

**SUMMER VILLAGES OF LAC STE. ANNE COUNTY EAST
AGENDA
HOST VILLAGE – VAL QUENTIN
Saturday, June 22nd, 2024 at 9:00 a.m.**

**Alberta Beach Agliplex
4811 46a Ave, Alberta Beach, AB T0E 0A0**

Join Zoom Meeting
<https://us06web.zoom.us/j/85627815251?pwd=xdSu85khFNe9O4JyrEPQ7DFzpuTrmy.1>

Meeting ID: 856 2781 5251
Passcode: 620866

CALL TO ORDER:

Introductions

Land Acknowledgement:

The Summer Villages of Lac Ste. Anne County East acknowledges that we are on Treaty 6 territory, the ancestral and traditional territory of the Cree, Dene, Blackfoot, Saulteau, Nakota Sioux, as well and the Metis. We acknowledge the many First Nations, Metis and Inuit peoples whose footsteps have marked these lands for generations.

History Of Host Village:

Presented by Summer Village of Val Quentin Council

- (1-3) 1. **Adopt Agenda** – June 22nd, 2024 Regular Meeting Agenda
- (4-7) 2. **Shane Getson, MLA Lac Ste. Anne Parkland (suspend agenda on arrival)**
- (8-15) 3. **Approval of Minutes** – February 24th, 2024 Regular Meeting Minutes
- 4. **SVLSACE Financial Report** (Jan 1st, 2024 to April 30th, 2024)
- 5. **Committee Updates:**
 - a. Highway 43 East Waste Commission (H43 East)
 - (16-17) - b. Lac Ste. Anne Seniors Foundation (LSA Foundation)
 - c. Lac Ste. Anne East End Bus Society (EEB Society)
 - (18-19) - d. WILD Water Commission (WILD)
 - e. Water Quality and Watershed Reports (LILSA/NSWA)
 - f. Association of Summer Villages of Alberta (ASVA)
 - g. Ste. Anne Regional Municipalities (SARM, Inactive)
 - h. Alberta Municipalities (AB Munis)

①

6. ABmunis Round Table – Deborah Reid-Mickler, 9:30am

An update from ABmunis Director Reid-Mickler will be followed by a roundtable question and answer session. Topics of discussion include Bill 20 and Bill 21 changes, advocacy efforts and implementation.

(Accept discussion as information)

7. Public Parking Options, Management and Enforcement – HotSpot Program

(20-45)

One of the topics discussed at a recent mayor's meeting, Lac Ste. Anne County is using the HotSpot app and space management platform to track and enforce on the use of municipal spaces for public parking, such as at playgrounds, camps, and boat launches. If other communities are looking for options to address a similar objective there would be merit in perhaps aligning with regional partners in terms of software/platform.

Some background information on the HotSpot program is attached to the agenda, Chairman Poulin will introduce this topic for discussion.

(Accept discussion as information)

8. Alberta Broadband Fund – Project Update

After sorting out and getting some revisions to the guidelines of the province's eligibility criteria, Merle Isaacson and the team at Connect Mobility are now able to proceed with design and engineering components, ahead of making the Opinion of Probable Cost and grant application. We continue to assist in this effort, mostly through the retrieval and forwarding of community information (population, dwelling numbers, community characteristics, contact info).

Merle may be able to join us for the meeting, but if not I will take questions and send back to him for response by email.

9. Other Matters:

10. Priorities Roundtable – as follow-up to the participation at the Feb. 15th, 2024 roundtable with ABmunis reps, SVLSACE is going to incorporate a dedicated roundtable discussion with each of our regular meetings. In the interest of time, we will leave the topic of discussion for each meeting up to the host municipality to select. With topic in hand, we will open the floor for a general discussion and entertain any follow-up actions that the membership deems appropriate.

(Val Quentin to provide a topic of discussion for the roundtable).

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11. 11:00am - Lac Ste. Anne County (Open Invitation for Attendance, Discussion on Topics of Mutual Interest):

12. Thank-you to host Val Quentin

13. Next meeting date:

- Sat. Sept. 28th, 2024,
- Sat. October 5th, 2024,
- Sat. October 19th, 2024
(host West Cove)

14. Adjournment

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**MINUTES OF THE SUMMER VILLAGES OF LAC STE. ANNE COUNTY EAST
REGULAR MEETING HELD ON SATURDAY FEBRUARY 24th, 2024 AT 9:00 A.M.
HOSTED BY THE SUMMER VILLAGE OF SUNSET POINT AT THE ALBERTA
BEACH SENIORS CENTRE**

Attendance

Bernie Poulin	Mayor	Silver Sands (Chair)
Ren Giesbrecht	Mayor	West Cove (Vice Chair)
Sandi Benford	Mayor	South View
Alan Christiansen	Deputy Mayor	Val Quentin
Gwen Jones	Mayor	Sunset Point
Riley Ekins	Deputy Mayor	Sunset Point
Marlene Walsh	CAO	Val Quentin
Brian Benning	Councillor	Sunrise Beach
Mike Harney	Deputy Mayor	Sandy Beach
Janice Christiansen	Regional DEM	SVREMP
Liz Turnbull	Deputy Mayor	Silver Sands
Keith Pederson	Deputy Mayor	Nakamun Park
Keir Packer	Councillor	Sunset Point (Zoom)
Garth Ward	Deputy Mayor	South View
Lolita Chadd	Deputy Mayor	Ross Haven
Matt Ferris	CAO	Sunset Point (Zoom)
Colleen Richardson	Councillor	South View
Ian Kupchenko	Mayor	Castle Island
Marge Hanssen	Mayor	Nakamun Park
Graeme Horne	Councillor	Silver Sands (Zoom)
Dwight Moskalyk	Administrator/CAO	SVLSACE/Naka. Park
Dan Blackburn	Cyber Security	ABmunis(Zoom)
Joe Blakeman	Reeve	LSAC
Nick Gelych	Deputy Reeve	LSAC
Lorne Olsvik	Councillor	LSAC
George Vaughan	Councillor	LSAC
Kevin Lovich	Councillor	LSAC

Call to Order:

Chairman Poulin called the meeting to order at 9:04 a.m.

Land Acknowledgement

Chairman Poulin shared the land acknowledgement for Treaty 6 territory and ancestral lands.

Host Municipality History and Background

Gwen Jones shared a history and background of Sunset Point as host municipality, and introduced priority topics for further discussion in the meeting (Business Item #10 matters).

(1) Adopt Agenda:

Motion #1-24 (Agenda)

Marge Hanssen – that the agenda for the February 24th, 2024 regular meeting be approved as presented.

Carried.

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(2) Minutes:

Motion #2-24
(Minutes)

Sandi Benford – that the minutes of the October 28th, 2023 Regular Meeting be approved as presented.

Carried.

(3) Financial Update:

Motion #3-24
(Financial Reports)

Ren Giesbrecht – that the financial report for September 1st, 2023 through December 31st, 2023 be accepted for information as presented.

Carried.

(5) Committee Reports:

Motion #4-24
(Committee Reports)

Sandi Benford – that the committee reports for Highway 43 East Waste Commission, Lac Ste. Anne Seniors Foundation, Lac Ste. Anne East End Bus Society, WILD Water, LILSA/ALUS, Association of Summer Villages of Alberta, Ste. Anne Regional Municipalities, and the Alberta Urban Municipalities Association updates be accepted for information as written and verbally presented.

Carried.

(6) SVLSACE 2024 Budget and Requisitions:

Motion #5-24
(Approval of Budget and Requisitions for 2024)

Liz Turnbull – that the SVLSACE 2024 Budget, 2024 Requisitions, and 2024-2026 Three Year Operating Plan, be approved as presented, and that Administration be authorized to send the requisition notices for same, with levies due June 1st, 2024, as discussed.

Carried.

Motion #6-24
(Administration Services)

Ren Giesbrecht – that Chair and Vice Chair be authorized to negotiate administration services from Wildwillow Enterprises for SVLSACE in 2024, at same or similar terms as previous engagements and a revised base rate to exceed \$3,000 per year, as discussed.

Carried.

Motion #7-24
(Rural Education Symposium 2024)

Sandi Benford – that SVLSACE authorize Bernie Poulin to attend the Rural Education Symposium in Edmonton on March 3rd through March 5th, 2024 and report back, with Kathy Dion as alternate attendee authorized by the assembly.

Carried.

Recess

Chairman Poulin called a recess 10:05am

Call to Order

Chairman Pulin called the meeting back to order at 10:15am

**MINUTES OF THE SUMMER VILLAGES OF LAC STE. ANNE COUNTY EAST
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(7) ABmunis Cyber Security Presentation and Next Steps:

Motion #8-24
(Cyber Security)

Kathy Dion – that SVLSACE accepts the presentation from ABmunis regarding Cyber Security as information, and that administration be directs to strike a working group of members CAOs for discussion and recommendations on enhancing cyber security in our membership, such as drafting a sample policy template for individual members to use, or investigating a multi-member request for proposal for system upgrades/network security management.

Carried.

(8) Update on Emergency Management:

Motion #9-24
(SVREMP Update)

Ren Giesbrecht – that the status update from the SVREMP and summary of next steps in the partnership for 2024, be accepted as information.

Carried.

(9) Gov't of Alberta Advocacy Letters:

Motion #10-24
(LGFF Letter)

Marge Hanssen – that the drafted LGFF funding model revision letter, as prepared by the Executive, be approved with an amendment to highlight member concerns with time lag inherent in the population metrics used in the current/approved funding model for base allocations, whereby same is seen to unnecessarily make the data outdated by not using the most current census figures.

Carried.

Motion #11-24
(AHS/MFR Thank
You Letter)

Ren Giesbrecht – that the drafted Thank-You letter to the Minister of Health regarding the new Medical First Responder Financial Assistance Program be approved as presented.

Carried.

(10) Priority Issues – Sunset Point:

See After (11)

(11) Lac Ste. Anne County

Motion #12-24
(LSAC)

Marge Hanssen – that the discussion with Lac Ste. Anne County council delegation be accepted as information.

Carried.

(10) Priority Issues – Sunset Point:

Motion #13-24
(Priority Issue)

Ren Giesbrecht – that the discussion regarding effective committee representation and SVLSACE advocacy in committee appointments be accepted as information.

Carried.

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(12) Next Meeting and Adjournment:

Motion #14-24
(Next Meeting)

Kathy Dion – that the next regular meeting of SVLSACE be set for 9:00am on Saturday June 22nd, 2024 with Val Quentin as host.

Carried.

All matters being addressed Chairman Poulin adjourned the meeting at 12:07 p.m.

Chairman

Administration

SVLSACE 2024 FINANCIAL REPORT

PRESENTED for the June 22nd, 2024 MEETING

TRANSACTIONS SHOWN ACCOUNT FOR ACTIVITY FROM Jan. 1st, 2024 to April 30th 2024

Note: the account is fully reimbursed for standard monthly maintenance and service fees – those items are not shown on this report to save space but are found on the attached statements.

DATE	REFERENCE	REVENUE	EXPENSE
	OPENING BALANCE		
Jan 1 st , 2024	Opening Balance	\$20,599.19	
	PAYMENTS RECEIVED		
Jan. 31, 2024	Interest	\$90.85	
Feb 29, 2024	Interest	\$84.59	
Mar. 31, 2024	Interest	\$86.74	
April 10, 2024	Member Dues	\$12,484.11	
April 30, 2024	Member Dues	\$1,635.24	
April 30, 2024	Interest	\$122.33	
April 30 th , 2024	TOTAL INCOME	\$35,103.05	
	PAYMENTS SENT		
Jan 9, 2024	Chq. 195 – L.Turnbull (EEB)		\$379.80
Jan 10, 2024	Chq. 196 – Wildwillow Inc.		\$189.00
Feb 29, 2024	Chq. 200 – KBC Inc.		\$288.92
Feb 29, 2024	Chq. 199 – KBC Inc.		\$647.06
April 22, 2024	Chq. 201 – B Poulin (Lake/SRWA/Executive Meet)		\$1,313.88
April 30 th , 2024	TOTAL EXPENSES		\$2,818.66
		\$35,103.05	\$2,818.66
April 30 th , 2024	CLOSING BALANCE	\$32,284.39	

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[Redacted]
SUMMER VILLAGES OF LAC STE ANNE
EAST
Box 8
Alberta Beach AB T0E 0A0

Your ATB Financial Branch

08989 Onoway Branch
4910 50 St
Onoway AB
T0E 1V0

If you have any questions, contact us at
1 800 332-8383 or visit us at
www.atb.com

A summary of Deposit Account MUSH Operating Account

Your balance forward on Dec 31, 2023		\$20,599.19
Debits to your account (2 items)	-	\$568.80
Credits to your account (1 item)	+	\$90.85
Your closing balance on Jan 31, 2024	=	\$20,121.24

Details of your account transactions

Date	Description	Debits to your account (\$)	Credits to your account (\$)	Balance (\$)
Dec 31	Balance forward			\$20,599.19
Jan 9	Cheque #000000000195	\$379.80		20,219.39
Jan 10	Cheque #000000000196	\$189.00		20,030.39
Jan 31	Interest Payment		\$90.85	20,121.24
Jan 31	Closing balance			\$20,121.24

Find an error? Give us a call or drop by a branch. We'll take care of it.

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MUSH Operating A [REDACTED]
Cheque #000000000195 \$379.80

SUMMER VILLAGES OF LAC STE ANNE EAST
0195
DATE 20231215
PAY TO: Elizabeth Turnbull \$ 379.80
FOR DEPOSIT ONLY
Three hundred and seventy nine and 80/100 DOLLARS
ATB Financial
East End Bus Claims
No. 12, 2023
[Signature]

MUSH Operating Account [REDACTED]
Cheque #000000000196 \$189.00

SUMMER VILLAGES OF LAC STE ANNE EAST
0196
DATE 20231215
PAY TO: Midland Mv Enterprises Inc. \$ 189.00
FOR DEPOSIT ONLY
One hundred and eighty nine and 00/100 DOLLARS
ATB Financial
Ret. 2023 meeting funds
[Signature]



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EAST
Box 8
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T0E 1V0

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A summary of Deposit Account MUSH Operating Account



Your balance forward on Jan 31, 2024	-	\$20,121.24
Debits to your account (2 items)	-	\$935.98
Credits to your account (1 item)	+	\$84.59
Your closing balance on Feb 29, 2024	=	\$19,269.85

Details of your account transactions

Date	Description	Debits to your account (\$)	Credits to your account (\$)	Balance (\$)
Jan 31	Balance forward			\$20,121.24
Feb 29	Cheque #000000000200	\$288.92		19,832.32
Feb 29	Cheque #000000000199	\$647.06		19,185.26
Feb 29	Interest Payment		\$84.59	19,269.85
Feb 29	Closing balance			\$19,269.85

Find an error? Give us a call or drop by a branch. We'll take care of it.

(11)

Statement date February 29, 2024

Transit number [REDACTED]

Customer number [REDACTED]

Page number 3 of 3

MUSH Operating Account [REDACTED] \$288.92
Cheque #000000000200

SUMMER VILLAGES OF LAC STE ANNE EAST 0200
ALBERTA BEACH, AB, T0E 0A0 DATE 20240227
Y Y T T M M D D

PAY TO *Kroonmans business consulting inc.* \$ 288.92
OR ORDER *two hundred eighty-eight* 22 DOLLARS 00/100

ATB Financial
1120 WEST OLYMPIA TRL SW
CALGARY, ALTA T0E 1H0

INVT SID [Signature]

MUSH Operating Account [REDACTED] \$647.06
Cheque #000000000199

SUMMER VILLAGES OF LAC STE ANNE EAST 0199
ALBERTA BEACH, AB, T0E 0A0 DATE 20240224
Y Y T T M M D D

PAY TO *Kroonmans business consulting inc.* \$ 647.06
OR ORDER *Six hundred and forty seven* 06 DOLLARS 00/100

ATB Financial
1120 WEST OLYMPIA TRL SW
CALGARY, ALTA T0E 1H0

INVT 502 letter 14FF/115. [Signature]



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Statement date March 31, 2024

Transit number [REDACTED]

Customer number [REDACTED]

Page number 1 of 1

[REDACTED]

SUMMER VILLAGES OF LAC STE ANNE
EAST
Box 8
Alberta Beach AB T0E 0A0

Your ATB Financial Branch

08989 Onoway Branch
4910 50 St
Onoway AB
T0E 1V0

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A summary of Deposit Account MUSH Operating Account

[REDACTED]

Your balance forward on Feb 29, 2024		\$19,269.85
Debits to your account (0 items)	-	\$0.00
Credits to your account (1 item)	+	\$86.74
Your closing balance on Mar 31, 2024	=	\$19,356.59

Details of your account transactions

Date	Description	Debits to your account (\$)	Credits to your account (\$)	Balance (\$)
Feb 29	Balance forward			\$19,269.85
Mar 31	Interest Payment		\$86.74	19,356.59
Mar 31	Closing balance			\$19,356.59

Find an error? Give us a call or drop by a branch. We'll take care of it.



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Statement date April 30, 2024

Transit number [REDACTED]

Customer number [REDACTED]

Cheque images 1

Page number 1 of 3

[REDACTED]

SUMMER VILLAGES OF LAC STE ANNE
EAST
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Onoway AB
T0E 1V0

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www.atb.com

A summary of Deposit Account Business Public Sector Operating

[REDACTED]		
Your balance forward on Mar 31, 2024		\$19,356.59
Debits to your account (1 item)	-	\$1,313.88
Credits to your account (3 items)	+	\$14,241.68
Your closing balance on Apr 30, 2024	=	\$32,284.39

Details of your account transactions

Date	Description	Debits to your account (\$)	Credits to your account (\$)	Balance (\$)
Mar 31	Balance forward			\$19,356.59
Apr 10	Deposit Cheque		\$12,484.11	31,840.70
Apr 22	Cheque #000000000201	\$1,313.88		30,526.82
Apr 24	Deposit Cheque		\$1,635.24	32,162.06
Apr 30	Interest Payment		\$122.33	32,284.39
Apr 30	Closing balance			\$32,284.39

Find an error? Give us a call or drop by a branch. We'll take care of it.

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Deposit Account Statement

ATB Financial™

SAVING | BORROWING | INVESTING | KNOW-HOW

Statement date April 30, 2024

Transit number [REDACTED]

Customer number [REDACTED]

Page number 3 of 3

Business Public Sector Operating [REDACTED]
Cheque #000000000201 \$1,313.88

SUMMER VILLAGES OF LAC SIE ANNE EAST 000201	
ALBERTA DECAJULAR, TEE CAS	
DATE 2 0 2 4 - 0 4 - 1 8 Y Y Y Y M M D D	
PAY to the order of	Bennie Paulin \$ 1313.88
one thousand three hundred thirteen and 88/100 DOLLARS	
ATB Financial	SUMMER VILLAGES OF LAC SIE ANNE EAST
CHICAGO, ILL 60601	ATB Financial
PAID April 18 2024	ATB Financial



ATB0114001_5026188_007 - 0032528 HRI - 01 - 02 - 01 - 17 - - - 018397

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Lac Ste Anne Foundation (LSAF)

Background info:

LSAF is made up of the 6 municipalities, including the towns of Onoway, Whitecourt, Mayerthorpe and Alberta Beach, and LSA and Woodlands Counties as well as 12 summer villages. The board is made up of one from each of the 6 municipalities and 2 from the summer villages. Bernie and I are your current reps. The LSAF has a staff of 14.

The LSAF is responsible for 3 lodges: Spruce View in Whitecourt (50 units), Pleasant View in Mayerthorpe (51 units) and Chateau Lac Ste Anne in Onoway (50 units). There are also 7 manors in a variety of towns with 8-12 units in each. The foundation also has a rent assistance program in Whitecourt, Mayerthorpe, Sangudo, Alberta Beach, Gunn and Onoway. LSAF manage 113 senior self contained units owned by the Social Housing Corp. All these sites are over 40 years old, so have ongoing maintenance concerns and expenses. Limited funding is available.

Operations:

Administration hired an outside organization to perform a regional housing needs assessment. It showed that while overall population in the area is down, the senior population is up, which means more housing is needed. The service level for independent seniors housing is at 2.7% while the national average is 9%. The service level for lodges is at 35%, above the national level of 25%. It also showed that there is limited rental housing available.

This spring, evacuation plans were created for all 3 lodges in case of wildfire.

Two grants have been received;

Canada Green Homes grant of \$60,000 to complete a building assessment at Spruce View Lodge. Pleasant View Lodge and CSA Lodge did not qualify because the buildings are under 20 years old.

Care for staff grant of \$43,000 to support mental health of LSAF employees.

Upgrades of a water system at Tri-Lakes Manor and a fire alarm system at

Lakeview Manor have been completed.

WILD Water Commission - Report for SVLSACE Meeting (June 22nd, 2024)

Reps: Gwen Jones and Greg Woronuk

The system has been operating well, with the exception of two line breaks in the Phase 1 (RR280) section in early June. These repairs required multiday service interruptions, but were completed under the direction of the Operations Teams as quickly as possible once the full extent of the damage was assessed. This section of the line is the perennial problem area stemming from poor workmanship in that initial contract.

Notwithstanding the line break hiccup, the Commission has a lot of positive news to share since the February SVLSACE report:

- The Annual Meeting was held on April 27th, 2024 and the Financial Statements for 2023 were approved. The commission remains in a strong financial position coming out of the most recent constructions projects (Phase III and IV, completed in 2023).
- The Commission has started the review of its business plan, and held a members engagement as part of its June 14th, 2024 Board Meeting. The 2024 Revisions address many important transitional steps in our strategic shift away from conceptual/construction matters and into system operations and service delivery, in line with the growth phase of the organization. The business plan draft, and revisions, are posted to the website and the Board has extended the deadline for member submissions on same until July 31st, 2024.
- The Commission is also excited to announce that plans have been finalized for the renaming of the Kapasiwin Truck Fill in dedication to Daniel Paul. Dan was the elected representative from Paul Band, a member of the commission, and was a strong advocate for equal opportunity and inclusion of First Nations in regional partnerships. His leadership resulted in amended legislation and regulations resulting in membership rights for Paul and Alexis, and other First Nation communities, as well as funding formula and water allocation formula changes to ensure equality under the business plan and system design. The Daniel Paul Truck Fill ceremony, hosted in conjunction with the Paul Band and Dan's family, will be on June 26th, 2024 1pm at the truck fill.
- The much anticipated approval for Phase V has been received, in part. As the

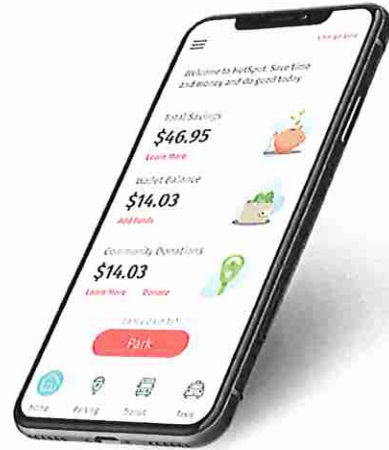
Board reviewed during their June 14th, 2024 meeting, Phase V(a) was approved for funding (\$8.03 million) on 90/10 basis of a \$8.9 million project. The project will extend the water line from Alberta Beach, past Val Quentin and West Cove, and terminate at a new truck fill in Darwell. This is considered the last section of the commission's construction mandate (original mandate) and is proposed as the last section that would require member capital costs. The project budget and key engagements have been approved and prequalification and tendering are being completed this summer. Work is expected to be completed within 20 months.

- Phase V (b) and (c) will be subject of future grant considerations, with the working planning to have any commission portion of those projects covered directly by the Commission (not passed on to members) - though this would be subject to approval by the Board of the day, when/if these projects are approved.



HotSpot Product Overview

An overview of HotSpot's pay-by-phone solution for hourly parking and enforcement.



PREPARED BY
HotSpot Parking Inc.
515 Beaverbrook Court
Fredericton, NB

PREPARED FOR
Lac Ste. Anne County
56521 Rge Rd 65
Sangudo, AB

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Executive Summary

HotSpot Parking (also known as HotSpot Technologies or just HotSpot) is a Canadian company headquartered in Fredericton, New Brunswick. The company was founded in 2013 with the goal of solving parking issues through technology that would meet the needs of mid-sized municipalities and its citizens. Almost a decade later, HotSpot has developed a full suite of mobility products in partnership with 100+ clients including Municipalities, Airports, Hospitals, Universities and Private Operators and now provides the best transportation experience as is justified through our constantly **top 10 rating in the app store for mobile apps in Navigation (Canada)**. HotSpot is experienced with adapting to the unique needs of our clients and providing feedback on the parking situations in multiple cities; all while maintaining a 99.99% uptime and providing a valuable, innovative service to the residents of each community.

Single Solution:

HotSpot's platform flexibly adapts to meet the needs of our clients. Through our single solution, a county can obtain and provide transient parking, transit services, digital parking permits, enforcement, and a complete backend administrative dashboard from our sole source integrated mobility application. HotSpot designs and delivers an optimal transportation system with continued support and management. We are dedicated to providing a single source of truth, maintaining a consistent view of operations as technology advances, allowing cities automation; and residents, convenience and ease of access. In addition, HotSpot acts as a stakeholder aggregator, providing support to private operators, airports, hospitals, and educational institutions. This is possible because HotSpot is the most integrated service provider with existing parking hardware allowing a seamless solution across all facilities.

Flexible Cost to the User:

HotSpot has a strong commitment to provide the best service possible to our customers. HotSpot has multiple revenue models for parking to drive high usage of the application and adoption of a digital-first parking environment. HotSpot provides options for every type of parker, transient, long-term, residential, and even those that don't want to download an application! **Including a membership model to cap user fees, and the ability to refund unused parking time to increase loyalty and adoption of the service.**

HotSpot's Parking requires a minimal budget to launch, and we absorb all fees related to marketing, training, and ongoing support. We have a track record of innovation with consistent updates to the application to continuously enhance the user's experience.

Customer Focused:

Customer experience encompasses every aspect of our company culture. HotSpot is fiercely committed to closing the gap between customer expectations and subsequent experiences. HotSpot's approach to building lasting relationships is founded on our recognition of our Software as a Service.

HotSpot promotes best practices of these principles through all departments, reinforced with our dedicated Client Success Team and our Bi-Lingual Customer Support. Contact our team via email, telephone, or In-App and rest assured your concerns will be met by a real person. We also offer In-App Ticket Resolution, Payments and Appeals, as we are constantly working with our clients to develop protocols to relieve and assist users and administrators.



Digital-First Approach

HotSpot's solution encompasses a proven digital first approach, to accommodate a wide variety of parking needs and demographics, ensuring the county implements an experienced, dependable parking environment that is agile to adapt to evolving technology and best practices. The industry as a whole is migrating out of hardware solutions, and HotSpot recommends software that can work in tandem with, and even replace existing hardware, with inclusive LPR technology. The digital first approach lowers the costs of parking infrastructure and parking revenue collection. As well, it reduces the carbon footprint of manufacturing and the increased power resources required to install and maintain traditional hardware. Labour behind cash collection, rolling, reconciling, and depositing can result in 7-10% loss of revenues. With a digital approach, the county can rely less on payment machines and meters and reinvest that money into other sustainable projects. HotSpot's wide range of services for hourly parking, digital permits, **Fast Tap Signs (that requires no app download through QR technology)**, and long list of integration partners, provides a single solution to introduce or expand new parking infrastructure, at the lowest operational costs for the county.

Visionary Technology & Integration:

HotSpot Parking is the most hardware integrated parking application on the market, allowing implementation in all use case scenarios. Our In-House Software Development team is continuously researching and developing innovative solutions to ensure HotSpot cohesively performs with existing and pending infrastructure. This modernization coupled with our strategy towards developing integrated partnerships future-proofs our solution.

HotSpot Parking is integrated with some of the largest and most successful companies, including:



Qualifications

HotSpot was founded in the Spring of 2013 in partnership with the City of Fredericton and soon launched their pay-by-phone parking application. Almost a decade later, HotSpot has successfully developed and deployed a wide suite of market-tested products, including but not limited to, Digital Permits, Gated Entry Solutions, Transit, Enforcement and Citation Management, across North America and now offered by Arcadis. A main focus is to provide quality, easy to use software with a high level of customer service. This allows us to expand our suite of products within our existing partnerships and reach other stakeholders. HotSpot's senior management remains as the longest serving Executive Team across the industry, now reinforced by parent company Arcadis. Arcadis' collaborative and combined approach focuses not only on creating the best solutions today, but also creating the right solutions for tomorrow.

As a technology driven design firm, Arcadis is designing and building the cities of tomorrow through our globally integrated professional services practices that specialize in Intelligence (transportation, systems, communications), Buildings (architecture, building engineering), and Infrastructure (land planning, urban design, transportation planning, and transportation engineering). The integration of these disciplines allows us to provide comprehensive professional services for creating sustainable social and economic environments, while project management services ensure quality control and cost efficiency in project implementation. Our digitally-driven expertise will transform our industries and provide our clients with innovative, future-focused technology-enabled solutions alongside human-centric design excellence. Together, we're a stronger and more resilient business, committed to improving the quality of life for our clients, people and partners and the communities we all serve.

HotSpot Parking continues to grow its team with diverse, educated, and experienced individuals that share a passion for achieving excellence. HotSpot encourages a collaborative culture throughout the workplace, and operates with 26 employees, as a business unit of Arcadis. HotSpot Parking holds active memberships with various Parking Associations across North America and is partnered with the United Way in our in-app donation initiative. We value our status as a contributing member to our community of Fredericton, supporting various local charities and events. That is why HotSpot has developed tools to help Private Operators, Universities, Cities, and the businesses therein to better serve their community. Our workable approach to adapt to evolving needs proves invaluable to our partnerships, enhancing the user's experience and in turn the image of the provider. We look forward to providing you with the best pay-by-plate parking environment along with the level of service you deserve.

Key Contacts:



Phillip Curley
Head of HotSpot
Phillip.curley@arcadis.com

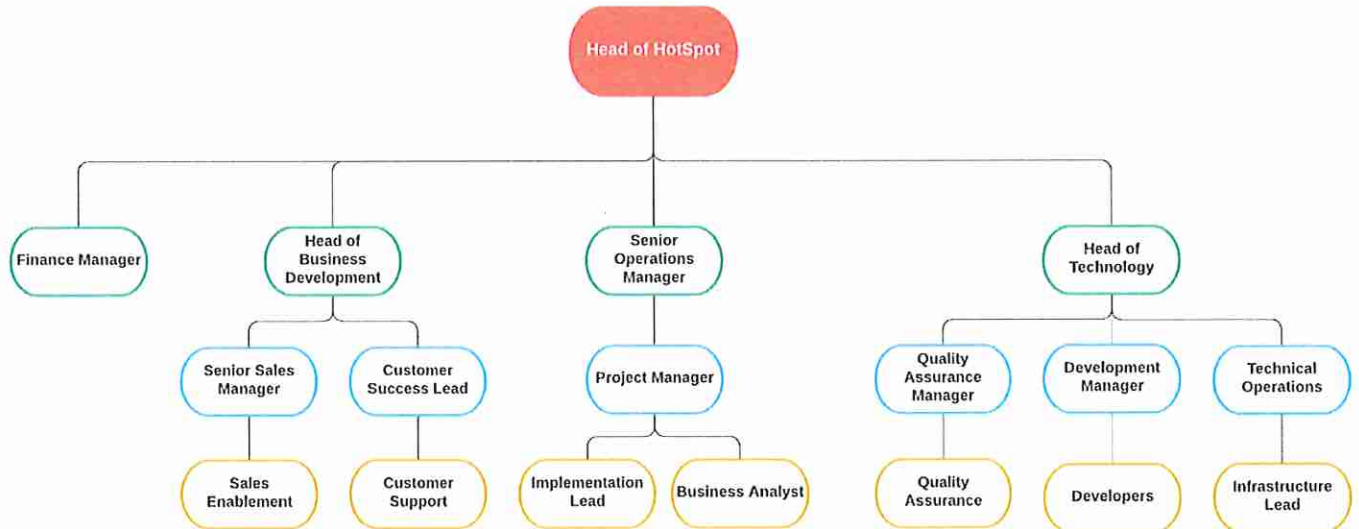


Rachel Nason
Senior Sales Manager
Rachel.nason@arcadis.com

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Organizational Chart

Our company is supported by a team based entirely in Fredericton, NB, as seen below:



Office Locations

HotSpot Parking's corporate office:
515 Beaverbrook Court
Fredericton, NB
E3B 1X6, CA

Arcadis IBI Group has over 300 Offices across the globe. Locations can be found by visiting:

- <https://www.ibigroup.com/locations/>
- <https://www.arcadis.com/en/office-locations>

To note:

United States hosts 181 offices
 Canada hosts 26 offices
 United Kingdom hosts 33 offices

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Parking System Overview

HotSpot Parking provides an application that operates a license plate-based system that allows users the option to pay for parking directly from their phone. Users upload a balance to a virtual wallet, which was introduced to cut down on processing fees from credit cards through a single transaction. The user then draws down on this balance and makes digital payments to the county in exchange for parking services provided. HotSpot also offers a convenient pay as you go service, which can charge parkers credit cards directly.



Once an officer finds a vehicle suspected of infraction; using the enforcement hand-held they simply key in or scan the license plate-and it returns "PAID" alerting them the driver has paid through HotSpot. HotSpot can integrate with existing handheld providers or provide a device for a nominal fee.

As a convenience fee for the service, HotSpot charges the driver a simple \$3.00 monthly fee, \$30.00 yearly (\$27 for CAA members) or the option to pay \$0.25 per parking session. The membership structure encourages the most active users (those who park daily) to opt into a flat fee rather than a fee on each use. The pay per transaction model becomes expensive to frequent parkers but still provides a convenient, touch-free option to those that park less.

- **HotSpot is the only company that provides a membership option in addition to a pay per use model to reduce costs to the user.**
- **HotSpot notifies users when they are about to spend more than \$2.00 a month on fees and encourages the user to opt into the flat fee structure.**

HotSpot provides a single application that allows the user to pay for parking, offering an additional contactless method of purchase accessible on all parking infrastructure supplied by the county, including gates and zoned pay stations. All funds collected from the parking system are remitted to the county, minus a flat 2.99% credit card transaction fee.

Advantages

- **Touch-Free Solutions:** Contactless and convenient option to purchase parking for safer, easier payments. No need to touch pay stations or kiosks!
- **Remote Top-Ups:** Top-up your parking session while on the go, directly from your mobile phone. Data shows these quick, easy mobile top-ups can increase user compliance.
- **Increased Revenues:** Providing more ways to pay means more revenue through customer convenience.

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- **Cost Savings:** HotSpot's digitized, automated solution translates to less paper usage and less coin collecting, reducing operational costs for the county.

Features

We are continuously innovating, growing, and improving our feature set, which include:



In-App Ticket Payments: We have all been guilty of it: getting parking tickets and pushing them aside until the very last minute, which may result in increased fines or a trip to the courthouse. Now, using HotSpot you can simply snap a photo, enter the ticket payment amount and we will take care of the rest.



Real-time Parking Availability: The ability to see in advance of arrival where parking is available is a huge advantage and provides peace of mind for anyone looking to park and be on their way. This has been an extremely well received feature for all stakeholders.



Parking Extender: Parking extender is activated when you may be multitasking (in a meeting, enjoying lunch, etc.) and forget to top up your HotSpot Parking. HotSpot will automatically do so to avoid getting a parking ticket.



End-User Customization: Users of HotSpot's Application have the ability to configure the app for individual preferences, including Colour Scheme, Default Payment Methods, Default Vehicles and View Preferences for Parking or Transit.



Refund Parking: HotSpot allows users to refund their parking if they do not use it all. This was introduced with the cities' consensus and allows users to move from one spot to the next without getting a ticket. This increases compliance without negatively affecting revenue generation.



Ticket Resolution: Most problems in life come down to an error in communication. If a driver feels they were issued a parking ticket when they should not have been, the HotSpot team will investigate the issue and aim to resolve it as quickly as possible. Snap a photo of the ticket, and we will work one on one with the user to either educate or resolve.



Merchant Validation: In our opinion, local businesses trump box stores with their ability to offer a personalized, authentic experience to their valued customer. Using our merchant validation, retail outlets can validate customers' parking.



Community-Wide Use: Working with the county and private partners HotSpot provides a single application that can be used at universities, hospitals, private operators and airports within cities at no cost.

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Find-Your-Car: For those long days where seemingly simple reminders are the most important, the HotSpot app will locate your vehicle on a map and get you back on track and on the road.



Corporate Accounts: For companies that have multiple vehicles on the road we provide corporate accounts to centralize billing for the customer, track staff usage and streamline payments, while providing increased compliance for the county.



Snow Alerts: North American cities typically have the need for overnight parking bans throughout the year, especially in winter. HotSpot can automatically alert all app users of parking bans in real time through push or text notification.



Bilingual: All of HotSpot's technology is fully bilingual to the standard dictated by the region and dynamically adjusts to the user's phone settings.



Emailed Receipts: HotSpot emails receipts to users in real time to keep track of payments and declined transactions.



Fast Tap Signs: HotSpot has one of the world's first virtual parking meters, no app required. Simply use your Android or iPhone to scan the QR code on a customized Fast Tap sign and start a parking session without use of the app.



Multiple Payment Options: HotSpot provides multiple payment options through most major credit cards, Mastercard Debit, Visa Debit, Amex, Apple Pay, and Google Pay. Through our payment process there is no need to update your card. When it expires, our system will automatically make the adjustment!



United Way Partnership: HotSpot's charity of choice is the United Way. HotSpot provides two options to donate through direct donation or donating your refunded amount to the local United Way. Partner counties can choose alternate local or regional charities to give back to.



Bilingual Customer Support: Our dedicated customer support team is ready to answer your questions. Whether you need assistance with your account, parking session or transaction history we are here and happy to help, in English or French!

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County

Over the last nine years, we have worked with the municipalities in our network on a one-on-one basis to build out features that help work for the County to better collect revenue and service their residents:



Revenue Reporting: HotSpot reports in real-time the parking that user's use on a weekly, monthly, and yearly basis.



Enforcement Monitoring: HotSpot also provides real-time information on the officers and parking checks being performed. This allows the County to monitor the activities of their agents.



Spot Updating: If you change your rates or meter numbers you can update it to our database directly. (Don't worry, we double check it for typos.)



Ticket Resolution: HotSpot provides a completely secure way for users to submit tickets for re-examination. Once a decision is made by HotSpot and the County reviews, the County can email the parker directly without disclosing any personal information. It's a smooth system.



Citizen Alerts: Do overnight parking bans or street closures happen within your community? HotSpot can automatically alert all app users of parking in real time through push or text notification.



Real-time Parking Availability: The ability to see in advance of arrival where parking is available is a huge advantage and provides peace of mind for anyone looking to park and be on their way. This has been an extremely well received feature for all stakeholders.



Dedicated Account Management: Communication is key. HotSpot keeps in constant contact with our clients to find improvements through monthly check-ins reviewing progress.



Online Citation Payment: HotSpot offers a dedicated, secure web based payment portal that is directly linked to your dashboard offering an additional method of ticket resolution and increased compliance.

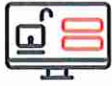


Real-time Reporting Dashboard: Make good business and planning decisions based on real community data, from your own neighborhood. Process reports in real-time to analyze changes, follow trends and coordinate administration.



User Roles: HotSpot's dashboard allows a master administrator (or your dedicated account manager) to assign user roles, ensuring that no authorized person will have access to sensitive information including finance, reports or allowable changes.

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Internal Auditing: Identified user roles provide an additional security measure by tracking and logging user activity, allowing the ability to monitor void reasons, changes in fine amounts and reconciliation.

Optional, Value Add Services



Permit Program: HotSpot provides a complete digital permit solution to allow users to register vehicles for any permitted areas to increase convenience for enforcement and customers. These virtual parking permits can be purchased through the application or dashboard.



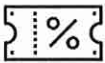
Citation Management: Keep track of offences and the vehicle tied to them, through our user-friendly administrator dashboard, in real-time.



Fast Tap Signs: HotSpot has one of the world's first virtual parking meters, no app required. Simply use your Android or iPhone to scan the QR code on a customized Fast Tap sign and start a parking session without use of the app.



Digital Chalking: HotSpot's LPR technology uses digital chalking to make the enforcement process easier and faster. By entering in or scanning a license plate, the system mirrors how an officer would manually chalk a vehicle's tire in order to see how long they've been parked.



Coupon Codes: Parking rates can get quite high, and sometimes the county would like to offer special parking rates for an event or holiday. That's why HotSpot offers coupon codes to allow customers to receive discounted parking rates by redeeming codes at checkout. Coupon codes and their applicability are completely customizable by the county making the possibilities endless for offering savings to your citizens!

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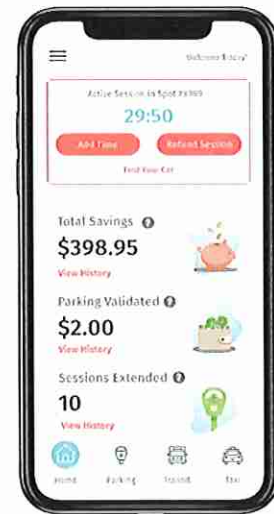
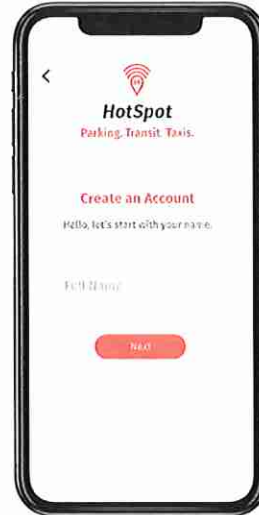


How It Works

Signup

Users can sign up for our application on iOS and Android devices, which will require the following:

- Username
- Unique phone number
- Unique Email
- Password



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Payment Method

We prompt them to enter a payment method (any major credit cards, Visa debit, Mastercard debit, Visa gift cards, Apple Pay/Google Pay, and AMEX). From here they can add a virtual balance to their wallet which allows the users to draw down from that fund. Typically, funds of \$5.00 or \$10.00 increments are used to avoid multiple credit card transaction fees.



Time Extensions

The user can then simply add time from their mobile phone without the need to go back and use the pay station. This increases compliance with the existing system, and cuts down on enforcement needs, which provides a better overall experience for the users.

IVR System

HotSpot currently has an IVR system that is operational by phoning the number on the meter. Please note, you must have an account and be calling from the registered number. This system works as follows:

- Call the number
- Select option:
 - Speak to customer support
 - Speak to the county's Parking Dept.
 - Use the IVR system.



IVR System

1. Recognizing the number, you're calling from.
2. Asking for your meter number – user inserts.
3. Confirming parked vehicle.
4. Provide one hour of parking.
5. The service then sends text reminders to add time.

Text System

1. Text HotSpot your meter number.
2. Recognizing the number.
3. System asks to confirm parked vehicle.
4. Provide one hour of parking.
5. Provides text notifications to top up.

The text system is preferred by our user-base and the IVR system is turned off in select cities with calls going direct to the customer support desk.

Web Based Parking

HotSpot also provides a web based version of our application accessible to users through mobile or desktop web browsers. The user can sign-in to a web based version of our solution as well as a more desktop friendly account management tool.





Fast Tap Signs

HotSpot's Fast Tap Signs act just like a pay station to accept digital payments, but without the expensive hardware and operational costs! These signs allow users to pay for parking quickly and efficiently by scanning the QR code - no application download required. Simply approach a fast tap sign and:

- Scan the QR code and a web page will be detected
- Open the webpage and enter:
 - Length of stay
 - License plate
 - Payment choice (Apple Pay, Google Pay, Credit card, Debit Visa)
 - Email for receipts (optional)
- HotSpot will automatically detect the parker's location and process payment (Apple Pay/ Android Pay or credit card) without the need to download another application.



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Considerations

The fast tap signs can:

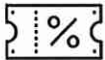
1. Handle special rates and flexibility.
2. Receive email receipts.
3. Integrated with Enforcement License Plate Recognition (LPR)

Benefits

Reduce Costs	<ul style="list-style-type: none"> ● 90% reduction in operational costs and parking infrastructure ● No machines to maintain or replace ● No need for paper supplies, power, or data charges
Implement Quickly	<ul style="list-style-type: none"> ● Easy to get up and running in your lot ● QR-enabled signs can be placed anywhere in your lot. No power required! ● Integrates seamlessly with HotSpot's payment system and all current enforcement technology
Make Customers Happy	<ul style="list-style-type: none"> ● No app to download or account to set up ● Easier and faster transaction times than meter parking ● Better customer experience and more ways to pay ● HotSpot members can still pay through mobile app ● Scan a QR code and go!



Optional, Value Add Services



Coupon Codes: Parking rates can get quite high, and sometimes the county would like to offer special parking rates for an event or holiday. That's why HotSpot offers coupon codes to allow customers to receive discounted parking rates by redeeming codes at checkout. Coupon codes and their applicability are completely customizable by the county making the possibilities endless for offering savings to your citizens!

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LPR Enforcement Overview

Enforcement of the HotSpot system is 100% license plate-based. HotSpot provides inclusive proprietary License Plate Recognition (LPR) software with all paid parking programs, or can integrate with existing enforcement technologies. HotSpot's LPR technology allows officers to scan a plate, view from a list of paid plates (sorted alphabetically) or type a plate to auto-populate and filter paid plates in the database. When the LPR technology scans a plate, it relays an audible "ping" and displays an alert if no payment method through HotSpot has been found using a red/green methodology.



HotSpot offers two convenient options to help officers enforce your parking rules and regulations. HotSpot has built LPR software for handheld enforcement devices to allow officers to easily scan a parker's license plate and verify its payment status. Tracking of searches performed by officers can be viewed on HotSpot's Admin dashboard and has been used to monitor officer performance. HotSpot has also partnered with Tannery Creek to offer the most efficient method of enforcement, through automatic vehicle mounted LPR (ALPR). ALPR consists of highly accurate LPR cameras installed onto an enforcement vehicle to scan 3-4 plates per second.



Advantages

- **Increased Efficiency:** LPR software cuts down on time by as much as 40% efficiency for enforcement with a 95% accuracy on scans in the field.
- **Real-time Tracking:** Immediate uploads of officer inputs to a central database with historical data for review and tracking.
- **Single Solution:** One single solution enforcement platform used for all HotSpot transient, and permit parking.
- **Continual Improvement:** Save administration time spent manually writing tickets, data entry for ticket management, and following up on citation escalation.

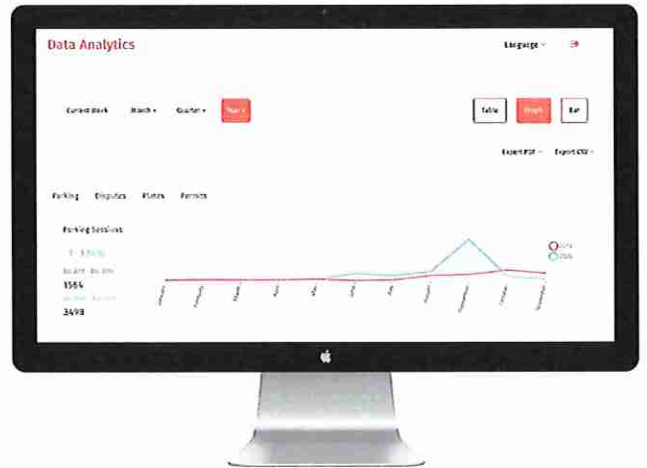
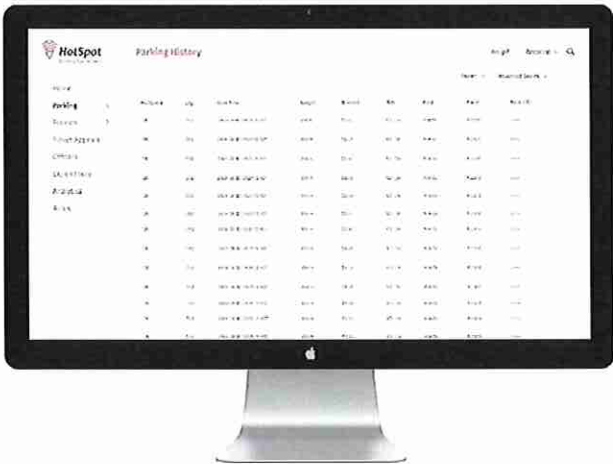


Administrative Access Overview

Every action in Hotspot's system is shown in a transparent fashion through our administrative dashboard. This allows the Administration to track key events such as:

- Every parking session made by a user is recorded in detail for auditing purposes.
- Every ticket resolution request is tracked through this dashboard to provide a detailed line of communication back to the user.
- Rates and time limits can be updated here for parking locations in real time.
- Revenue reporting can be broken down by area
- Every payment made by a user is recorded in detail for auditing purposes.
- Every officer license plate entered is recorded which has been used to track officer performance.
- Analytics for systematic review of intricate data and trends.

HotSpot understands the county may have unique needs that are not obvious and we will work to provide the best solution possible through this dashboard.



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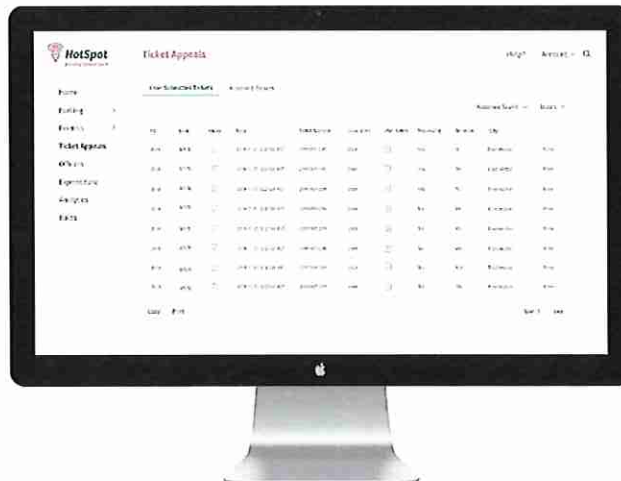
Ticket Resolution and Payments

90 percent of the world's problems come down to a communication issue; this is especially true for parking disputes. HotSpot has a 3 / 1000 metric where every 3 sessions out of 1000 requires a HotSpot Account Executive to reach out and work with the user to resolve an issue. **HotSpot is the only company that provides Ticket Resolution to ensure the best possible customer support.**

The typical process for this is:

1. User receives a ticket they feel is unjust.
2. They submit the ticket through HotSpot's "Resolve ticket" option.
3. HotSpot's staff investigate the ticket and respond to the user.
4. If the ticket is believed to be invalid HotSpot sends a message to the county's Parking Authority explaining the situation.
5. On the HotSpot dashboard the county can choose to void or enforce the ticket.
6. If the ticket is voided the user is notified.
7. If the ticket is enforced the user is notified and has the option to pay directly through HotSpot's app.

All ticket payments go directly to the county and are remitted monthly.



Payment Remittance

HotSpot has a standard remittance schedule of 30 days after the end of the month. HotSpot's typical 30-day period allows for any disputed charges or potential tickets that need to be enforced will be accounted for. **HotSpot provides direct deposit for all services.**

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Signage

HotSpot recognizes that the adoption of its platform is critical to success and that marketing is essential during implementation of the new platform. HotSpot works closely with municipalities to ensure widespread public adoption of our mobile parking application, which includes signage.

Our marketing and education strategy is rolled out in three phases and is flexible to adapt to client preferences.



Design

HotSpot provides Meter & Pay Station decals which are required for both on street and off-street parking. The current signage is available in multiple languages and can be co-branded for multi-modal. HotSpot designs all decals, customized with Agency colors and logos that meet all Accessibility Standards acts. For custom sign designs, we require a high quality logo in PNG (300 psi), SVG, EPS or AI file format. Providing HotSpot with a Brand Kit (if available) and a Parking Summary Document (amounts and locations) will expedite the process.

Instructional and informative signage is the responsibility of the client. HotSpot can assist with these sign designs and the production, available at a cost.

Production

HotSpot uses quality materials for the printing of all signage. All lot signs are produced on alupanel with anti-graffiti laminate, and all decals are printed on high-bond vinyl. Fast Tap signs are produced with a custom and dedicated QR code that is programmed and managed through HotSpot's system.

Installation

Installation costs can be avoided by utilizing internal Agency staff for applying decals and lot signage. HotSpot provides best practice installation techniques to ensure proper fixing to poles, meters and pay stations. Poles and surfaces to affix signage is the responsibility of the client.

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Customer Support

HotSpot provides a bi-lingual customer support team that acts as the front-line for all technical and support related issues. We address all challenges through the following channels:

- **Email:** HotSpot allows all users to email us directly within the application. We also typically answer information requests from the public about how the parking facilities work and direct them to the proper channels for more in-depth needs.
- **Phone:** HotSpot provides a toll-free number on infrastructure the people can call if they are experiencing an issue.
- **Twitter + Facebook:** HotSpot also manages a Twitter and Facebook account people typically use to reach out and ask questions.

HotSpot's goal is under no circumstance should a client need to answer technical questions regarding users' accounts. All assistance can be directed to HotSpot for resolution.

Front Line Customer Support Triage

Examples of Situations

Priority Level	Example
Priority #4	1. Parking ticket Received 2. User Account Issue
Priority #3	3. Special rate wrong 4. Individual Permit assigned by City 5. Gate is down
Priority #2	6. All Gates are down 7. All permits need to be assigned in a specific lot 8. Billing is off
Priority #1	9. App is down 10. All permits got double billed 11. All users got double billed

HotSpot Parking Client Support & Advisory Services

For Operational support HotSpot will assign a dedicated Account Manager to the City to provide support during the Agency's business hours. This support is managed through the same phone and email channels as regular customers with priority placed on clients. When a client submits an issue, it is escalated to the customer success team and actioned based on the priority matrix. HotSpot will also provide quarterly check-in calls post launch to ensure systems are operating effectively.

A unique option HotSpot can provide through its larger parent Company Arcadis / IBI Group is advisory services. This is provided in combination with Mobility Specialists, Engineers and Data Scientists to provide analysis and feedback on parking operations. These engagements are done on a recurring basis weekly, bi-weekly or monthly based on the need and stage in which the parking operator is planning changes or needs feedback.

These engagements include feedback on operations, troubleshooting policy problems, and best practices from the Engineering Association of Transportation Planners. Due to our unique relationship, there is the option for real time data to be fed into models and future decisions modeled in advance. Monthly performance reports generated and troubleshooting of ongoing issues. These engagements unique to the operator / business expert relationship are quoted on a as needed basis and outside of the scope of this response.

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Training Responsibilities

Training Program

Executive	HotSpot is responsible for all executive training on the use of the system as needed and requested by county staff.
Officers	HotSpot is responsible for all officer training required of the system.
Administrative Personnel	HotSpot is responsible for all administrative training required for: reconciling accounts; investigating tickets; and exporting data to the dashboard during the onboarding process.
Customer Training	HotSpot is responsible for all customer training required and customer support associated with the use of the system to alert customers they can now pay for parking or transit through the HotSpot application.

All Implementation Services below are included, remotely, at no additional cost with this program.

- **Project Management**
 - Implementation Specialist
 - Project plan with routine check-in calls
- **Configurations**
 - Zone Setup
 - Rate Testing
 - Administrator role creation and set-up
- **Marketing**
 - Assist PR on Website & Social Media
- **Training**
 - HotSpot LPR & Enforcement Overview
 - Parking Consumer Experience Overview, Customer Support
 - Parking Configurations
 - Operator Management

Note: *Per Diem for onsite visits is \$1,050.00 per day, and pending COVID-19 restrictions.

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Conclusion

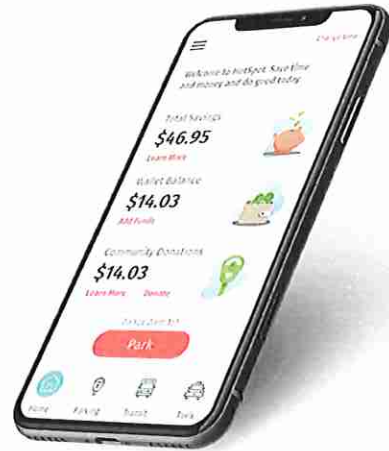
HotSpot measures its success by the satisfaction of its customers (both drivers and municipalities). We hope this overview reflects the amount of thoughtful consideration we have given to the introduction of a mobile parking purchase app solution in the county and our desire for a successful long-term solution. Our track record of implementing, servicing, and innovating is a value-add as you enhance your residents' transportation experience.

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HotSpot Parking

An overview of HotSpot's Pricing & References.



PREPARED BY
HotSpot Parking Inc.
515 Beaverbrook Court
Fredericton, NB

PREPARED FOR
Lac Ste. Anne County
56521 Rge Rd 65
Sangudo, AB

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Digital-First Parking Pricing Considerations

HotSpot has been working with Municipalities on modernization of pay parking infrastructure to accommodate a wide variety of parking needs and demographics that are accessible, easy to use and can be future-proofed to grow with the county's parking recommendations. The industry as a whole is migrating out of hardware solutions, and HotSpot recommends a software solution that can even replace hardware and is fully integrated with modern LPR enforcement technologies. Ensuring the County implements an experienced, dependable parking environment that is agile to adapt to evolving technology and best practices.

Consumers are comfortable en masse paying digitally for parking and by offering a convenient digital first approach we can eliminate a large upfront capital cost, and drastically reduce ongoing operational and maintenance costs associated with traditional parking hardware. This approach has been proven by HotSpot over the last 5 years with such success stories as Jasper, Alberta, Pickering, Ontario and Norfolk, Ontario introducing a digital first approach to parking and becoming profitable in the first year of operation. In addition to a new revenue stream, HotSpot's digital solutions saved each City a comparable \$500,000 capital investment in traditional hardware that risks being out of date within years.

The digital first approach lowers the costs of parking infrastructure and parking revenue collection. Labour behind cash collection, rolling, reconciling, and depositing can result in 7-10% loss of revenues. With a digital approach, the county can rely less on payment machines and meters and reinvest that money into other sustainable department projects for the county. HotSpot's wide range of services for hourly parking, Fast Tap Signs (that requires no app download), digital permits, and license plate recognition software provide a single solution to introduce paid parking, at the lowest operational costs for the county.

HotSpot Price Breakdown¹

Cost Breakdown

#	Item	Quantity	Unit Cost (CAD)	Sub-Total
1	HotSpot Mobile Parking Application <i>Services Include:</i> <ul style="list-style-type: none"> • Hourly Parking in-App • Bilingual Customer Support • System Upgrades & Maintenance • LPR Enforcement • Meter Decals • Administrative Dashboard • Onboarding & Implementation 	1	Convenience Fee: \$0.25 per transaction Or Membership Fee: \$3.00 per month / \$30.00 per year (\$27.00 per year for CAA Members) <i>Optional Add-Ons:</i> Discount Codes: \$2,500/year	Paid by User
2	Instructional and Lot Signage	TBD	\$ 150.00 per sign 25 Plus = \$ 125.00 per sign	----
3	Fast Tap Signs <i>Services Include:</i> <ul style="list-style-type: none"> • No app download parking purchases • Bilingual Customer Support • Administrative Dashboard & Mgmt • System Upgrades & Maintenance 	TBD	\$ 150.00 per sign 25 Plus = \$ 125.00 per sign + Convenience Fee: \$0.35 per transaction (Fee paid by User) <i>Optional Add-Ons:</i> Discount Codes: \$2,500/year	\$ 150.00
4	LPR Handheld Device	TBD	\$ 300.00 per hand-held -Data plans not included due to security compliance -Can download Officer App on to additional, existing Android devices at no charge.	TBD

Notes:

- 2.99% merchant processing fee applies for all parking revenues. All revenues are remitted by direct deposit (less 2.99% + tax, which is the transaction fee passed on by our processor for digital payments) E.g. Parking revenue is \$1,000 - 2.99% so remittance is \$970.10 - tax.
- Taxes are not included and do apply.
- Quotes valid for 30 days.
- Sign quotes are based on standard design. Custom sign design (based on agency colours and logo) is available at \$150/hour.

¹ Provincial/State taxes are not included, and do apply.

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References

Municipality of Jasper

Name: Natasha Malenchak

Title: Director of Finance

Email: nmalenchak@town.jasper.ab.ca

Phone: 780.852.6511

Lacombe County

Name: Brandon Maier

Title: Manager of Operations

Email: bmaier@lacombecounty.com

Phone: 403.782.3567

City of Pickering, ON - Introduced a new paid parking program (similar to Jasper)

Name: Kim Thompson

Title: Manager, Municipal Law Enforcement Services

Email: kthompson@pickering.ca

Phone: 1-905-420-4660 x 2187

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