THE DEVIL IS IN THE DETAILS

THE IMPORTANCE OF BEING TRANSACTIONAL AND RELATIONAL!

TRANSACTIONAL VS RELATIONAL

Transactional

- Care about price

- Lacks empathy

- Demand more

- Considered the experts

- Complains about service

Relational

- Price is important, but not a driving factor

- Expert that can be trusted

- Has Empathy

- Loyalty/Commitment

- Less demanding, more profitable

REAL EXAMPLES

PARCS Replacement

- Non-Supported PARCS Solution

- 5 Garages

- RFP Process

- Internal and External Conversations for Staff

- Pivoting Businesses

Chautauqua Park

- Paid Parking Program Pilot

- City Council Driven

- Less than 60 days to implement

- Very political

- Utilize existing technology

SELECTING THE TECHNOLOGY

TECHNOLOGY SOLUTION(S)

- Selecting the Technology
    - Functionality
    - Integrations
    - Bigger Picture
- Subject Matter Experts
    - Understanding the industry
    - Knowledgeable
    - Relational
- Project Understanding
    - Team Members
    - Your Goal
    - Big Picture

CREATING THE TEAM

TAKING CONTROL

- Research the vendor
  - Prior Installations
  - Product Roadmap
  - Relationship with clients
- Interview the project team
  - Project Manager
  - Trainer
  - Developer/Installer

PARCS

Federal APD and Variable Messaging

Project Awarded based on RFP process

Parking Manager Transition after award

Vendor controlled the project

CAMP PILOT

Conducted Interviews

Technology Integrations

Set expectations with technology vendors

City controlled the project, not the vendor

IMPLEMENTATION

UNDERSTANDING THE PROJECT

- The Players
  - Technology Vendor(s)
  - Sub-Contractors
  - Stakeholders
- The Team
  - Vendor's Project Team
  - Your Project Team
- Setting Expectations
  - Collaboration
  - Empower team for success (personal growth)
  - Service Level Agreement
  - Reduce Risk
- End Goal
  - Use Cases
  - Future Growth

PARCS REPLACEMENT KICK OFF MEETING

- The Players
    - PARCS Vendor
    - City Council, City Departments, Residents, Visitors, Businesses

- The Team
    - PARCS Vendor
        - Pre-Assigned Team
    - Boulder, Colorado
        - SME Administration and Field Operations

- Setting Expectations
    - Generic project implementation template
    - Establish check-in call

- End Goal
    - Install PARCS solution in 5 garages

PARCS REPLACEMENT - IMPLEMENTATION

- Functional Requirements
    - Replacing like for like features
    - Remain within "project hours" allocated for the project

- Check-In Meetings
    - Led by vendor
    - Very transactional – reading to check a box
    - PARCS vendor project manager participation
    - No collaboration

- Expectations
    - Have only a certain number of hour allocated for the project
    - Boulder to manage sub-contractors
    - Solution configured based on scope of work document

CAMP – KICK OFF MEETING

- The Players
  - Cale, Parkmobile, Genetec
  - City Council, City Departments, Residents, CU Boulder, Chautauqua Park and Visitors

- The Team
  - Technology Vendors
    - SME from each vendor as primary contact
  - Boulder, Colorado
    - SME Administration and Field Operations

- Setting Expectations
  - Introducing the players
  - Status/Check-In Meetings
  - Collaboration

CAMP – IMPLEMENTATION

- Functional Requirements
    - Identifying use cases – combined functionality
    - City Council, City Departments, Residents, CU Boulder, Chautauqua Park and Visitors

- Check-In Meetings
    - Mandatory Participation
    - One Meeting – All vendors participate
    - Fluid Agenda
    - Round table format
    - Come prepared

- Expectations
    - Smooth Implementation
    - No Blame – Just Honesty
    - Successful Roll Out
    - Positive Outcome

GO-LIVE
ON-GOING SUPPORT

GO LIVE AND ON-GOING SUPPORT

- Go-Live
  - Schedule
  - Expectations from vendors
  - Punch list

- Support
  - Meeting the Team
  - Transition

PARCS REPLACEMENT

- Go-Live
  - Rolling go-live dates (5 garages)
  - Limited communication about what to expect
  - Vendor cautioned about hiccups
  - Limited on-site support for "each" go-live
- Support
  - Project manager close out
  - Introduction to support portal and team
  - Pressure to sign off on project

CAMP

- Go-Live
  - Coordination between technology vendors
  - Dry run day before go-live
  - Vendors on-site and remote for go-live
  - Smooth go-live
- Support
  - Familiar with support team
  - Contact support for functionality requests.

THANK YOU!

Laura Lierz, CAPP
REEF
Vice President Municipal Services
E: llierz@govtparking.com
T: 303.725.7043

Melissa Yates, CAPP
Flash Parking
Senior Customer Experience Manager
E: melissa.yates@flashparking.com
T: 720.938.4447