Wayzata City Council Workshop Meeting Agenda
Wayzata City Hall Community Room, 600 Rice Street
TUESDAY, FEBRUARY 20, 2024

WORKSHOP TOPICS FOR DISCUSSION:

1. Discussion of Panoway Lakewalk and Dock Operating Policies **(3:00-4:30 p.m.)**

City Council Workshop
City Council Agenda Report

MEETING DATE: February 20, 2024	**WORKSHOP AGENDA ITEM:** 1
TITLE: Discussion of Panoway Lakewalk and Dock Operating Policies **(3:00-4:30 p.m.)**	
PREPARED BY: Nick Kieser, Parks and Environment Planner	
REVIEWED BY: Jeffrey Dahl, City Manager, Emily Goellner, Community Development Director, Mike Kelly, City Engineer/Director of Public Works	

DISCUSSION OBJECTIVE:

To review the Panoway policy items listed and provide direction for each policy item prior to the opening of the lakewalk in the Spring.

2024-2026 STRATEGIC PLAN PRIORITIES RELEVANCE:

Diversify Revenue

Policies related to paid boat parking would further the strategic plan initiative to Implement a Paid Docking System in 2024 which would add a new source of revenue. Allowing a boat rental company to utilize the docks would also diversify revenue.

Sustain Community Character and Safety

Creating and implementing the policies listed will help with the management and operations of Panoway Phase 2.

BACKGROUND:

At the City Council workshop on January 9, the Council discussed options for a boat parking pay system and hourly boat rental opportunities. Summaries of those discussions, along with updated recommendations from the Panoway District Committee and staff, are attached. In case there are further questions about the recommended parking vendor, Park Mobile, a representative will be present at the workshop. While additional policy topics such as swimming, fishing, etc., were not thoroughly discussed at the January 9 workshop, it is staff's understanding that there is general consensus with the recommendations attached.

With Council's direction, staff is prepared to take the following next steps:

- Draft any necessary Ordinance changes and present them to the Council (public hearing with City Council required).
- Depending on an updated construction timeline for the docks, staff would then draft a service agreement with Park Mobile.
- Work with Civitas and Panoway District Committee to design and locate signs that communicate city Ordinances and parking pay options – with the primary goal of minimizing visual clutter while still communicating important information.

ATTACHMENTS:

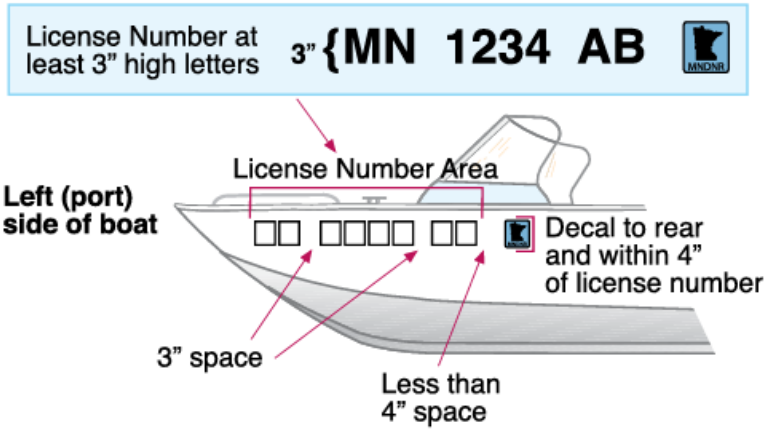
1. Boat Parking Recommendations
2. Park Mobile Information
3. Premium Parking Information
4. Boat Rental Recommendations
5. Tonka Boat Rental Letter of Interest
6. Duffy Boat Rental Letter of Interest
7. List of Panoway Policies

Hourly Boat Parking Pay System Recommendation

- **<u>Panoway District Committee and Staff Recommendation</u>**
  - Implement a boat parking pay system with Park Mobile.
  - Implement the system upon completion of the new docks.
  - Implement an hourly pay system for the first year then reevaluate for future years.
    - In future years, there could be potential for a more robust system with reduced costs for Wayzata residents, increased cost for larger boats, increased costs for busy hours, and the possibility to implement a seasonal parking pass for Wayzata residents.

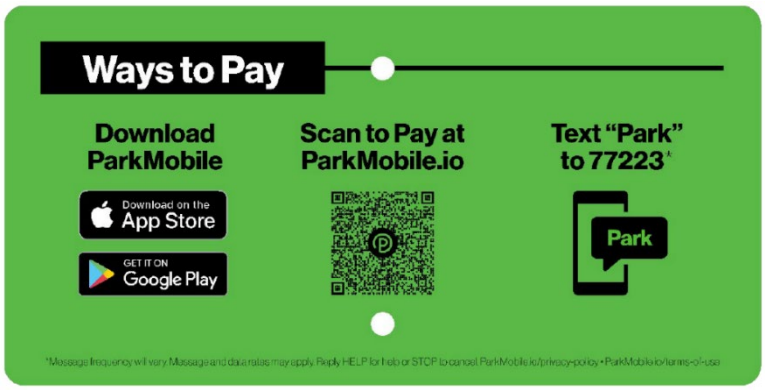
- <u>City Council Workshop Discussion</u>
  - Council was open to exploring options and requested more information regarding potential revenue, enforcement options, a more detailed recommendation on an hourly pay vs. a seasonal permit system, signage impact, how user-friendly the pay system could be, and copies of proposals from potential vendors (Park Mobile and Premium Parking).

- <u>Enforcement</u>
  - Dockmasters could be utilized during the busy hours to inform users of the pay system and how to use the app or text-to-pay option.
    - This would require minor changes in the roles/responsibilities of the dockmasters.
  - Police would conduct enforcement checks. Enforcement would be focused on citations and boater education.
  - The Park Mobile app allows you to check each boat by the boat license plate number.
  - Assigning each slip a specific number could be a feasibly option for enforcement purposes but would require the addition of small signs to denote each slip number. This will remain a possible option to explore after the first year of enforcement is reviewed for improvements.



MN Boat License Number Requirement from the MN DNR

- App, Text-to-Pay, QR Code



  - The signs installed at the dock system would have the options shown on the sign above.
  - Users will input their credit card information with QR code or text. The app will save your payment information.
  - The text-to-pay and QR code allows a one-time use without downloading the app.
  - Park Mobile example video.

- Parking Rates
  - Staff and the Panoway District Committee recommend keeping the pricing rates simple at $3/hour for all slips for the first year.
  - In future years, parking rates could be changed by different zones, slips, specific days, etc.
  - Validation codes could be given to businesses that have customers that utilize the docks, but this would affect the anticipated revenues that help off-set the cost of Dockmasters ($20,000/year).

- Revenue
  - Excelsior charges $3/hour for 20 slips and generates approximately $17,000 annually.
  - Wayzata will have 51 slips that could generate approximately $35,829 to $53,744. This range incorporates the transaction fees of .45/transaction and estimates each transaction will be for parking two hours.
  - The tables listed below show this projected revenue for the new docks using parking utilization rates at 10% and 15%. Excelsior has a parking utilization rate of approximately 11%.
    - The parking rate can vary from Excelsior's due to a variety of factors such as these are new docks, the docks are located in a different area, increased number of slips, allows for larger boats, and different weather/wave conditions.

Depot Docks (10% Parking Utilization Rate)								
Size of Boat	**# of Docks**	**# of Hours Open**	**# of Days Open**	**Fee/Hour ($)**	**Parking Utilization Rate**	**Revenue**	**Transaction Fees (every 2 hours)**	**Net Revenue**
40'-50'	3	17	155	$ 3.00	0.1	$ 2,371.50	$ (177.86)	$ 2,193.64
32'-40'	5	17	155	$ 3.00	0.1	$ 3,952.50	$ (296.44)	$ 3,656.06
22'-32'	7	17	155	$ 3.00	0.1	$ 5,533.50	$ (415.01)	$ 5,118.49
6'-22'	3	17	155	$ 3.00	0.1	$ 2,371.50	$ (177.86)	$ 2,193.64
6'-22'' (existing slips)	2	17	155	$ 3.00	0.1	$ 1,581.00	$ (118.58)	$ 1,462.43
							Total	**$ 14,624.25**

Broadway Docks (10% Parking Utilization Rate)								
Size of Boat	**# of Docks**	**# of Hours Open**	**# of Days Open**	**Fee/Hour ($)**	**Parking Utilization Rate**	**Revenue**	**Transaction Fees (every 2 hours)**	**Net Revenue**
40'-50'	3	17	155	$ 3.00	0.1	$ 2,371.50	$ (177.86)	$ 2,193.64
32'-40'	7	17	155	$ 3.00	0.1	$ 5,533.50	$ (415.01)	$ 5,118.49
22'-32'	15	17	155	$ 3.00	0.1	$ 11,857.50	$ (889.31)	$ 10,968.19
6'-22'	4	17	155	$ 3.00	0.1	$ 3,162.00	$ (237.15)	$ 2,924.85
							Total	**$ 21,205.16**

Total Proposed Revenue	**$ 35,829.41**

Depot Docks (15% Parking Utilization Rate)								
Size of Boat	**# of Docks**	**# of Hours Open**	**# of Days Open**	**Fee/Hour ($)**	**Parking Utilization Rate**	**Revenue**	**Transaction Fees (every 2 hours)**	**Net Revenue**
40'-50'	3	17	155	$ 3.00	0.15	$ 3,557.25	$ 266.79	$ 3,290.46
32'-40'	5	17	155	$ 3.00	0.15	$ 5,928.75	$ 444.66	$ 5,484.09
22'-32'	7	17	155	$ 3.00	0.15	$ 8,300.25	$ 622.52	$ 7,677.73
6'-22'	3	17	155	$ 3.00	0.15	$ 3,557.25	$ 266.79	$ 3,290.46
6'-22'' (existing slips)	2	17	155	$ 3.00	0.15	$ 2,371.50	$ 177.86	$ 2,193.64
							Total	**$ 21,936.38**

Broadway Docks (15% Parking Utilization Rate)								
Size of Boat	**# of Docks**	**# of Hours Open**	**# of Days Open**	**Fee/Hour ($)**	**Parking Utilization Rate**	**Revenue**	**Transaction Fees (every 2 hours)**	**Net Revenue**
40'-50'	3	17	155	$ 3.00	0.15	$ 3,557.25	$ 266.79	$ 3,290.46
32'-40'	7	17	155	$ 3.00	0.15	$ 8,300.25	$ 622.52	$ 7,677.73
22'-32'	15	17	155	$ 3.00	0.15	$17,786.25	$ 1,333.97	$ 16,452.28
6'-22'	4	17	155	$ 3.00	0.15	$ 4,743.00	$ 355.73	$ 4,387.28
							Total	**$ 31,807.74**

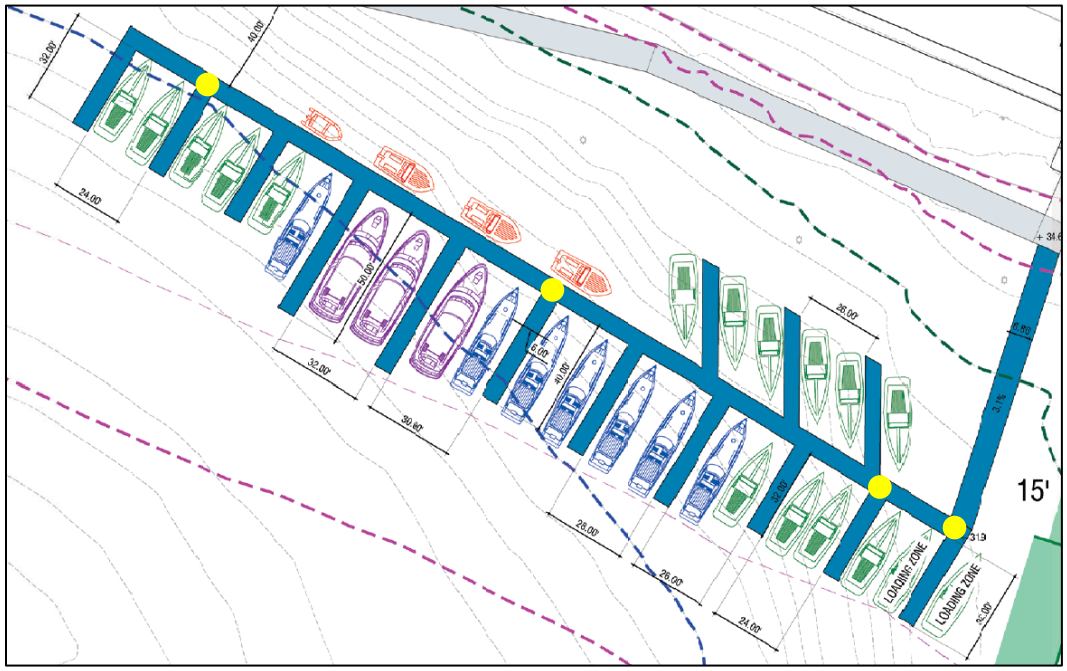
Total Proposed Revenue	**$ 53,744.12**

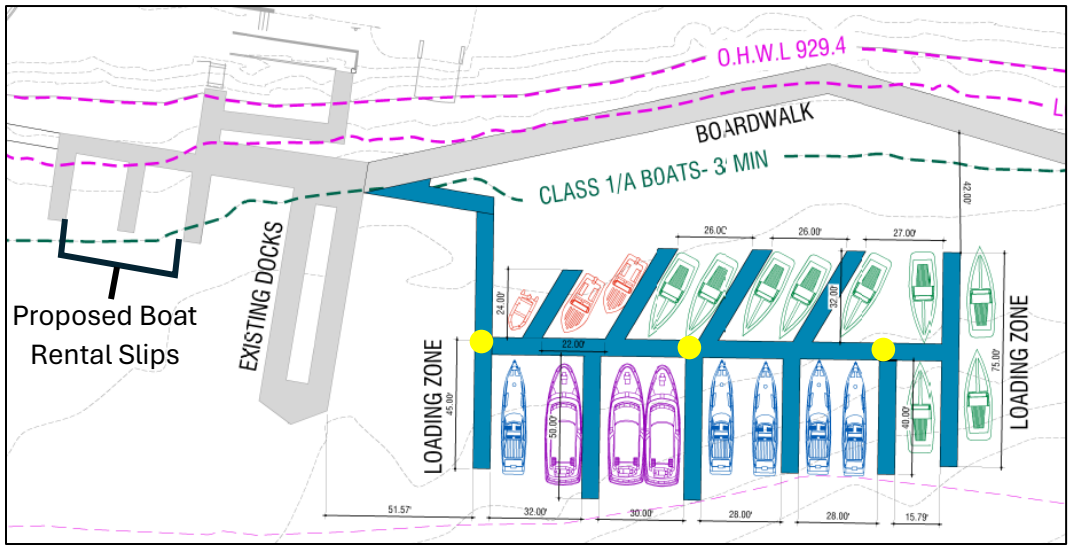
- Dockmasters
  - There is currently $20,000 budgeted for dockmasters in 2024.
  - Dockmaster schedule:
    - Thursday and Friday – 3:00pm – 9:00pm
    - Saturday and Sunday – 10:00am – 3:30pm and 3:30pm – 9:00pm
  - In past years, there has been one dockmaster at the Depot Docks and two dockmasters at the Broadway docks.
    - The Depot Docks will likely be busier with the addition of the lakewalk and pedestrian improvements made to Lake Street with Panoway Phase 1. This may require an additional dockmaster at the Depot Docks in future years, which could be reviewed after the first year of operations.

- Hourly Paid Parking System
  - Staff and the Panoway District Committee recommend an hourly paid parking system.
  - The hourly paid parking system is recommended since it creates comprehensive parking data that can be reviewed, there is no administration time required once the system is set up, and enforcement can be completed easily when needed.

- Signs
  - Staff recommend installing 12x18 signs that are city-branded at the locations shown in the maps below in yellow.
  - Another option is to put out a sandwich board sign during the busy days/hours when the dockmasters are at the docks.
  - Park Mobile would provide the signs for free when the parking system is set up.
  - The preferable locations for the signs would be at the main entrance/exit to the boat slips along with additional signs located at the end and halfway down the boat slips. These locations provide the best option to educate the docks users on the paid parking system when they park.

- There will not need to be any signs or numbers at each individual slip location since the payment is based on the boat's license plate number. However, this could be an option to explore after the first year of enforcement is reviewed for improvements.





- Other City Examples
  - St. Petersburg, Fl
    - St. Petersburg utilizes numbers at each individual slip and allow transactions via a kiosk.
  - La Crosse, WI
    - La Crosse has transient boat slips that have 10 boats maximum.

- They receive approximately $4,000 - $5,00 per year.
- No enforcement is performed at these docks, so they work with the honor system for payment.
- They require $10 for every 3 hours parked at the docks.

ParkMobile®

Powering Smart Mobility for Wayzata, MN

February 2024

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ParkMobile®

COMPANY OVERVIEW

ParkMobile

Our mission is to power **smart mobility**
for every driver and vehicle, **everywhere**.

We do this by creating innovative solutions that connect parking and mobility ecosystems, thereby **eliminating friction** **and** **maximizing convenience** **and** **efficiency**.

PARKMOBILE BY THE NUMBERS

60 Million+
USERS NATIONWIDE

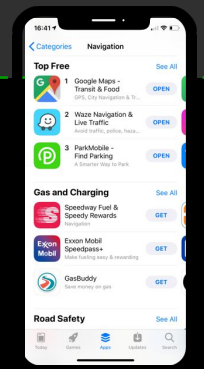
15 Million+
MONTHLY TRANSACTIONS

500+
CITIES & MUNICIPALITIES

47
OF THE TOP 100 CITIES

25+
AIRPORTS

150+
UNIVERSITIES



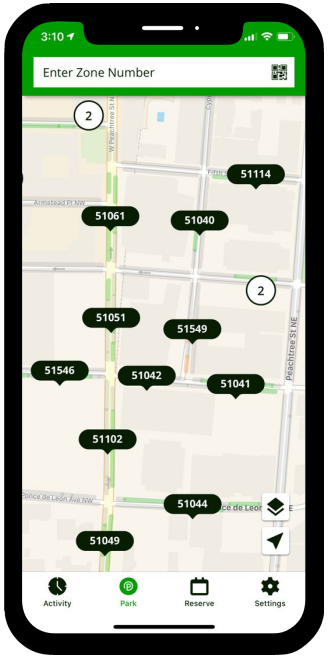
- **Ranked #3** in the Navigation category of the app store only behind Waze and Google Maps
- Adopted by over **1 in 11 U.S. drivers**
- 25% of users engage with the app as they **travel to different markets**

ParkMobile®

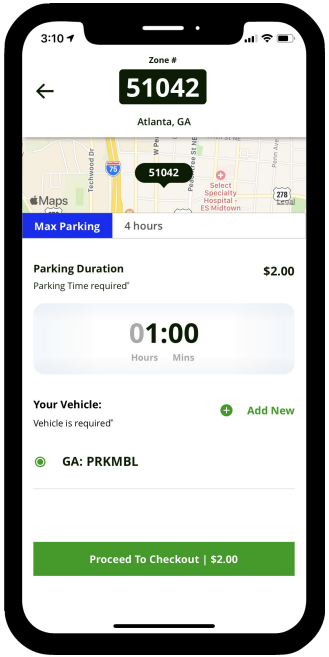
ParkMobile On-Demand / Zone Parking

Quickly find and pay for parking with a feature-rich mobile app

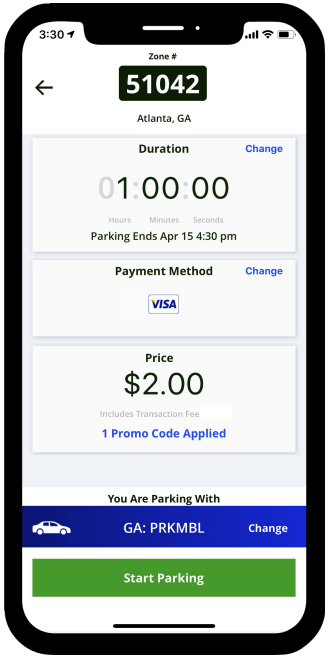
Register or Login



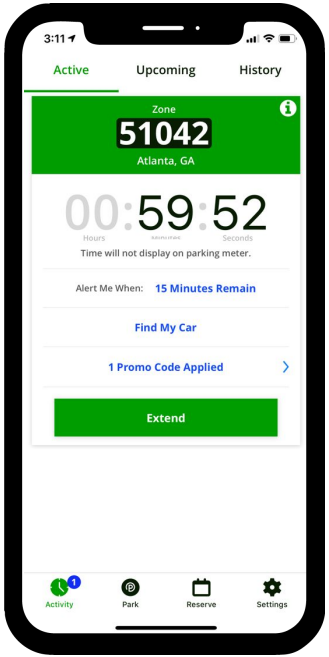
Select or Enter ParkMobile Zone



Choose Parking Time, Vehicle and Payment Method



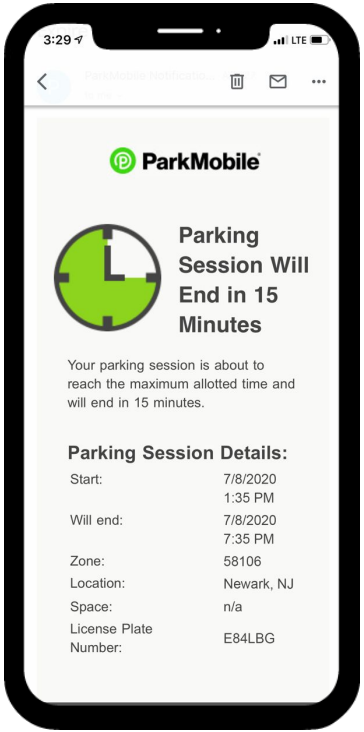
Confirm Information and Start Parking



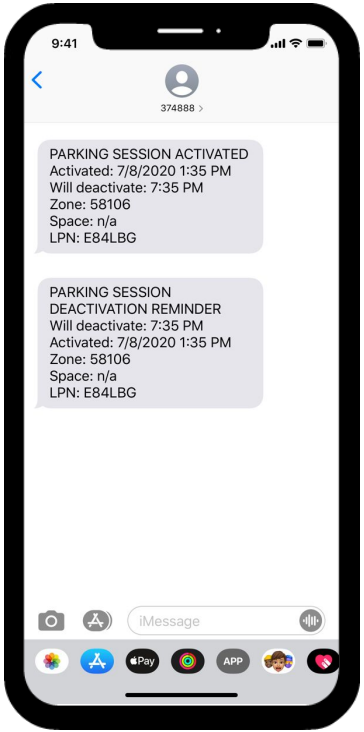
Know how much time you have left. Extend time remotely

Parking Expiration Notifications Reminder

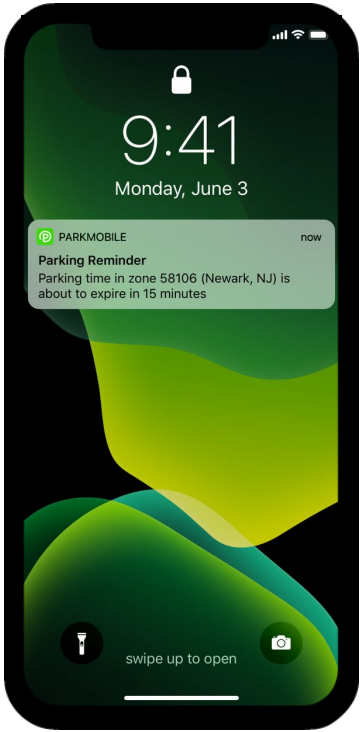
Email



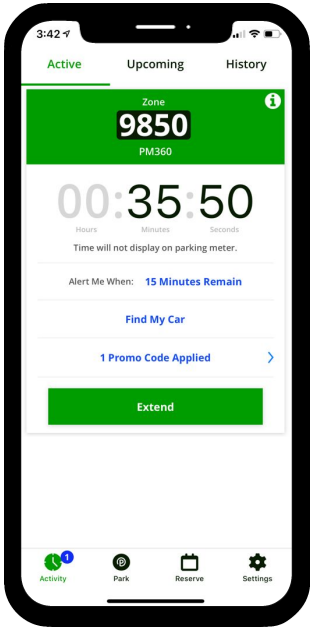
SMS Text



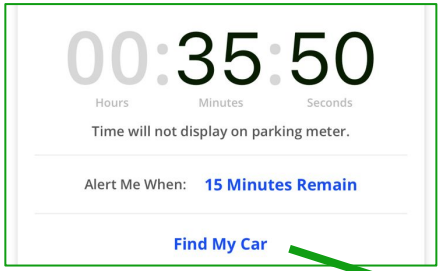
In- App Notifications



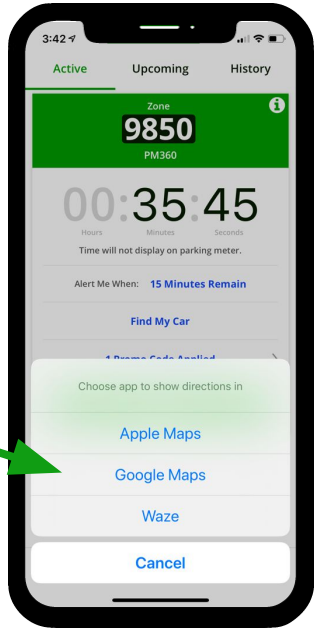
‘Find My Car/Boat’ Offers Walking Directions Back to Parked Vehicle



Active Parking Session



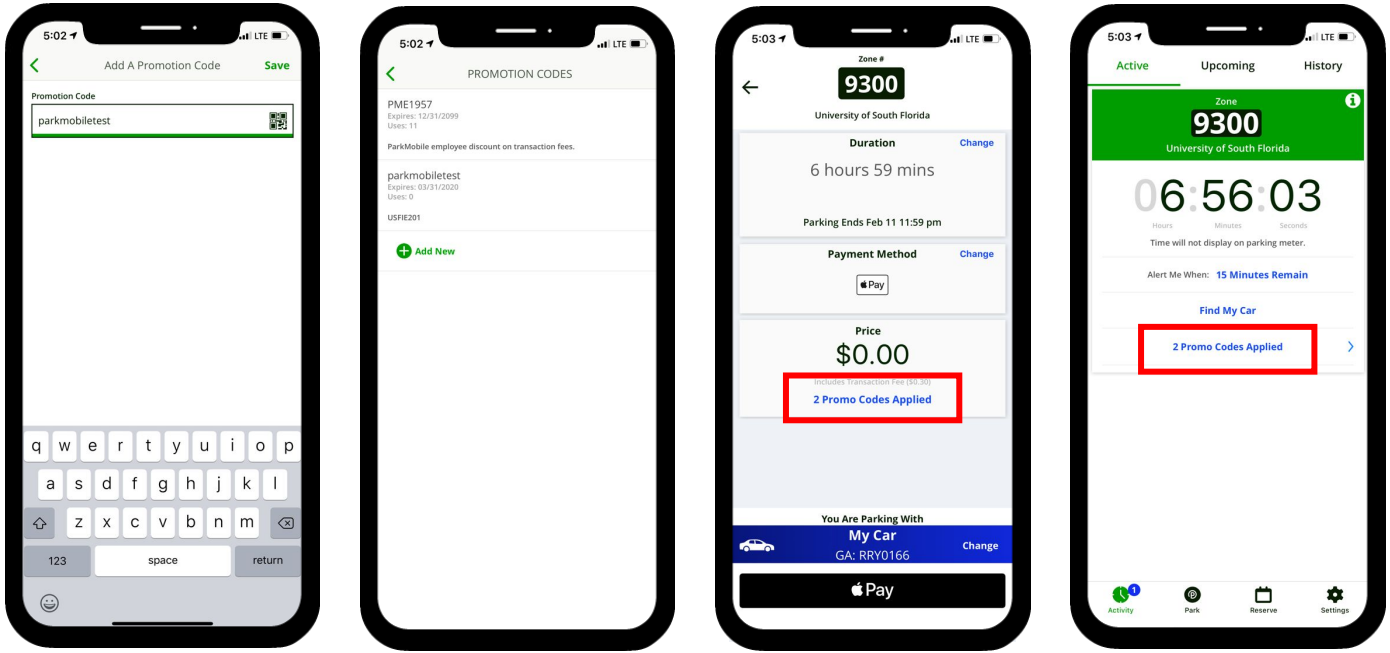
Find My Car/Boat



Get Walking Directions back to Car/Boat

Seamless Promo Codes and Validations

With ParkMobile, merchants that operate within your parking location can easily purchase validation codes that offer their customers discounted parking sessions when paying through the app.



ParkMobile®

ParkMobile Gives More Options for Contactless Payments

ParkMobile is the #1 parking app in the US, with flexible ways to pay for any parking scenario.

Pay by App

Full-featured app

Pay by Web

Lightweight mobile web experience

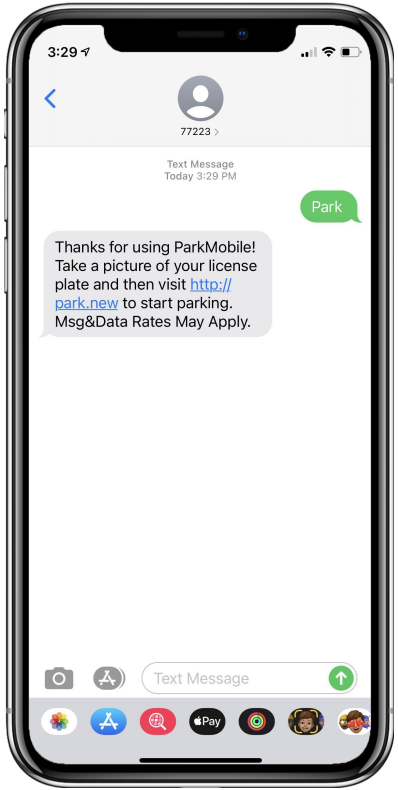
Pay by Text

Text the number posted on the signs

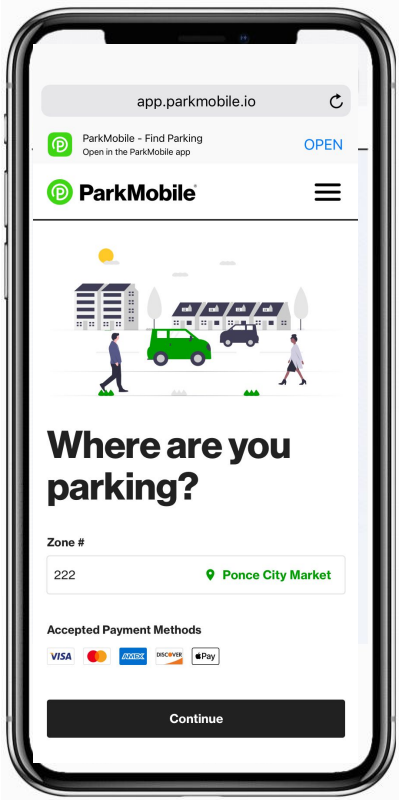
Create A Consistent Customer Experience Across Your Whole Operation

Making it Easier to Park and Pay

Scan to Park



Text to Park



Guest Checkout

Payment Options for All Users

- ParkMobile supports most major payment methods as merchant of record including popular digital wallets like Apple Pay
- The ParkMobile Wallet offers a preloaded account option.
- Unbanked and underbanked users have the option to load a debit card in PayPal.
- Drivers without smartphones can call in payments via IVR

Boat Ramp Parking

ParkMobile®

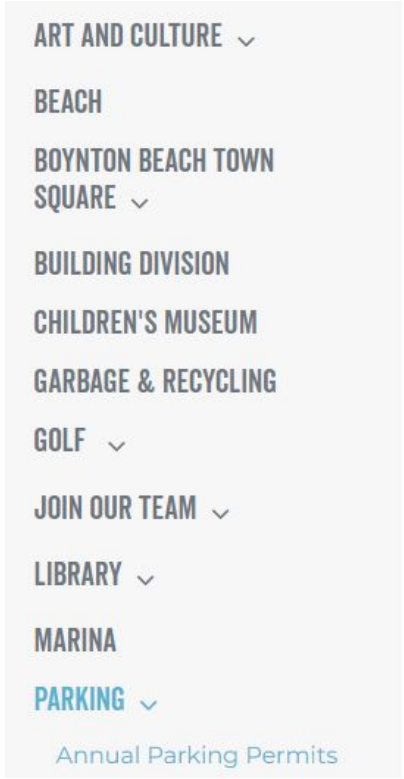
Boat Ramps & Docks Using ParkMobile Across the U.S.

- La Crosse,WI
- Rogers City, MI
- New Orleans, LA
- Burlington, VT
- Charlotte County, FL
- Cleveland, OH

Operational Considerations:

- Different Zone/Rate for Vehicles with Trailer or Based on Trailer size
- Hourly vs. Daily Flat Fees
- Weekly/Monthly/Annual Access Permits
- General Parking vs Boat Slip Parking
- Resident Discounts

Pricing Reference: Boynton Beach



These parking rates are effective October 1, 2020. Annual permits may be purchased beginning September 21, 2020.

Harvey E. Oyer Jr. Park
2010 N Federal Hwy, Boynton Beach, FL 33435

- $1.50 per hour or
- Daily max rate of:
  - Weekday | $10 per day
  - Weekend | $25 per day (24 hours)

Please note that parking fees apply only to boat trailer parking spaces only.

Weekday = Monday - Thursday
Weekend = Fri. , Sat. , Sun., & Holidays

Boynton Beach Oceanfront Park
6415 N Ocean Blvd, Ocean Ridge, FL 33435

- $1.50 per hour (7 am– 9 pm)

Pricing Reference: Bay Area General Parking

City	Parking Rate
St. Petersburg	Between $1/hr - $8/hr
St. Pete Beach	$3.25/hr or $15/day
Clearwater	Beach: $3/hr, Downtown: $.50/hr
Tampa	$2.50/hr
Sarasota	$1.50/hr with a few areas at $1/hr
Treasure Island	$2/hr
Lakeland	$1/hr

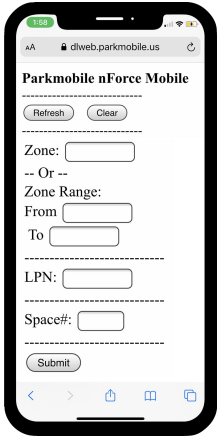
OPERATIONS & ENFORCEMENT

ParkMobile®

ParkMobile Operational Overview (On-street & Ungated Lots)

Signage

Signs in paid parking areas instruct drivers to pay with ParkMobile. Customized stickers are installed on meter equipment where applicable.



Enforcement

Enforcement staff can view real-time lists of paid vehicles. Citations can be issued with paper tickets or enforcement systems. Integrations are available with smart meters or enforcement systems.

Reporting & Rate Management

Staff uses visual back end dashboard to manage rates, monitor performance, and automate routine reporting.

ParkMobile® 360

Rate Management and Analytics

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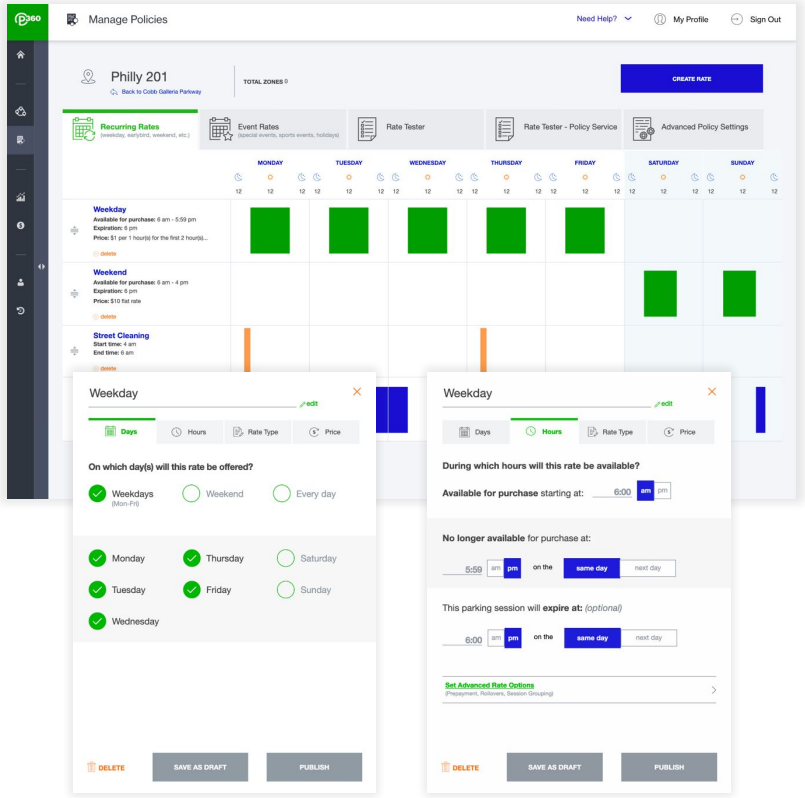
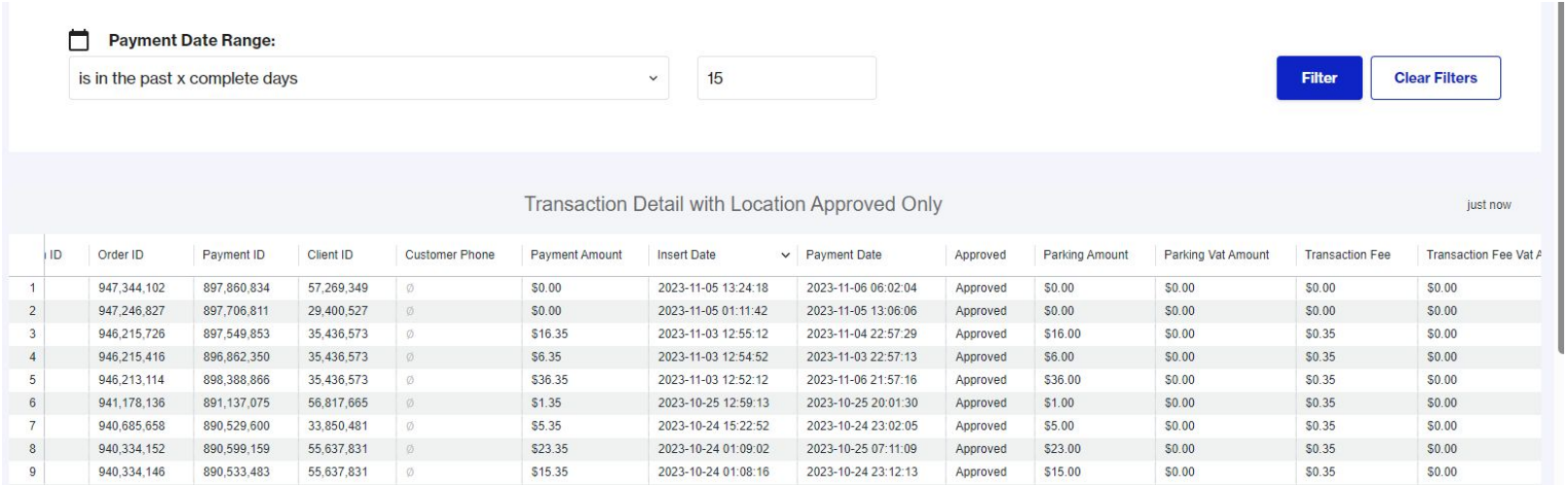
ParkMobile 360 Rate and Policy Management

- **Calendar View:** ParkMobile 360 shows daily, weekly and monthly calendar views of all parking policies, making it easy to visually see all parking rates and make the necessary adjustments.
- **Rate Creator:** A user can quickly create rates for specific days, weeks or months. If there's a festival, street cleaning or a weather event, a user can just change and update rates across different locations.
- **Policy Management Across Locations:** Complete view of rates and policies across multiple locations. A user can quickly apply policies from one location to another without having to rebuild a location's rate structure.
- **Rate Tester:** Before pushing out a rate change, test that rate to make sure it is working properly and avoid any potential customer service issues.



ParkMobile 360 Reporting



Payment Date Range:

is in the past x complete days

15

Filter | Clear Filters

Transaction Detail with Location Approved Only — just now

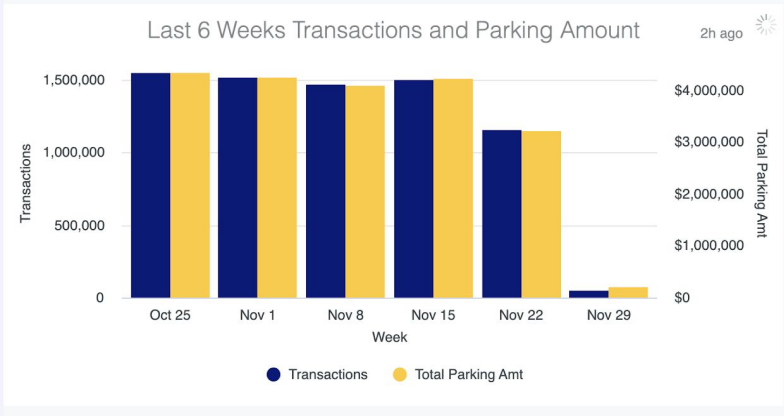
	ID	Order ID	Payment ID	Client ID	Customer Phone	Payment Amount	Insert Date	Payment Date	Approved	Parking Amount	Parking Vat Amount	Transaction Fee	Transaction Fee Vat A
1		947,344,102	897,860,834	57,269,349	∅	$0.00	2023-11-05 13:24:18	2023-11-06 06:02:04	Approved	$0.00	$0.00	$0.00	$0.00
2		947,246,827	897,706,811	29,400,527	∅	$0.00	2023-11-05 01:11:42	2023-11-05 13:06:06	Approved	$0.00	$0.00	$0.00	$0.00
3		946,215,726	897,549,853	35,436,573	∅	$16.35	2023-11-03 12:55:12	2023-11-04 22:57:29	Approved	$16.00	$0.00	$0.35	$0.00
4		946,215,416	896,862,350	35,436,573	∅	$6.35	2023-11-03 12:54:52	2023-11-03 22:57:13	Approved	$6.00	$0.00	$0.35	$0.00
5		946,213,114	898,388,866	35,436,573	∅	$36.35	2023-11-03 12:52:12	2023-11-06 21:57:16	Approved	$36.00	$0.00	$0.35	$0.00
6		941,178,136	891,137,075	56,817,665	∅	$1.35	2023-10-25 12:59:13	2023-10-25 20:01:30	Approved	$1.00	$0.00	$0.35	$0.00
7		940,685,658	890,529,600	33,850,481	∅	$5.35	2023-10-24 15:22:52	2023-10-24 23:02:05	Approved	$5.00	$0.00	$0.35	$0.00
8		940,334,152	890,599,159	55,637,831	∅	$23.35	2023-10-24 01:09:02	2023-10-25 07:11:09	Approved	$23.00	$0.00	$0.35	$0.00
9		940,334,146	890,533,483	55,637,831	∅	$15.35	2023-10-24 01:08:16	2023-10-24 23:12:13	Approved	$15.00	$0.00	$0.35	$0.00

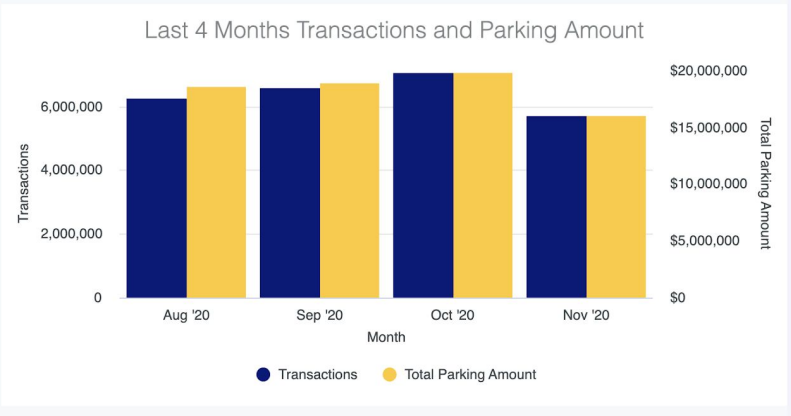
Financial reports in PM360 clearly show:

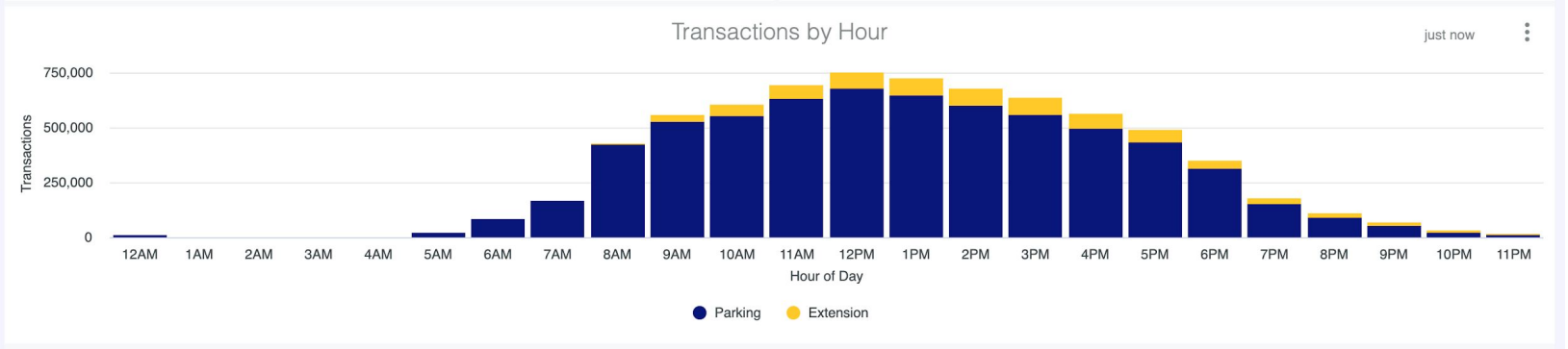
- Payment Amount
- Parking Amount
- Transaction Fee.

Performance Summary

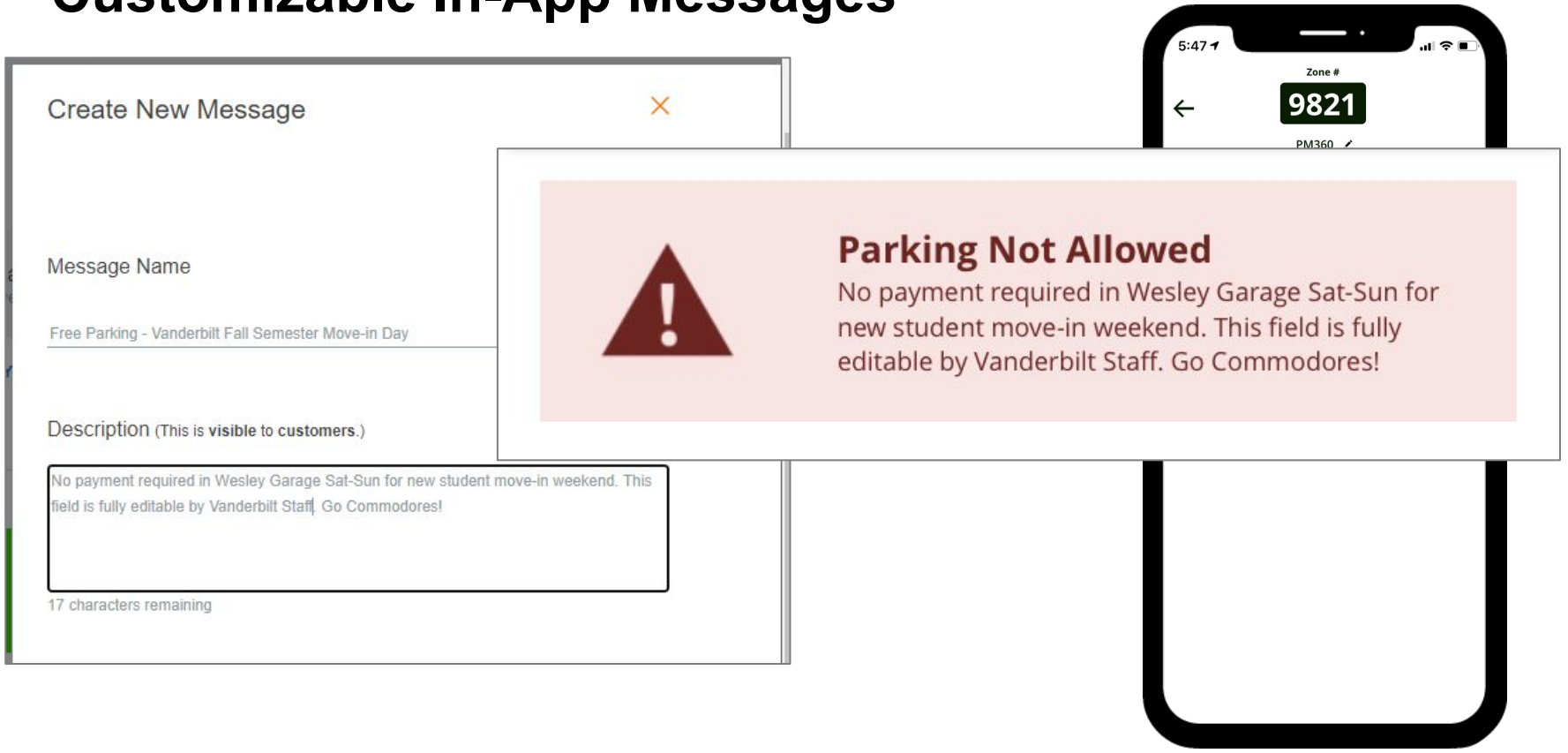
Drill Down: Months > Weeks > Hours







Customizable In-App Messages

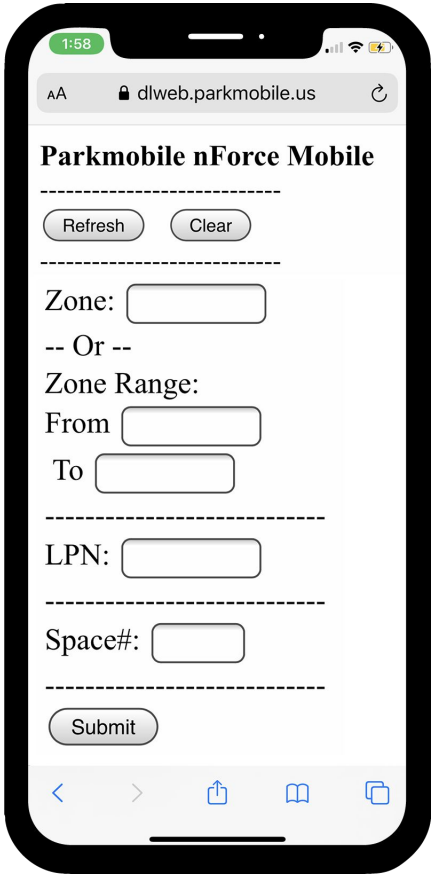


Enforcement with ParkMobile nForce

ParkMobile nForce enables your enforcement team to check that the vehicles parked on-street or in lots have paid for parking. Your enforcement team can use this solution in the field to verify parking payment prior to issuing a citation or other penalty.

ParkMobile nForce can be accessed via any internet-enabled mobile device. It will show all active ParkMobile parking sessions in real-time.

If you use another enforcement solution that integrates with ParkMobile, you may not need access to ParkMobile nForce. In these cases, nForce serves as a backup for your primary enforcement solution.

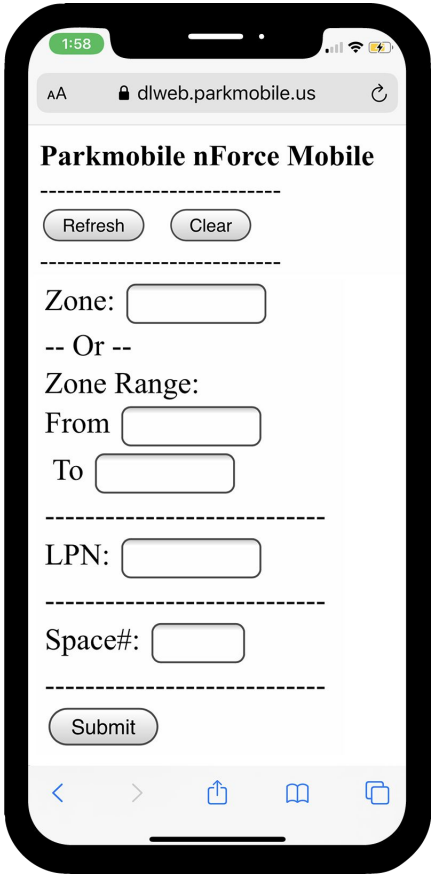


How to Verify Vehicle Parking Payment

Once logged in to ParkMobile nForce, you have several search options to verify vehicle payment:

1. **Zone:** This will show you all the vehicles that have paid to park in a specific zone.
2. **Zone Range:** This will show you all the vehicles that have paid to park across multiple zones.
3. **License Plate Number (LPN):** This will show you if a vehicle with a specific license plate number has paid for parking.
4. **Space Number:** For pay by space locations, this will show you if a vehicle has paid for parking in a specific space. Note, you will also need to enter the zone number for the location in addition to the space number.

All of the data in ParkMobile nForce is generated in real-time so your enforcement team should always have the latest information on the active parking sessions in a location. Enforcement personnel should frequently refresh ParkMobile nForce to ensure the information is always up-to-date.



Implementing Paid Parking

ParkMobile®

Recent ParkMobile Deployments and their Plans

- Starkville, MS
- Fayetteville, NC
- Rock Hill, SC
- Amarillo, TX

Common Tasks Prior to Launching

- Engaging local businesses that could be affected
- Allow chance for public commentary
- Have clear goal/mission for new revenue
- Offer Resident Discounts
- Allow Business Validations/Promo Codes
- Offer First Hour Free
- Determine Enforcement Plan: (ex. Citation, Towing, Booting)
- Determine Rate Structure
- Set a Date for Launch/Provide Grace Period

ParkMobile's Implementation Includes:

- Prepared written press release
- Provide email/push notifications announcing the city is using ParkMobile to our users in regional geofence
- Provide all set up at no cost
- Provide all training (operational/enforcement) at no cost
- Provide a fully functional enforcement platform at no cost
- Provide a fully functional operational platform at no cost
- Provide all necessary signage on site at no cost (City will need to install signs)
- Provide marketing tools/logos/how-to videos and instructions for website usage at no cost
- Provide 24/7/365 customer service phone number/chat feature in English and Spanish
- Deploy in 45 days

ParkMobile Fee: $.45/transaction added to your rate to the user. (ex. If your parking rate is $5, the customer would pay $5.45)

SIGNAGE

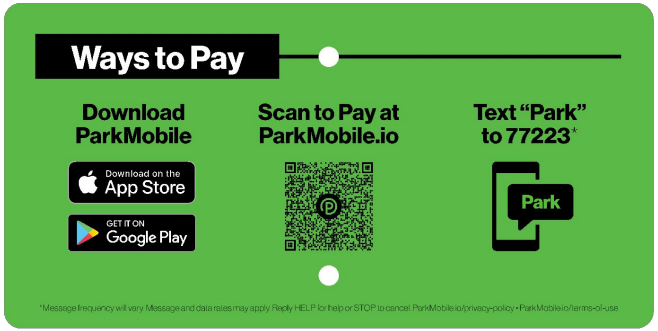
ParkMobile

What is Signage?

Signage includes permanent signs, stickers, and can even include temporary signage like A-frames. It includes any visualizations that help drive awareness and adoption of mobile payment as an option.

12x18 Sign

Rider to Place Under Existing Sign



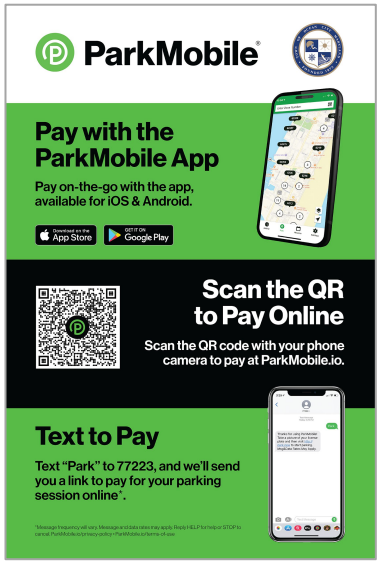
Rider sticker to go below Multispace Meters (e.g. 8”x12”)

On-Demand Signage

18x24 Sign

24x36 A-Frame

24x36 "Perks" A-Frame



28x44 "Windmaster"

Customized Signage & Decals for Ungated Parking

Hard signage for on and off-street paid parking areas

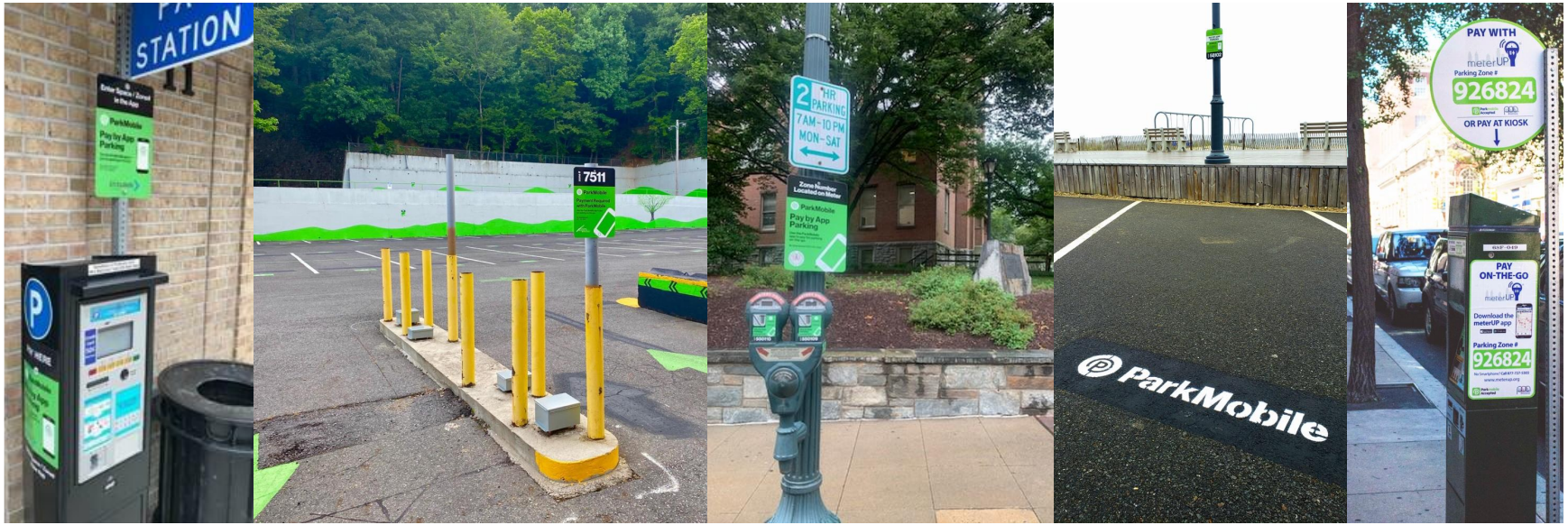
Customized decal stickers for multi-space meters

Customized decal stickers for single-space meters

High Impact Signage

Research shows signage is the #1 way people learn about ParkMobile

ParkMobile works closely with clients to deploy high impact signage around parking spots



Thank You
ParkMobile®

PROPOSAL | PARKING MANAGEMENT SOFTWARE SOLUTIONS

City of Wayzata, MN

Boat Slip Transient & Seasonal Permit Parking

February 2, 2024

Tim Hoppenrath, CPP
Market President, Minnestoa
thoppenrath@premiumparking.com

Chester Escobar
Vice President
cescobar@premiumparking.com

Ben Montgomery
President
bmontgomery@premiumparking.com

PREMIUM PARKING

601 Poydras Street Suite 1500 New Orleans, LA 70130

The Premium Parking Solution.

Challenge: Collecting hourly boat slip parking fees while minimizing labor costs.

Premium's Solutions: Mobile Payments | Compliance & Enforcement | Seasonal Permit Management | Digital Validations | Real-Time KPI Reporting & Client Access

Deliverables: SAAS License - Location Webpage & Backend Setup, Mobile Payments, Permit Marketing, Sign Design & Procurement, Client Operator Dashboard Login Access & Support.

Implementation Plan: Premium to work with City administrators on the installation of payment instructional signs, & compliance warning signs. Boat parking fees can be structured based on the size of the boat slip.

Nick's Q&A

Enforcement - How would be the best way to enforce the parking system?

Premium offers multiple options for enforcement. 1. On-foot patrols and vessel registration scans with citation issuance, but there is labor costs associated with this method. 2. Premium's patented GLIDE Eye LPR Camera enforcement will flag vessels who violate the paid parking policy, then mail citations to the owners address for collection of parking fee and violation fine.

Signage - Where would signage be located? They want signage to be as minimal as possible, but still visible for people to know they need to pay.

See example at end of proposal.

Pay Hourly vs. Seasonal Permit - Would a seasonal permit work better compared to pay hourly? What are the pros and cons of each?

Our system can offer both options and manage the permit sales through your location webpage, included in our pricing model.

Operation - How does the app, text-by-pay, etc. actually work?

Camera Pay Video Link - Parking Payment Solutions | Premium Parking

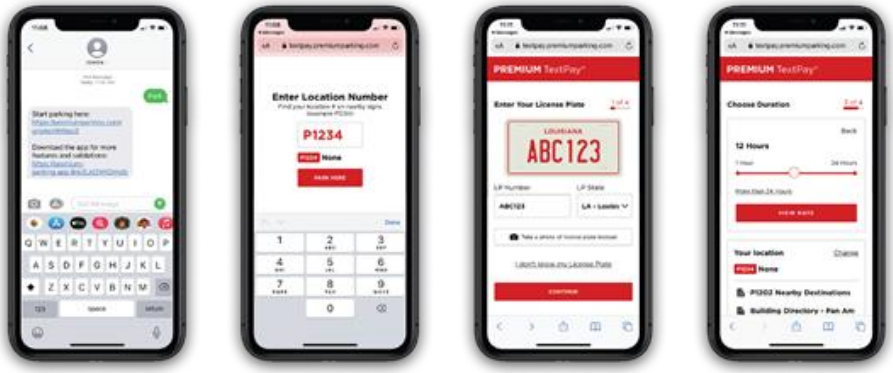


Figure 1-Text Pay Workflow

Text P1234 to 504504>Click Link>Enter Location>Enter Plate>Select Session Time>Pay with CC, Apple or Google Pay

Cost - We have talked to other parking system companies, and it seems that Premium Parking costs the most. The other companies require a cost of ~.35 per transaction and we seem to get all the same features/amenities. Is there a reason that Premium Parking costs more?

We were under the impression you wanted a single-source software solution for mobile payments that do not require downloading an app, cloud permit management, validations, LPR enforcement & collections, access to real-time reporting, pay machine integrations if needed, virtual account management support, and a location webpage to provide the public with parking information.

If our competitors will do all this for $.35/session, go for it, but remember the saying, "you get what you pay for". You can buy a Ford Focus and hope if does the job, or you can pay a little more for the Mustang which is a proven product that's been operating for well over 10 years like Premium has in the in the tech space.

If you just want a mobile payment solution and signs, we can match their pricing for a basic package. The transaction fee, permit fee, and citation collections fee are all added to the base fees the city would charge, so it's not impacting your revenues.

Base Software Fee to Premium:
$100/month + 10% of Revenue Collected (50% Discount)
Transaction Fee to Premium:
$0.35/transaction
Cloud Permit Management Fee to Premium:
$2.00/annual permit
Citation Collections Fee to Premium:
$3.00/collection administration fee

Revenue - What is the estimated revenue from implementing this type of system? (this can be more on our end to estimate).

Our LPR Camera supplier lives in Wayzata, and he said it gets very busy on the lake in town.

6 Months or 180 Days X 51 slips X 4 turnovers/day X Average Session Price of $5.00 = $183,600

Examples - Are there any examples that we can show in this proposal?

See photos at the end of this proposal.

Best regards,

Tim Hoppenrath, CPP
Market President, Premium Parking
E: thoppenrath@premiumparking.com
D: (843) 261-4152
W: www.premiumparking.com/glideparcs

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Digital Presence + Marketing. 4

Products + Payments. 5

Cloud Permits®. 6

Parking Compliance. 7

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Deliverables Overview.

	Products & Services	Description
	Digital Presence + Marketing	Driving demand to you with digital-first marketing strategies.
	Products + Payments	Making parking simple with easy-to-use payments your customers want.
	Monthly Permit Parking	Managing your monthly and contract parkers and agreements with ease.
	Parking Compliance	Streamlining policy management with complete visibility and control over your parking assets.
	Virtual Parking Management	Keeping your boat parking operations running smoothly 24/7/365.

Premium Methodology + Approach.

Better modern parking management solutions from the ground up.

Scan to view

Premium's parking management platform was developed from the ground up to provide customers with a modern convenient parking experience. For over a decade we have been designing, building, and managing world-class parking operations, so we know that the right solution has to be delivered for owners and operators as well. Our approach combines the best of mobile technology, robust cloud infrastructure and artificial intelligence to deliver the smartest parking solution for properties everywhere.

GLIDEPARCS®: Full-stack Parking Management Platform

GLIDEPARCS® is our full-stack parking management platform that centrally controls all aspects of a commercial parking operation. It is the cloud-based "hub" for all parking revenue collection and transaction data, serving as the consolidated warehouse for all parking data for a client's parking program.

Our management system combines best practices with modern parking trends into one holistic system, allowing us to offer the most complete parking solution in the industry. With our system, we drive demand at our facilities using our marketing and dynamic pricing, offering a variety of convenient mobile and traditional payment methods to our visitors with integrated systems for compliance checks. With this proven revenue control and management system, our team can focus on maximizing the property's full revenue potential. The result is a more enjoyable parking experience for all guests and a more profitable, efficient boat parking operation.

Professional Staffing for an Exceptional Customer Experience

Premium prides itself on its people and the ability to attract talent to execute on the company vision. As leadership begins at the top of every institution, our CEO sets the bar high for our organization by embracing the needs of our clients and listening attentively to the unique goals & objectives of each agency we serve. This approach allows Premium to assign qualified personnel to key aspects of the operation that can help the agency achieve its goals, delivering true value that mutually aligns all stakeholders.

Digital Presence + Marketing.

Driving demand to you with digital-first marketing strategies.

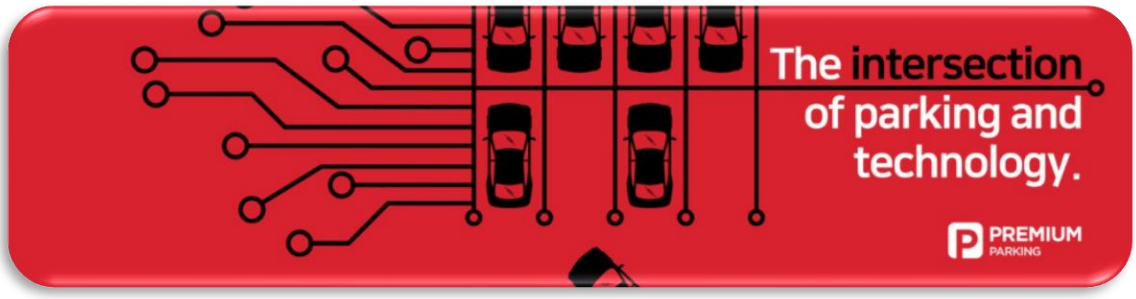
Digitization, Wayfinding + Marketing

Premium recognizes the gap between finding and discovering parking in advance a trip, and clearly locating the facility and space upon arrival. Connecting these two is our top priority to create a modern parking experience from parking guides, mapping platforms, to signage on location. We make finding parking easier and enable seamless transactions for your customers.

Scan to view

Features:

- Robust Digital Presence
- Online Reservations Engine
- Mapping Platforms
- City Guides with Venues & Attractions
- SEO Campaigns (Search Engine Marketing)
- Custom Branding (Optional)



Products + Payments.

Making parking simple with easy-to-use payments for your customers.

A Robust Mobile Payment Suite for Every Type of Parker

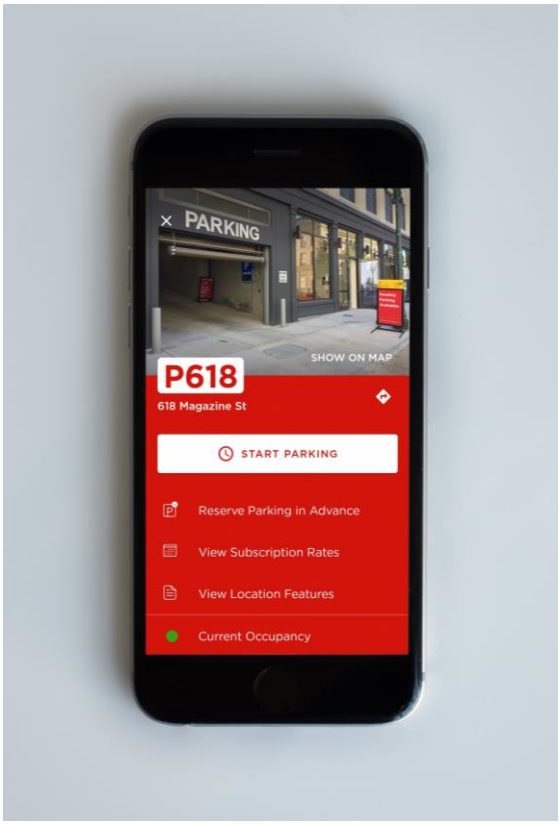
Scan to view

At Premium Parking, we make parking simple by meeting every type of customer digitally and in the moment unlocking limitless potential, and new products and services.

With our #1 rated parking operator app, we make the process of finding and paying for parking a breeze so that when people visit your area, they can park, pay, and quickly get to their destination.

Features:

First-time Parkers	TextPay	+	On-Demand
Frequent Parkers	App	+	On-Demand
Traditionalists	Pay Machine	+	On-Demand
Planners	Website	+	Reservation
Regulars	Website	+	Subscriptions
Offices & Tenants	Business Account	+	Subscriptions
Customers & Guests	Visitor Kiosk	+	Validations



Cloud Permits®.

Managing your monthly and contract parkers and agreements with ease.

Upgrading your Monthly Contract Parking with Digital Permits

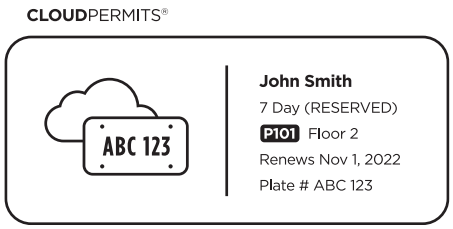
We have built a modern parking platform that is intuitive and easy to use. Cloud Permits removes repetitive or manual administrative tasks.

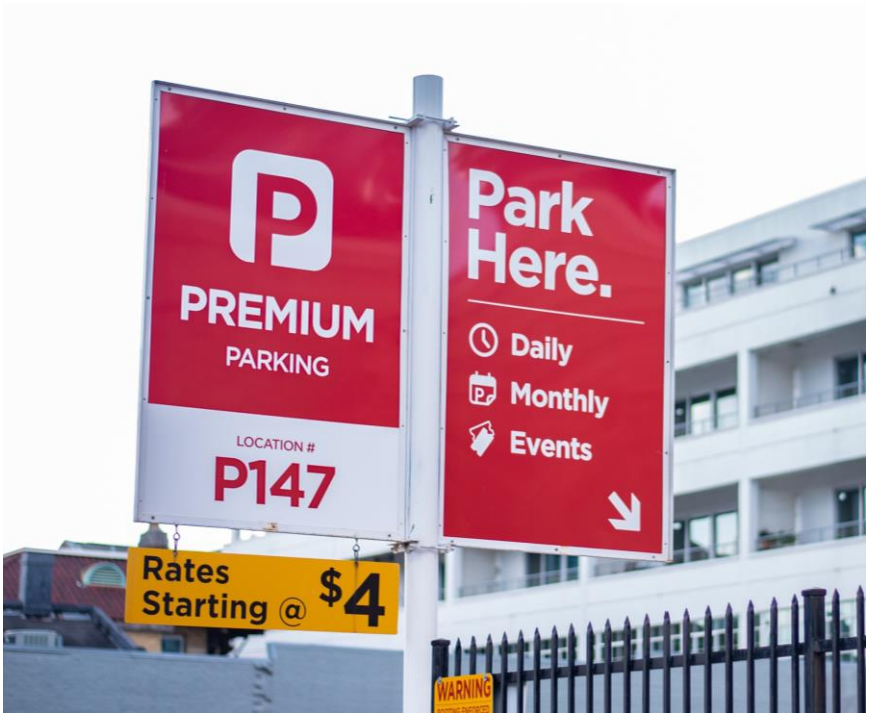
Adding and managing your monthly parkers is as simple as adding their name, email and choosing their plan. The parker will receive an email to activate their own account.

Scan to view

Features:

- Digital permits for monthly/contract parking
- Eliminates key fobs, hang tags or proximity cards
- 24/7 remote access to turn parking access on/off
- Custom space assignments
- Flex permits (custom dates)





Parking Compliance.

Complete visibility and control over your facility's unique parking policies.

Scan to view

With Premium, the GLIDEPARCS Enforcement platform is driven by the license plate. It gives you live visibility into the performance of the parking facility, leading to new levels of control and increased revenue.

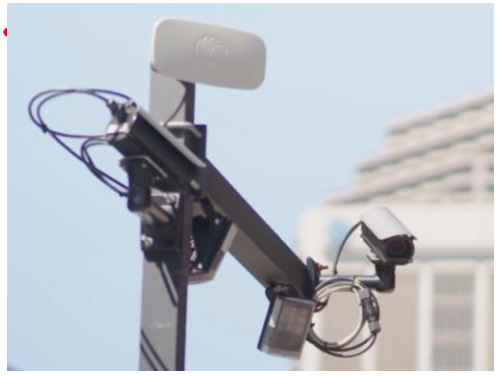
With the photo recognition feature of our Enforcement App, our Compliance Agents can check an entire facility in less time and greater accuracy.

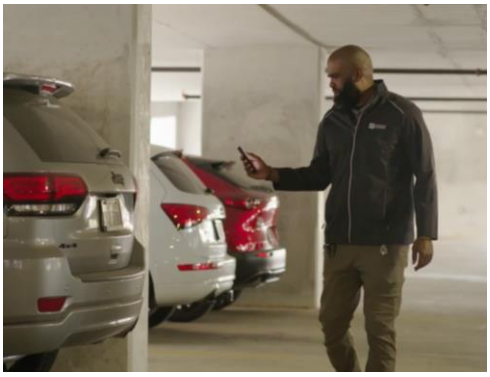
GLIDE Eye LPR®

- License Plate Recognition (LPR)
- 24/7 parking enforcement
- Know the moment people enter
- Automatically issue citations/parking invoices
- Instantly check permits, daily parkers, and validation
- Real-time data insights on parking usage

GLIDEPARCS® Enforcement App

- 100 % customizable rules
- Flexible time limits
- Control down to the space
- Plate driven
- Live visibility
- Photo recognition
  - Identify parkers
  - Verify permits, paid sessions + zone approvals





About Premium.

Our History: "A Clean, Friendly, Efficient Place to Park"

Founded in 2005 in New Orleans, Louisiana, Premium grew to be the largest operator in New Orleans, fueling the city's growth and recovery post Hurricane Katrina. We invested our growth building our own iOS App in 2013, introduced a 24/7/365 Customer Service Center in 2015, developed app-less TextPay solution and Cloud Permit management in 2017, and finally, we have bundled our tech into a full stack PARCS software platform, called GLIDEPARCS. Today we have the #1 Parking Operator App in the industry, have 4.5+ Million monthly active users and are 100% gateless in over 60 markets, with over 750+ locations.

Unparalleled Operational Experience

When you partner with us, you will be implementing an unrivalled product that offers not just an unmatched customer-focused experience, but also a significant cost savings and proven innovation to drive your parking operations forward.

MARKETS	LOCATIONS	% OF PAYMENTS VIA MOBILE	TEAM MEMBERS
65	950+	79%+	750

Trusted by these industry leaders:

OKLAHOMA STATE PARKS

City of Memphis

TARGET

Brookfield Properties

Hilton HOTELS & RESORTS

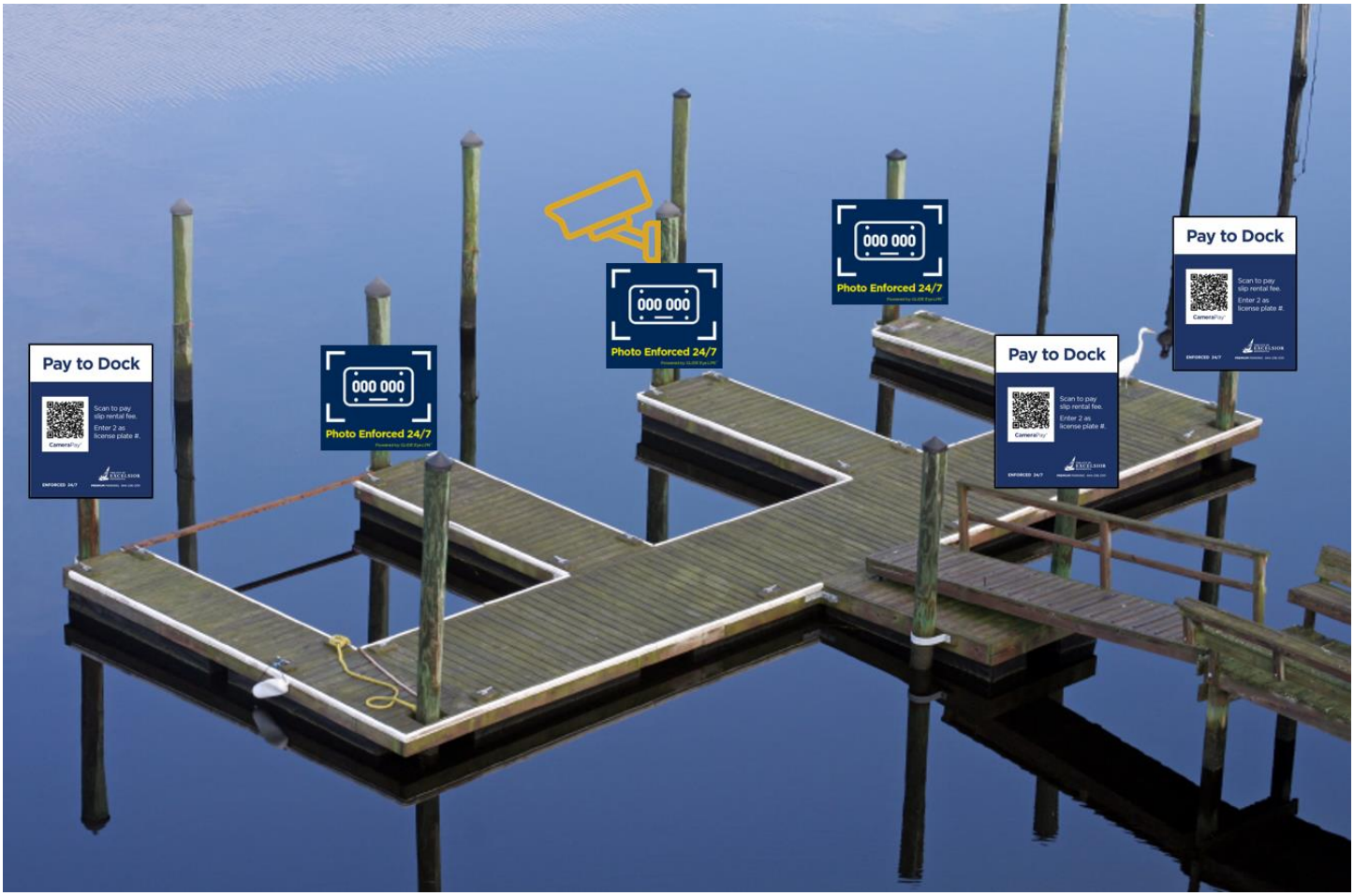
SHERATON

BOAT SLIP PARKING

Transient: Boats will park and scan the QR code on the sign to pay for the amount of time they desire. When there is 15-minutes left in their session, they will receive a courtesy alert letting them know their parking is going to expire with a link to tap if they want to extend their time.

The GLIDE Eye LPR cameras will capture the vessel registration number when parking and again when exiting to verify they have paid for the amount of time parked. If they are violators, our enforcement team would work with the City's boat registration database to lookup their registered address and mail a citation with fines to create the culture of compliance needed.

Seasonal Permit: With Premium's location webpages included, should a frequent boater want to purchase a seasonal permit, they can make this purchase seamlessly from their phone or browser in under 20 seconds. We can set it up to automatically charge them each season if they opt-in for this convenient option.

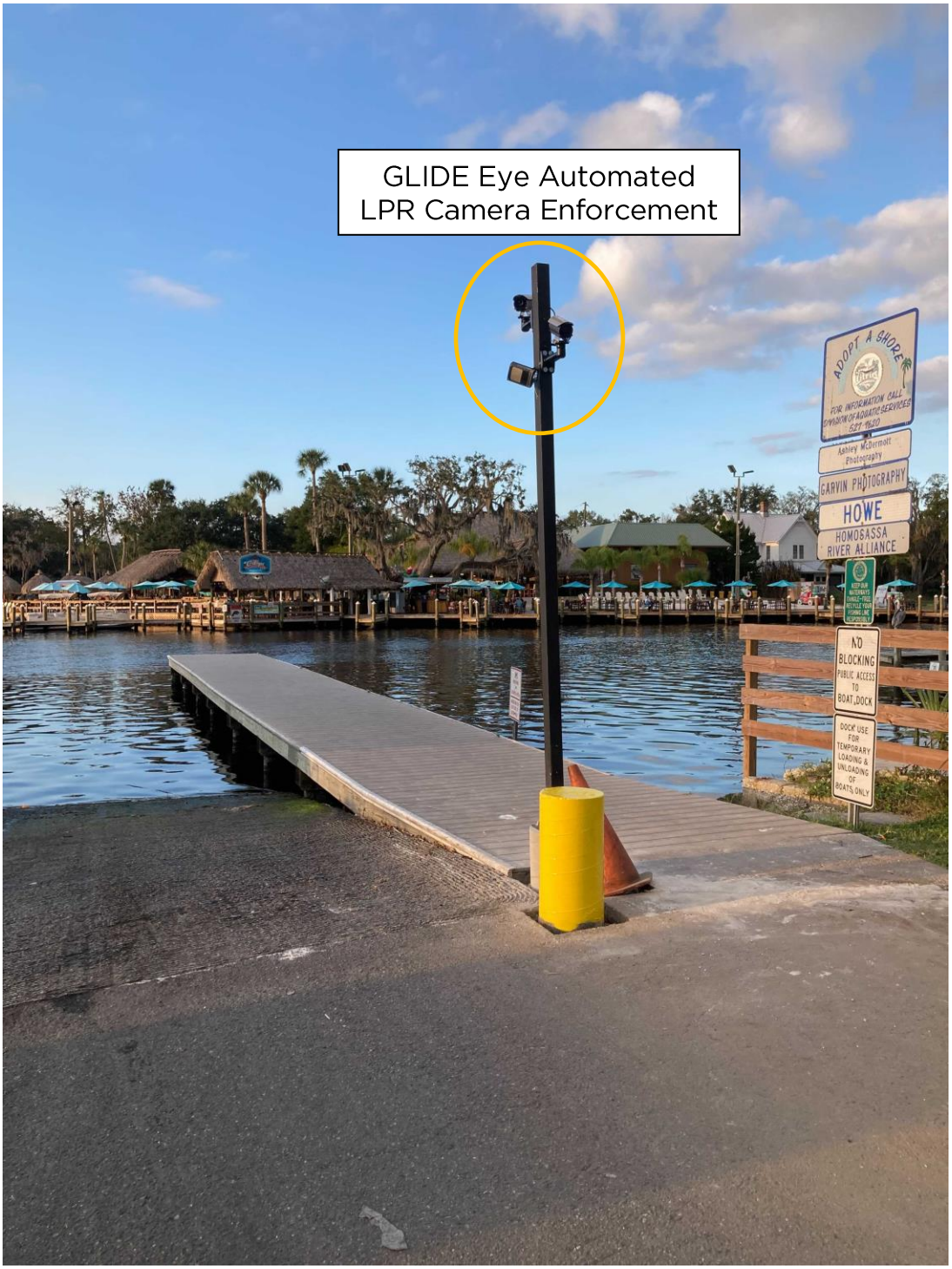


Pay to Launch.

Don't let your revenues float away.

- **Eliminate Staffing Costs.**
- **Capture revenue 24/7.**
- **Eliminates cash handling.**
- **Easy Seasonal/Annual Pass Management**

If the City has boat launches, Premium can easily setup the same type of program to collect launch payments and use LPR cameras to enforce and issue compliance citations.


GLIDE Eye Automated
LPR Camera Enforcement
ADOPT A SHORE
GARVIN PHOTOGRAPHY
HOWE
HOMOSASSA
RIVER ALLIANCE
NO
BLOCKING
PUBLIC ACCESS
TO
BOAT DOCK

Pay to Launch

BY **PREMIUM PARKING**

How it works.

Scan to pay.

Launch.

Park.

Features.

Tighter Revenue Controls

- Ensure every boat is paid for without relying on staff
- Allows boats to launch and be accounted for 24/7
- Eliminates cash so revenues go directly to your bank account.
- Reinvest into the Boat Launch facilies (for public lots)

Ease of Annual Pass Management

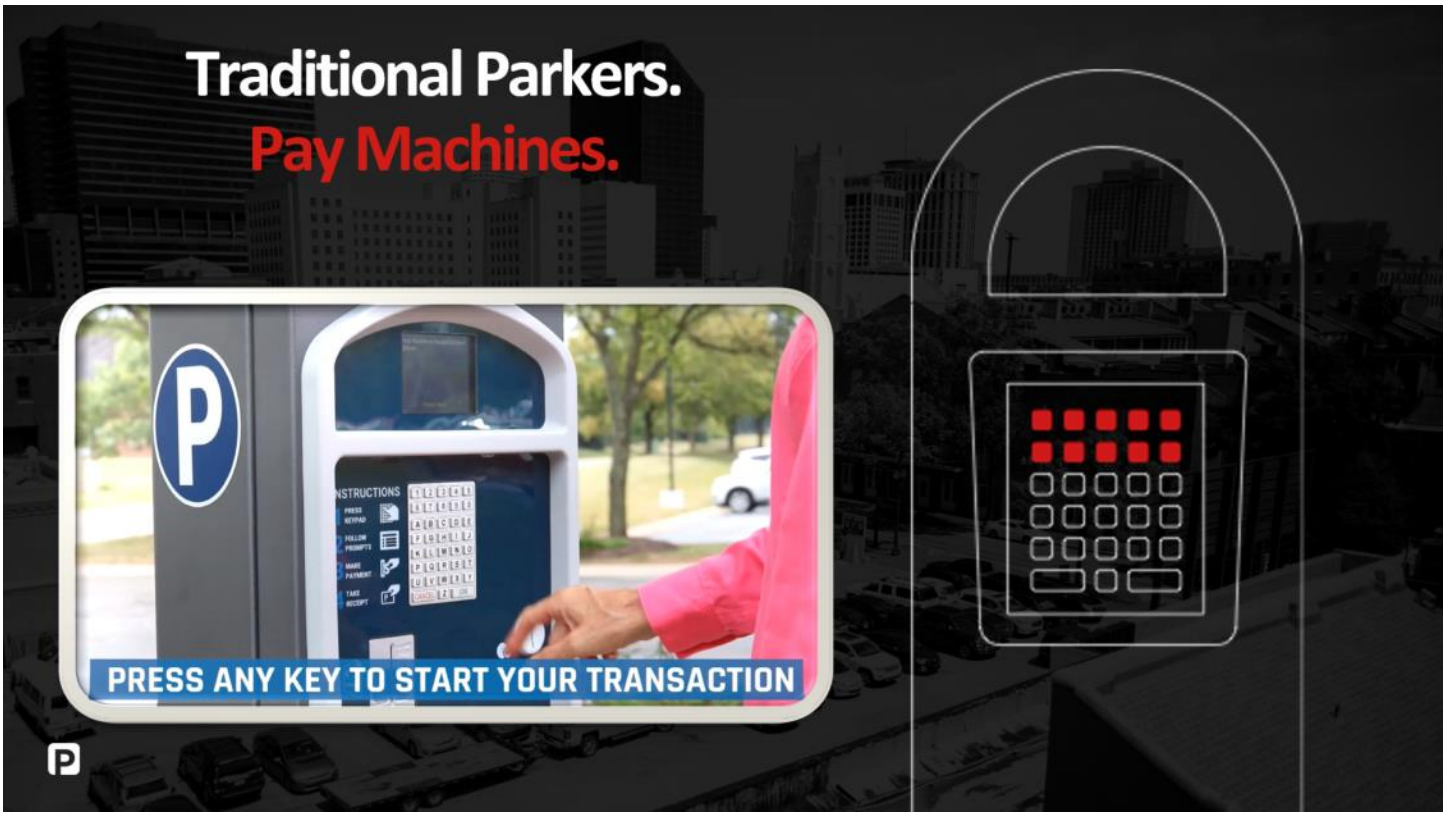
Allows for easy expansion to manage parking facilities and boat sheds within one system

All adjudications or disputes are managed by Premium

Compliance managed by Premium Parking's GLIDE Eye LPR®

Signage.

We understand that not everyone wants to pay with a mobile device so we are integrated with the leading pay machines which run around $10K each. Premium can finance this cost and amortize over the first year.



Hourly Boat Rental Recommendation

- **Panoway District Committee and Staff Recommendation**
  - Allow TBR to utilize the two boat slips shown on the map (see below).
  - The proposed slip locations are away from the
  - Create a one-year agreement with TBR to allow for evaluation at the end of the year to determine if this use should continue in future years.
  - Require a fee of $3,000 per slip per year.
    - This fee would be evaluated at the end of the year. The parking data from the hourly boat parking pay system would help determine a reasonable fee.

- City Council Workshop Discussion
  - The Council acknowledged that providing an opportunity for non-boat owners to access Lake Minnetonka would be a great amenity to offer.
  - The Council was interested in understanding the potential revenue that could be generated since this could potentially further the Council's strategic goal of diversifying revenues.
  - The Council recommended that no more than 2 boat slips at the Depot Docks be considered for this use in order to limit the loss of public boat slips.
  - The Council expressed safety concerns with allowing a boat rental company on the new docks due to the potential for inexperienced boat drivers navigating and docking in a busy and sometimes windy area of the lake.
  - Council noted that Tonka Boat Rental (TBR) was a better fit.
    - Safety was the main reason TBR could work better since the wave action in Wayzata Bay can be difficult to maneuver with smaller and lighter boats.
    - Duffy Boats would also need additional electrical infrastructure to be installed to power their boats which was another reason that TBR was preferable.

- Duffy Boats vs. Tonka Boat Rentals
  - Each company provided letters of interest that are attached.
  - https://www.tonkaboatrentals.com/
  - https://www.electricshores.co/minnesota

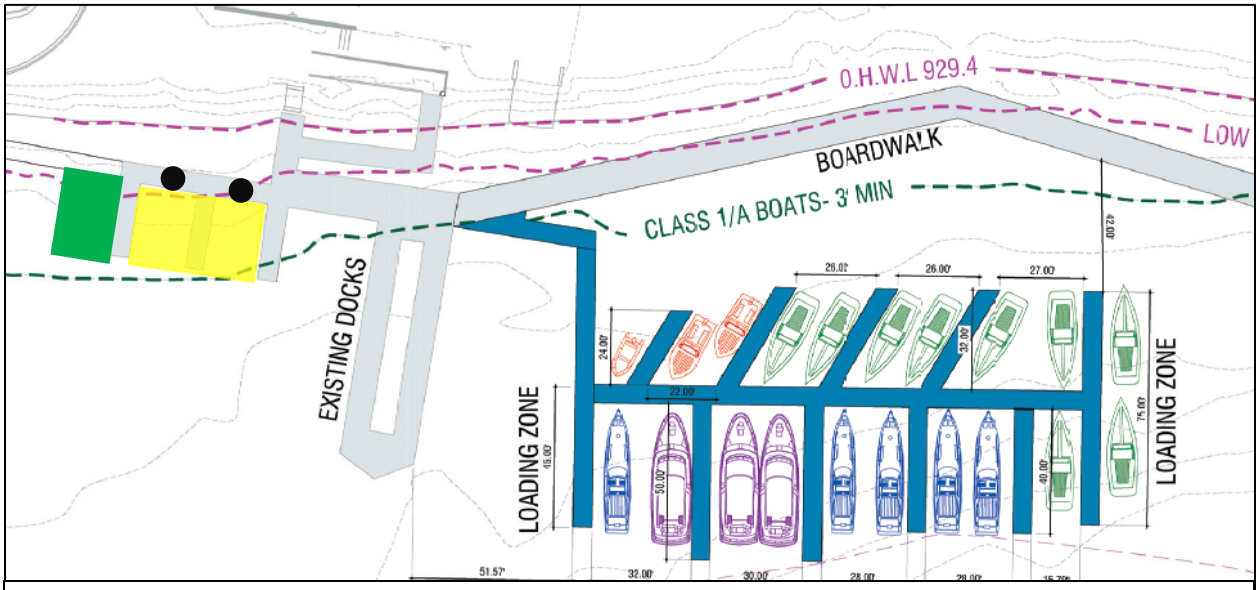
- Potential Revenue
  - With a recommended annual fee of $3,000 per slip in 2024, this would generate $6,000 in revenue per year. There is also an option to create an agreement with the boat rental company to receive a percentage of their revenue.
    - The City staff time required for administration would be minimal since the management and operations would be handled by the company.
    - In 2024, the City of Excelsior received $24,674 from Duffy Boats to use four slips which is $6,168 per slip. Excelsior charges $3,000 annually per slip and receives $10 per boat launch.

- The boat rental companies (Tonka Boat Rental and Duffy Boats) have noted that if they are not allowed to park overnight due to LMCD requirements, then the removal of boats each night would add costs to their operation.
- The fee should be re-evaluated after the first year and/or if LMCD later allowed a company to park overnight.
- The potential revenue from an hourly boat parking system for these two slips is a combined total of $1,343 - $2,015 (10% - 15% parking rates).

- <u>Lake Minnetonka Conservation District (LMCD) Requirements</u>
  - The LMCD stated that the current transient boat slips would not be allowed to store boats overnight. Therefore, if a boat rental company would utilize these slips, the boats would need to be removed overnight.
  - Both Tonka Boat Rental and Duffy Boats have expressed continued interest even though they would not be able to park overnight. Duffy Boats expressed interest in working with LMCD to allow overnight boat parking.
  - Staff would work with LMCD and within our own policies to create any licensing and/or agreements required with the boat rental company.

- <u>Safety</u>
  - The boat rental companies have noted that there is significant education on proper safety protocols and how to operate the boats.
  - Both companies noted that if there is not confidence in the renter's ability to operate the boat then they would not be allowed to rent the boat.
  - Safety is a key priority for the rental companies since they want to keep their boats in good condition.

- <u>Slips Proposed</u>



Yellow – Proposed Rental Boat Parking
Green – Fire Rescue Boat Location
Black – Proposed Boat Rental Sign Locations

- The proposed slips to be utilized by the boat rental companies at this time are designated in yellow in the above map. The proposed area incorporates only two boat slips as defined by our LMCD permit.
- These slips were chosen since they are separated from the main public dock slips at the Depot Docks.
- One slip will remain reserved for the City's Fire Rescue Boat.

- Signage
  - Two signs, each approximately 12 x 18 inches in size, would be installed at each slip (see proposed locations on the map above in black), that designates each slip for exclusive use by Tonka Boat Rental.
  - The signs would be paid for by the fees collected from the boat rental company.

- Storage
  - Both boat rental companies have noted that it would be beneficial to have a storage box near the docks to store items for the boat operations.
  - Staff does not recommend allowing a storage box near these slips for the first year. When the Depot Park is updated in Panoway Phase 3, a storage area could be discussed further at that time.

Eric Hartman and Jeff Simpson
Tonka Boat Rentals

Dear Nick Kieser,

Subject: Utilization of City Docks by Tonka Boat Rentals (TBR)

Tonka Boat Rentals (TBR) specializes in providing high-quality hourly boat rental services. Consistent with Wayzata's comprehensive plan, acceptance of a mutually beneficial partnership will contribute to a multi-generational, vibrant recreational tourism destination.

Our goal is to collaborate with the City of Wayzata to utilize one or two existing city docks. This will enhance the overall waterfront experience for residents and visitors alike, promoting tourism and supporting local businesses.

Benefits to the City:

- Increased Foot Traffic: TBR delivered two-thousand eight-hundred passengers to Lake Minnetonka last year. 2024 passenger projections are above five thousand due to increased fleet size.
- Tourism Boost: Accessible boat rentals will attract tourists, promoting Wayzata as a desirable destination for recreational activities.
- Community Contribution: TBR is committed to contributing to local community initiatives, furthering community, and economic development. TBR will promote Wayzata as a destination.

Tonka Boat Rentals' Credentials:

- Existing Relationships: TBR has established strong and positive relationships with the Lake Minnetonka Conservation District (LMCD) and the Water Patrol. Our commitment to adhering to their guidelines and regulations ensures a seamless integration with existing waterfront activities.
- Public Awareness: We will actively promote Wayzata as a preferred location, generating positive publicity through our marketing channels.
- Sales Tax: As part of our business operations, we collect and remit sales tax in accordance with applicable laws and regulations.

We are a small startup company with 100% of our revenue being reinvested into the business for operating and expansion.

With our business model of storing boats off the water, 2 docks allow us to grow our offering without requiring more from the city (we can grow without asking for more)

We are a boat delivery company looking to expand to have clients meet a specific location (Docks near the depot by the fire boat). We have seen an increase in requests from businesses. It is clear that these clients need a designated meeting location. The message from business clients is boat delivery is not desirable. They need a location to enjoy all Lake Minnetonka has to offer.

We hold commercial liability insurance on all our boats.

We are open to offering a discount to Wayzata residents.

Our primary season is Memorial Day - JJ Hill days. Which consists of June - August.

Thank you for considering. We look forward to the opportunity to work together.

Sincerely,

Eric Hartman and Jeff Simpson - Owner Tonka Boat Rentals: (763) 248-6650

Hey Nick.

Yes, I'm interested, and I think the timing of our last conversation was perfect. I went to the boat show with open eyes thinking of which boats would be the perfect rental boats on the Wayzata side of the lake.

Here are the factors I wanted to consider to when looking for the perfect rental boat in Wayzata:

- Brand cohesive- high end, stylish boats, easy to drive.
- Better suited for choppy water and more wind. Safety is priority #1.
- Durability, what boats are better suited to take dings, and will hold up and look nice over time.
- Eco-Friendly, Electric Motor, reduce emissions.

Here is what I think the perfect rental fleet looks like in Wayzata:

- We want nicer boats than most operators will use, I'm thinking Bennington Pontoons, the SX model, with furniture upgrades to get them to match the "style vibe" of the Duffy's and our Brand. I think 22 feet is the sweet spot, its big enough to be stable but not so big its hard to drive.
- Add the Vantage Wraps and guards to the pontoon logs so they look nicer over time, and also are more durable to dings and scratches.
- Test an electric motor on one of the boats and use a 40-50Hp gas on the other. Basically, run a A/B test this first year.
- Require the renters to watch the safety videos prior to renting, here is the video they get in their confirmation email and text, which is required before using our boat.
- Bake in the extras; fill the boats with Swim toys, built in coolers with ice.

LMCD- Overnight slip restriction- they are pretty reasonable to work with, we are talking with them in a few days about some other stuff, I will bring this up and investigate.

Electric Motors- I was impressed by the Mercury Motors setup. They can be added to certain styles of boats, pontoons are the best application. Essentially, it's a 40Hp outboard, and it has battery packs that can be swapped in and out. So mid-day we could swap fresh batteries in, so we could run a full day of rentals. Also it allows us to control and adjust the HP output, so we can keep renters at a slower and safer top speed, and we can add more HP on days when the water is a bit rougher so they have more power to get through the waves.

The concern with the electric outboards is that it's a new product, its hasn't been tested in a commercial setting like this. It might be a year too early. But I'm not afraid to test it out and make changes if needed.

Safety- Duffy boats are the perfect rental boat for so many reasons, but the slow cruising speed massively reduces the incident rate. By default, you have the perfect slow speed boat for renters and new boaters to use. Most rental boat places on the lake will use lower HP engines to reduce the top speed. The ability to control the motor output based on weather conditions really excites me.

-Ryan, Duffy Boats

Policy Topic	Policy Question	Recommendation/Discussion
Docks		
Boat Parking Pay System	Should users be required to pay to park at the docks? If so, what type of pay system should be implemented at the docks and what should the cost be?	PDC/DDWG: See attached information.
Hourly Boat Rental Options	Should there be boat slips dedicated to hourly boat rental opportunities?	Parks and Trails Board/PDC: See attached information.
Time Limits for Mooring	Should there be a time limit for boats moored at the docks?	PDC/DDWG: Allow a maximum of 3-hour parking to follow the on-street parking limits on Lake Street.
Dock/Mooring Hours	What hours should the dock be open to boats and people walking?	PDC/DDWG: Keep the open hours consistent with existing public park hours of 5:00 am – 10:30 pm. There was additional discussion on allowing dock parking to be open later than 10:30 pm to follow restaurant closing times.
Lakewalk & Docks		
Swimming	Should swimming be allowed off the lakewalk and/or docks?	PDC/DDWG: No swimming allowed off lakewalk and/or docks. Staff is discussing options and feasibility of providing a life ring in case of emergency.
Fishing	Should fishing be allowed off the lakewalk and/or docks?	PDC/DDWG: Allow fishing on docks from 5:00 am – 10:00 am, but do not allow fishing on lakewalk.
Smoking	Should smoking be allowed on the lakewalk and/or docks?	PDC/DDWG: Do not allow smoking anywhere in Panoway.

Policy Topic	Policy Question	Recommendation/Discussion
Wheeled Devices	Should strollers, bikes, skateboards, roller skates, etc. be allowed on the lakewalk and/or docks?	PDC/DDWG: No recreational wheels on the lakewalk and docks, but wheelchairs and strollers can be allowed.
Pets	Should pets be allowed on the lakewalk and/or docks?	PDC/DDWG: Allow pets on lakewalk and docks. There should be dog waste stations at the entrances of the lakewalk/docks.
Alcohol	Should alcohol consumption be allowed on the lakewalk and/or docks?	PDC/DDWG: Alcohol should not be allowed.
Garbage Cans	Should there be more garbage cans or larger garbage cans off the docks for boat traffic? If so, where should they be located?	PDC/DDWG: Place garbage/recycling cans at the ends of the lakewalk, but not in the middle. Evaluate how full the garbage cans get to determine if changes are necessary.
Signage	What type of signage should be placed around the lakewalk and docks? What type of information should be on the signs?	PDC/DDWG: Create tasteful, nondisruptive, and comprehensive signage to explain the rules/policies of Panoway. Place the signs near the entrance of the lakewalk and docks. Ideally, there would only be one sign at each entrance to explain the important rules and regulations.
Lakewalk		
Operating Hours for Lakewalk	What hours should the lakewalk be open?	PDC/DDWG: The lakewalk should be open as consistent with the other parks of 5:00 am – 10:30 pm.

Policy Topic	Policy Question	Recommendation/Discussion
Seasons Lakewalk is Open	Should the lakewalk be closed in the winter months?	PDC/DDWG: The groups recommended that the lakewalk be open during the winter months. Snow removal would occur on the Lakewalk, but this would be completed after streets and sidewalks in the city are cleared.
Panoway Plaza		
Rental Policy	How should the events and programs be regulated and approved for the Panoway space?	PDC: The current event permitting process seems to be working fine. Smaller events like birthdays can use the space but cannot reserve any of the Panoway space. If there are significant impacts to noise, parking, etc. then a Special Event Permit can be applied for. Mainly, Panoway is a public park, so the PDC wants to keep the area as open to the public as possible.