-time.





Integrated Parking Management Solution





Every City has Different Requirements



Newport RI



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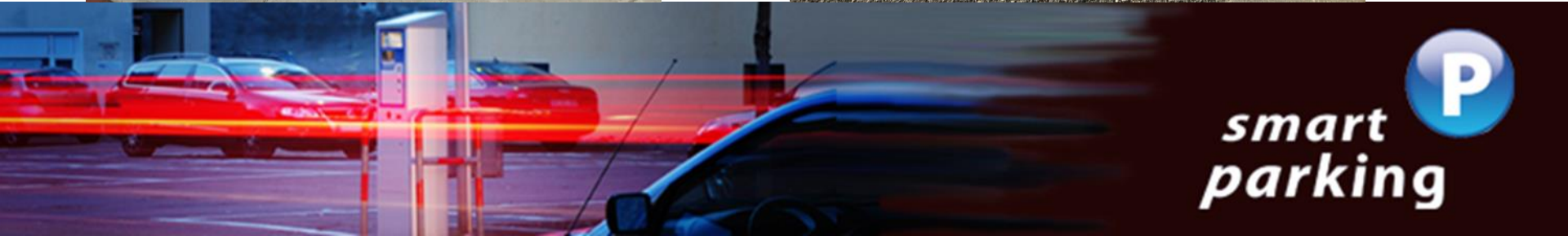
Niagara Falls Canada



York Maine



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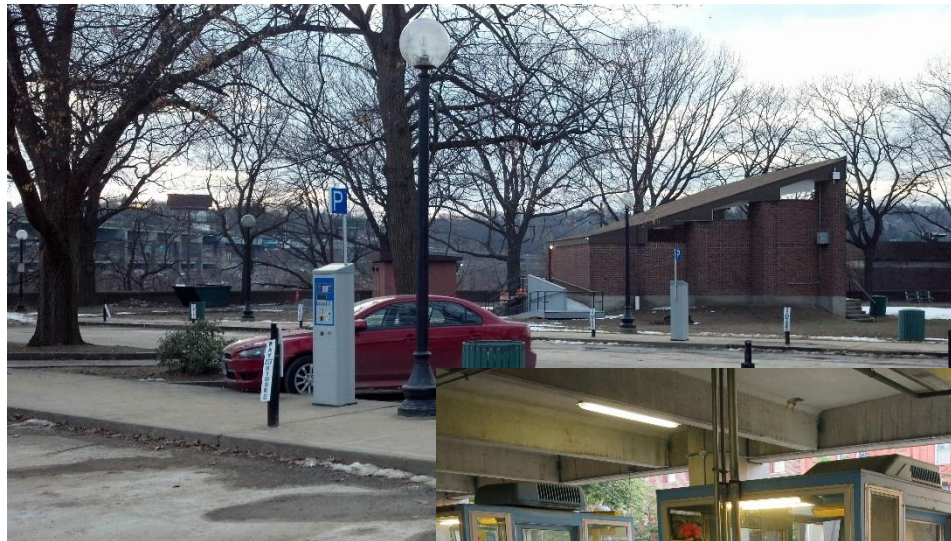
Lewes



Electronic



Waterbury CT



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Hamilton Bermuda



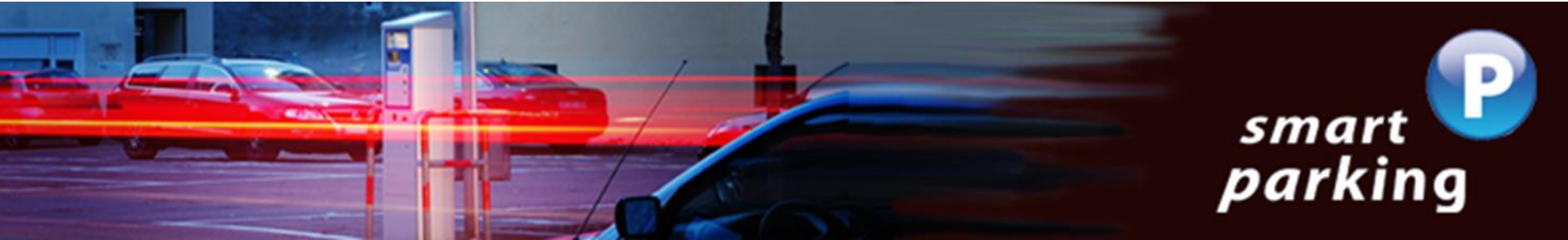
Gatlinburg



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St Joseph University



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Gettysburg PA



Stratford CT



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Bridgeville Pa



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Conclusion



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- Identify Areas of Concerns
- Determine what you want to accomplish
- Prepare to shift Parkers Behaviors
- Plan to Manage Demand via hours and rates
- If necessary Gain approval for rates/hours
- Gain Backing/involve Merchants
- Build you strategy accordingly
- Leverage suppliers to help support



Questions



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