Cleverciti

CITY OF Hollywood FLORIDA
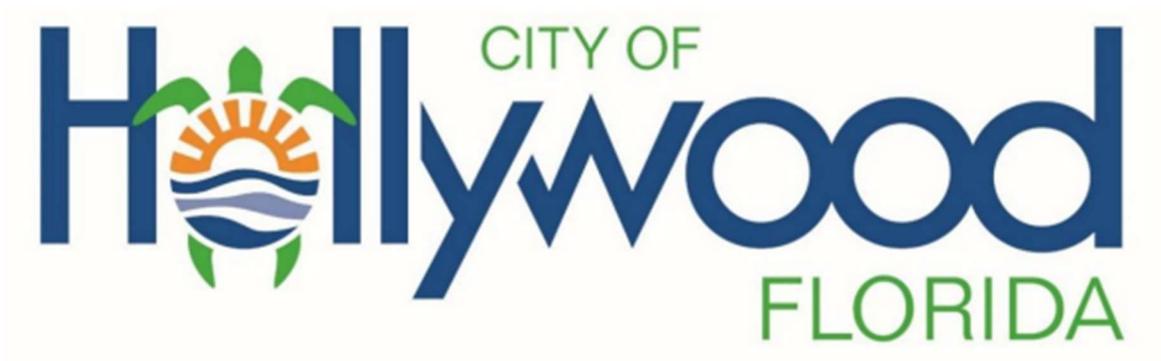
REQUEST FOR PROPOSAL RFP-350-26-SA

DIGITAL PARKING GUIDANCE AND WAYFINDING SIGNAGE

Submission Date: Tuesday, November 25, 2025

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A. CLEVERCITI COVER LETTER

Dear Evaluation Committee,

Thank you for opportunity to reply to the City of Hollywood's Digital Parking Signage RFP. Cleverciti is in the best position to deliver an effective, scalable, and fully connected digital guidance and wayfinding signage solution that supports the City's mobility and community engagement goals.

At Cleverciti, we believe that communication with parkers through our patented, cloud-connected dynamic digital signage is essential to improving mobility and the overall parking experience. Our technology provides real-time alerts and updates—such as dynamic guidance based on live occupancy data or garage availability through our active ParkAssist integration—that directly enhance efficiency, reduce congestion, and increase community satisfaction.

Since 2012, Cleverciti has successfully deployed large-scale smart parking and curb management systems in major U.S. cities including Miami and West Palm Beach, Florida; Los Angeles and Redwood City, California; and Bend, Oregon, as well as numerous international locations. Our patented Circ 360 sensors and dynamic message signage (DMS) deliver real-time, data-driven wayfinding and guidance, integrating seamlessly with a wide range of parking detection hardware and third-party APIs (including weather, transit, and traffic systems).

Our cloud-connected digital signage solution provides:

- Real-time curb information: Displays occupancy, availability, policies, rates, and rules to maximize convenience and compliance.
- Dynamic communication tools: Integrates with third-party systems to display relevant city information such as emergency alerts, traffic, or weather updates.
- Customizable templates: Enables city staff to manage and schedule display templates individually or systemwide.
- Scalable architecture: Modular design supports phased or citywide expansion for a comprehensive curb management and guidance solution.
- Brightness management: Each sign features light sensors and flexible brightness controls, which can be managed from the cloud platform, allowing the City to find the perfect combination of visibility and energy efficiency.

With over a decade of proven experience, Cleverciti is ready to help the City of Hollywood achieve its goals for real-time parking availability, dynamic wayfinding, and adaptive curbside management. We look forward to the opportunity to partner with the City in building an integrated and forward-thinking system that sets a new national standard for smart mobility.

Sincerely,
David Parker, CEO, david.parker@cleverciti.com

B. CLEVERCITI QUALIFICATIONS

Cleverciti has over a decade of experience (since 2012) in the smart city and smart parking domain. Cleverciti is the newest member of the ParkHelp Group, founded in 2004, which is now a global leader in parking guidance technology, with more than two decades of proven expertise and deployments in over 100 cities, 25 airports, and 600 total locations.

Together, Cleverciti and ParkHelp have developed a comprehensive portfolio of solutions that enhance efficiency, safety, and the overall parking experience, both indoors and outdoors, on a global scale. We are recognized as a leading provider of parking detection, wayfinding and guidance, parking intelligence, and guided enforcement solutions.

We are trusted by some of the world's leading cities providing integrated and dynamic digital signage—including Los Angeles, Miami, West Palm Beach, and Toronto—to deliver smart parking solutions with high quality and reliability. Many of our municipal clients have faced similar parking challenges and have successfully addressed them by partnering with Cleverciti, often entering long-term contracts for up to ten years. These partnerships reflect both our mutual commitment to success and our clients' confidence in Cleverciti's ability to deliver reliable, long-term results.

Cleverciti's mission is to provide <u>integrated parking intelligence solutions to minimize vehicle minutes traveled and emissions, maximizing the value of curbside assets and the satisfaction of the parker</u>.

C. PROJECT TEAM & KEY PERSONNEL

Jordan Martin – Sales Engineer – Client Success & Installation Lead

Devon Graham – Sr. Project Manager – Installation & Maintenance Support

Sergey Vetrov – Head of Project Management - Technical & integration Lead

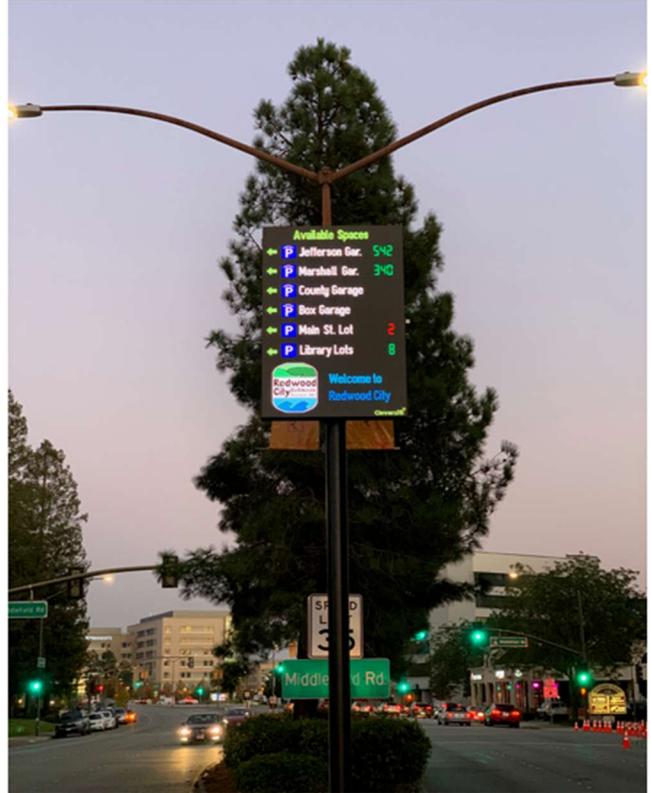Paul Parks – Director of Operations – Project Support & Client Success Support

Sonny Samra – Chief Revenue Officer – Project Executive I

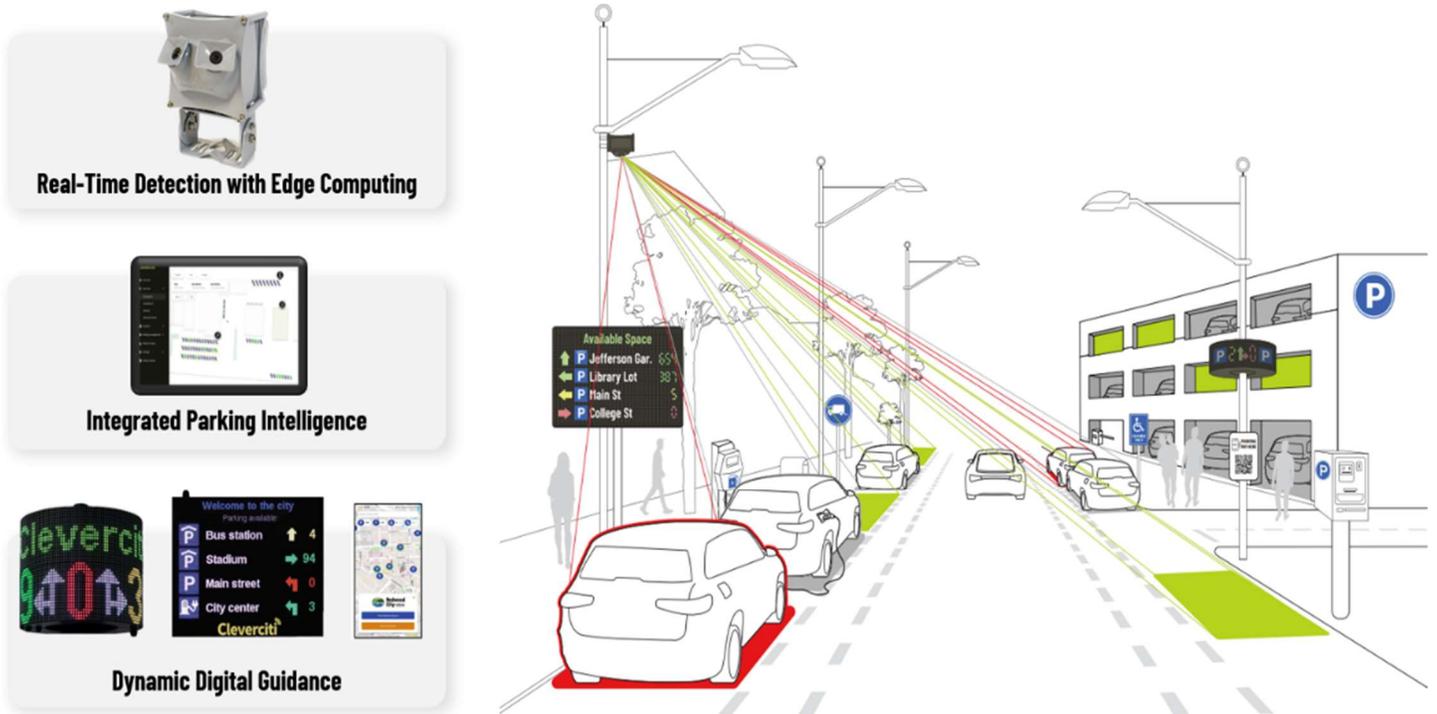David Parker – Chief Executive Officer – Project Executive II

[Please see Confidential/ Proprietary Section for Resumes & Certifications]

D. PICTURES OF PRIOR INSTALLATIONS

E. CLEVERCITI TECHNICAL SPECIFICATIONS

SIGNAGE

CIRC 360 ULTRA – dynamic digital guidance

Cleverciti's omni-directional LED sign that displays live parking information and messaging. The displays are ideal for a range of dynamic on-street and open-air digital signage applications, including local parking guidance and availability, emergency notifications and service updates, advertising, smart city data, security notifications, and much more. The Circ 360 Ultra and Ultra+ intuitive design dramatically decreases the time drivers spend searching for parking spaces, thereby reducing unnecessary traffic and emissions, while increasing parking convenience.

Double-Sided Sign Patent

The patent portfolio protecting the Circ includes protection of the invention of a double-sided digital display that wraps around a pole such as a lamppost and is used to display parking guidance information. Circ 360 is protected by patents including: US 10,431,085 B2 and US D861,515. Circ 360 and Circ are registered trademarks of Cleverciti Systems GmbH.

CIRC 360 ULTRA+ FEATURES:

- o 360º Digital Display
- o Fully adjustable rotating or static text & images
- o Real-time parking occupancy and availability information
- o Automated Scheduling for Parking Information
- o Automatic brightness adjustment with ambient light sensor
- o Ingress protection rating IP65
- o Preconfigured templates
- o Remotely managed & monitored 24/7
- o Easy installation on existing infrastructure
- o Managed and monitored remotely by CleverPortal
- o Two sizes available - standard (Ultra) or premium (Ultra+)

Pictures taken in our manufacturing facility of a Circ 360 Ultra+ with potential content for City of Hollywood's needs (content is completely customizable and can be designed together with the City post-award):
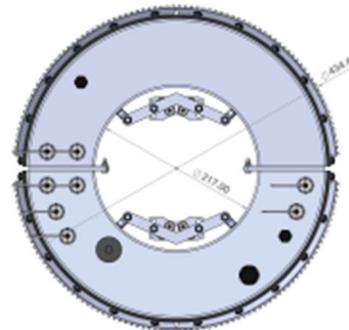
Technical Specifications

	CIRC 360 ULTRA	CIRC 360 ULTRA +
DISPLAY AREA	16cm x 128 cm / 6¼" x 50½" / 360°	32cm x 128cm / 12½" x 50½" / 360°
WEIGHT	11 kg / 24 lbs	16 kg / 35 lbs
HOUSING MATERIAL	Aluminum	Aluminum
HOUSING COLOR	RAL 7040	RAL 7040
RESOLUTION	20 x 160 pixels (Pixel Pitch 8mm)	40 x 160 pixels (Pixel Pitch 8mm)
LED TYPE	RGB SMD LEDs	RGB SMD LEDs
DISPLAY COLORS	16.7 million (24-bit color)	16.7 million (24-bit color)
BRIGHTNESS	4500 cd/m²	4500 cd/m²

GENERAL

CONNECTIVITY:	LTE, LAN, or WIFI
MOUNTING BRACKETS (BY POLE DIAMETER):	91mm-120mm (3.58" - 4.72")
	121mm-150mm (4.72" - 5.91")
	151mm-300mm (5.91" - 11.81")

POWER

INPUT VOLTAGE	90-264 VAC
INPUT FREQUENCY	47-63 Hz
TYPICAL OPERATING POWER CONSUMPTION	ULTRA: 30-65 W
	ULTRA +: 50-100 W
MAX POWER CONSUMPTION	ULTRA: 227 W
(ALL WHITE FULL BRIGHTNESS)	ULTRA +: 380 W

Dimensions are in millimeters

RELIABILITY

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WORKING TEMPERATURE	-4° F / -20° C to 140° F / 60° C
WORKING HUMIDITY	10%-90%
PROTECTION GRADE	IP65
LED LIFETIME	100,000 Hours

CLEVERCITI CIRC 360 ULTRA & ULTRA +

SIGNS – multi-function digital display

The Sign is a fully dynamic, high resolution LED digital messaging sign for all on- and off - street parking areas, event notifications, weather and emergency alerts, and more. It offers intelligent navigation and real-time parking guidance information to users as live traffic and parking data changes. The Sign can integrate seamlessly with the City's services such as parking garages and stadiums, special event messaging, emergency alerts, and advertising/branding. Front service panels provide an enhanced level of installation and maintenance convenience, with simple access for maintenance or panel exchange.

Sign images – integration with 3rd party data, emergency or weather services, and side profile
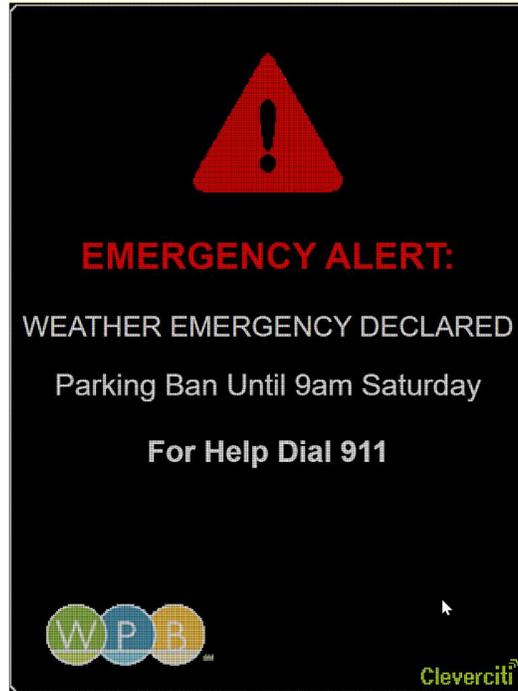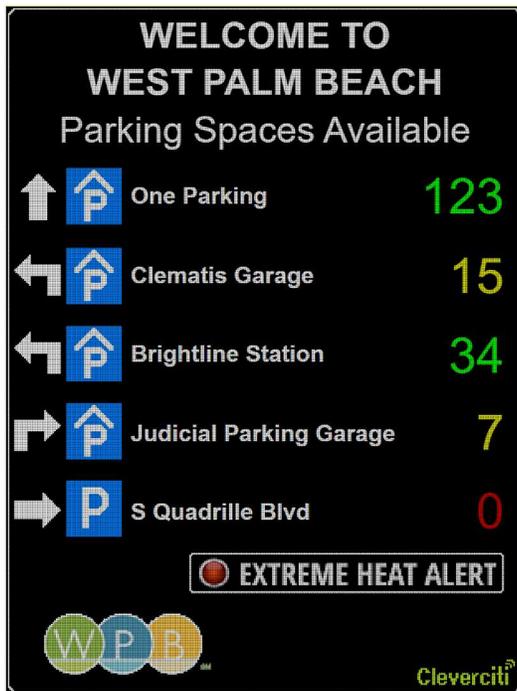
SIGN FEATURES:

- o Accurate, real-time parking guidance
- o Fully digital, high-resolution displays
- o Optimal viewing angles
- o Character heights for any application
- o Optimal brightness for visibility
- o Navigation to destinations
- o Front panel access for convenient maintenance
- o Managed and monitored remotely by CleverPortal
- o Easy installation on existing infrastructure

Technical Specifications

RELIABILITY

|	
WORKING TEMPERATURE:	-4°F / -20° C to 140° F / 60°C
WORKING HUMIDITY:	10%-90% RH
LED LIFETIME:	100,000 Hours
OUT-OF-CONTROL PIXEL RATE:	≤0.01 %

GENERAL

CONNECTIVITY:	WIFI, LTE, OR LAN
PROTECTION GRADE:	IP65 (front), IP54 (rear)

DISPLAY PARAMETERS

STANDARD MOUNTING BRACKET:	Center-mounted on single pole (diameter 6.1 to 9.0 cm & 9.1 to 21.0 cm) Custom brackets available by request
MINIMUM SIZE:	75 cm x 50 cm (29.5 in x 19.6 in)
ADDITIONAL SIZE STEPS POSSIBLE:	+25 cm in height or width (9.84 in)
ADDITIONAL SPACE FOR FRAME:	0 cm on all sides (frameless design)
DISPLAY DEPTH:	12 cm (4.7 in)
BRIGHTNESS:	6000 nits (cd/m²)
BEST VIEWING DISTANCE:	≥7 m
VIEWING ANGLE:	140° (horizontal and vertical)
DISPLAY COLORS:	16.7 million (24-bit color)
BRIGHTNESS ADJUSTED:	100 grades by software or automatically by sensor
OPERATION POWER:	AC 100 − 240, V 50-60 Hz Switchable
AVERAGE POWER CONSUMPTION:	180 watts / m²
PEAK POWER CONSUMPTION:	820 watts per m² (all white, full brightness)
FRONT SERVICE ACCESS:	Yes (enables easy maintenance)
CABINET MATERIAL:	Aluminum
WEIGHT:	Approx. 35kg per m² + 33 kg per sign for installation hardware (exact weight for specific sign size available upon request)

MODULE PARAMETERS

MODULE TYPE:	LED
RESOLUTION/PIXEL PITCH:	0.481 cm (0.19 in)
PIXEL CONFIGURATION:	SMD1921
DENSITY:	43,264 pixels/m²
MODULE RESOLUTION:	L: 52 pixels; H: 52 pixels
MODULE DIMENSION:	L: 25 cm; H: 25 cm; D: 1.8 cm (L: 9.8 in; H: 9.8 in; D: 0.71 in)
DRIVING MODE:	Constant current, 1/6 scan mode
MODULE MASK:	Pure black mask − high contrast screen
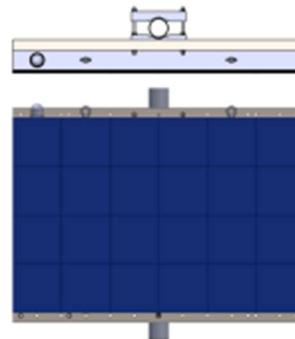
CLEVERCITI SIGN

Custom sizing is also available upon request. The number of lines is based on a standard line of text being up to 18 cm high. As fully digital signs, in addition to lines of text, the sign is also capable of showing visual maps and images – custom template design is available upon request.

Examples:
150 cm x 50 cm (59 in x 19.7 in) (W x H) - 312 pixels x 104 pixels
150 cm x 100 cm (59 in x 39.4 in) (W x H) - 312 pixels x 208 pixels
150 cm x 150 cm (59 in x 59 in) (W x H) - 312 pixels x 312 pixels

150 cm x 75 cm (59 in x 29.5 in) (W x H) - 312 pixels x 156 pixels
150 cm x 125 cm (59 in x 49.2 in) (W x H) - 312 pixels x 260 pixels
150 cm x 200 cm (59 in x 78.4 in) (W x H) - 312 pixels x 416 pixels

CLEVERPORTAL – Sign Management Dashboard

CleverPortal (our comprehensive parking intelligence software platform) provides both real-time insights and deep analysis capabilities of historical data, with the ability to fully control signage, including but not limited to, content management, brightness control, live status monitoring, template scheduler, and brightness scheduler.

F. MANUFACTURER'S WARRANTY

Solution as a Service (Option 1A):

The hardware offered in this proposal is offered on a "solution as a service" model. Therefore, the hardware ownership is retained by Cleverciti, and Cleverciti is responsible for ensuring that the hardware is providing the services and functionality described herein, with the exception of situations outside of Cleverciti's control (such as vandalism, force majeure). In other words, a warranty for both parts and labor is built-in for the duration of the contract term.

Capex (Option 1B):

A capex (sale of hardware) option has been provided in this RFP response. In the case that this Capex option is chosen, a 3-year manufacturer's warranty has been included. We have also offered an extended warranty option, which extends the warranty in perpetuity, as long as the recurring fee for the extended warranty is continuously paid and in good standing. The warranty includes both parts and labor for the duration of the contract term. If the contract term ends prior to the expiration of the 3-year manufacturer's warranty, then only replacement parts will be provided and labor will be the responsibility of the City.

General Warranty Terms:

Cleverciti's general terms apply and include detailed provisions about the warranty. The general terms are available (for both Solution as a Service and for the optional Sale model) on Cleverciti's website: https://www.cleverciti.com/en/terms

Service SLA:

We have attached our standard SLA to our response for your reference. This SLA forms the basis of our commercial offer. In deviation from the standard SLA, and to comply with the requirements of the RFP, Cleverciti shall respond to Priority 1 issues 24/7 rather than during the Regular Business Hours that are specified in the SLA. We are also willing to discuss other deviations to the SLA if required, although depending on the scope of the deviation there could be an impact on the pricing.
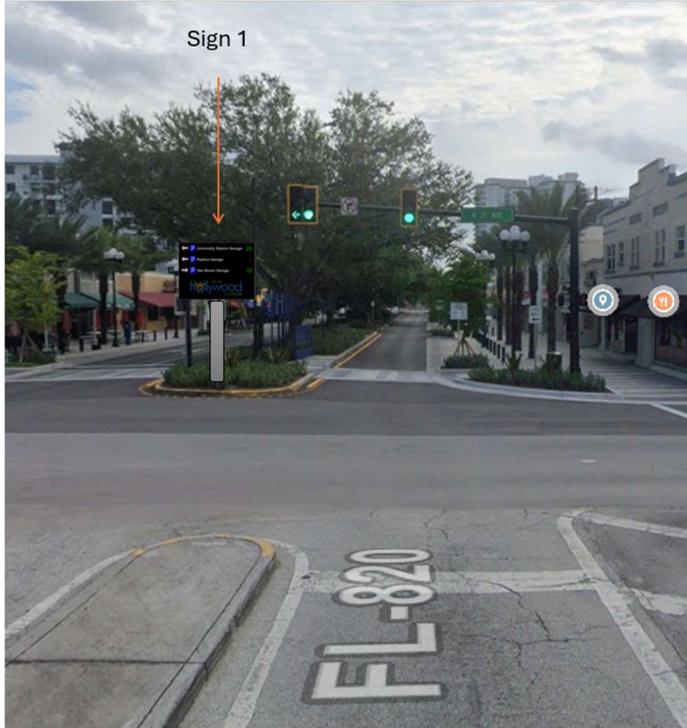
G. METHODOLOGY & APPROACH

Once the notice to proceed from the City has been received, initial kickoff meetings will be established to discuss and finalize the installation plan. This includes acquiring the necessary permits and clearance with public works and/or adjacent city departments. While permits are being secured, Cleverciti will finalize the ParkAssist integration specifically for City of Hollywood garages for real-time data to Signs as well as viewable in CleverPortal for aggregated data analysis, which will be completed in under 2 weeks (note that a ParkAssist integration is active).

As these items are being completed, the manufacturing and delivery of the signs will be initiated in tandem. The installation process will be a smooth, swift process, where depending on the final installation plan, we will be able to utilize existing infrastructure for signage placement – if new poles are required, Cleverciti and Grid1 (subcontractor located in South FL) will be able to procure, deliver and setup the new infrastructure with ease.

City of Hollywood | Cleverciti - Signage Project Plan

PROJECT PLAN	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
1 Notice to Proceed from City	■											
2 Kickoff Meetings		■										
3 System Install Review		■	■									
4 Permitting		■	■									
5 Integration with ParkAssist		■										
6 Signage Template Design & Approvals				■	■							
7 Signage Manufacturing + Delivery		■	■	■	■	■	■	■	■	■		
8 Sign Installation										■		■
9 Sign Testing										■		■
10 Training (Portal & Template Scheduling)											■	
11 Final Acceptance & GoLive												■

Sign 1

|		
←	🅿 University Station Garage	**20**
←	🅿 Radius Garage	**1**
→	🅿 Van Buren Garage	**10**

Sign # 1 - the median of Hollywood Boulevard at 21st Avenue to direct residents and visitors to public parking garages (University Station, Radius, and Van Buren) with live counts. (note signs are not to scale, illustrative purposes only)

Sign 2

→	🅿 Garfield Garage	**20**
→	🅿 Nebraska Garage	**1**
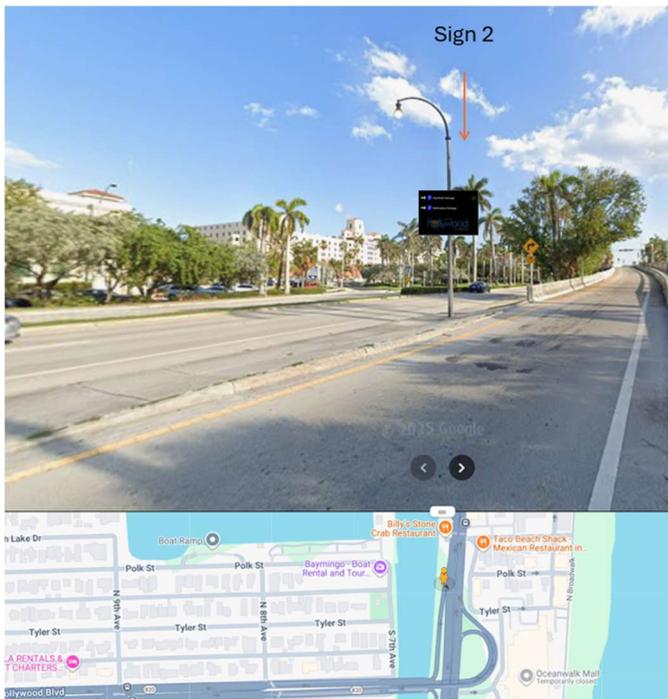
Sign #2, on A1A immediately north of the Hollywood Boulevard Bridge to display live availability counts for the Garfield and Nebraska garages (note signs are not to scale, illustrative purposes only)

Small, double-sided digital sign on 20th Avenue by Hollywood Boulevard pointing toward Van Buren Garage
(note signs are not to scale, illustrative purposes only)
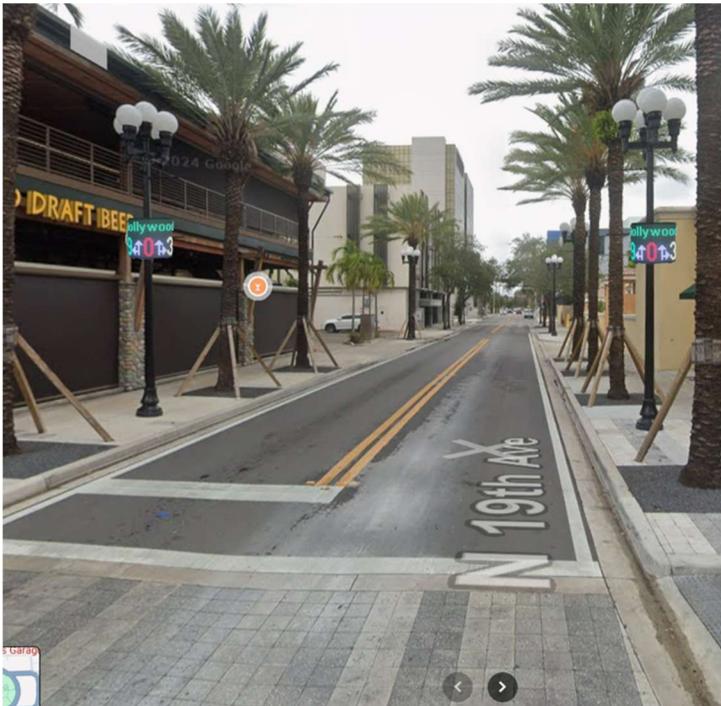
Small, double-sided digital sign on 19th Avenue by Hollywood Boulevard pointing toward Radius Garage
(note signs are not to scale, illustrative purposes only)

Small, double-sided digital sign on Polk St by 21st Ave pointing toward University Station Garage (note signs are not to scale, illustrative purposes only)

H. INTEGRATION PLAN

Cleverciti signage can connect to any 3rd party data and/or parking systems via APIs – the signage is dynamic by design, integrating with 3rd party data with ease. With more than 30 integrations already in place, Cleverciti has immense experience with such integrations. We have already completed an integration with the ParkAssist detection system for real-time garage availability.

Cleverciti is a member (and early supporter) of the OMF and has standardized its API on CDS to easily support curb inventory, policymaking, and integration with City systems. Cleverciti provides data integrations with a CDS compliant API (REST). Cleverciti's CleverPortal will become the central hub of parking occupancy data, and this means that the ParkAssist occupancy data will also become available via Cleverciti's CDS data feed – making it easy for the City to integrate any other systems that may be added to the City's infrastructure in the future.

Cleverciti meets all the requirements in Exhibit A.

I. TRAINING & SUPPORT PLAN

Training - Cleverciti performs training for all designated operation staff and coordinates with the City to ensure the most effective training plan is implemented and that the City team is completely comfortable using the system before launch.

Support - Cleverciti monitors its entire platform, including all hardware devices remotely, 24/7. Usually, issues can be resolved remotely. When not resolved remotely, Cleverciti staff or a subcontractor will be deployed on-site to address the issue. If an issue requires support from the City, this will be clearly communicated to the City as soon as Cleverciti becomes aware. Our preference is to over-communicate to ensure everyone is in the loop about a potential issue to ensure minimal resolution time.

Cleverciti's availability and responsiveness:

- Being a global company allows Cleverciti to have staff in both the US and Europe that together ensure 24/7 coverage.
- A technical support hotline is provided for phone support, and a ticket can be submitted via our Portal 24/7.
- Cleverciti's standard SLA has been attached to this response. In deviation from the standard SLA, and to comply with the requirements of the RFP, Cleverciti shall respond to Priority 1 issues 24/7 rather than during the Regular Business Hours that are specified in the SLA.

J. REFERENCES

City of Bend, OR

Patrick Gering, pgering@bendoregon.gov

Parking Program Coordinator

- o Live data collection to inform rate setting downtown and manage the curbside, and wayfinding and vehicle guidance through dynamic digital signage. Payment compliance, real-time violation detection (overstays, paid, EV, and no parking), and guided enforcement with real-time integrated violation feed to Passport's enforcement handheld
- o 562 managed Spaces - eight (8) Circ360 Ultra and five (5) DMS Signs, integrations with one (1) Flash detected garages
- o Client since 2023

City of Redwood City, CA

Christian Hammack, chammack@redwoodcity.org

Parking Manager

- o Live data collection, wayfinding and vehicle guidance on-street and off-street with Cleverciti sensors. Dynamic digital signage for real-time garage integration and occupancy availability, and the Cleverciti mobile app for turn-by-turn navigation for parkers. With an integration with the city's payment providers -- mobile payment system (PaybyPhone) and multi-space pay stations (IPS), ensuring that the parker has a connected and seamless experience
- o 4,500 managed spaces - twenty-three (23) Circ360 Ultra and six (6) DMS Signs, integrations with eleven (3) Ensight detected garages, and city-branded Cleverciti mobile app for driver navigation
- o Client since 2021

Park City Municipality, UT

Johnny Wasden -johnny.wasden@parkcity.gov

Parking Program Manager, Parking Department

- o Live data collection via Cleverciti sensors to understand parker behavior, parking data collection and inform policy changes. Dynamic digital signage to relieve congestion via wayfinding and vehicle guidance
- o 165 managed spaces – four (4) DMS Signs, integrations with one (1) Ensight detected garages.
- o Client since 2024

Bethlehem Parking Authority, PA

Steve Fernstrom, Steve@bethpark.org

Executive Director

- o Live data collection via Cleverciti sensors to understand parker behavior, parking data collection and inform policy changes. Dynamic digital signage to relieve congestion via wayfinding and vehicle guidance. Payment compliance, real-time violation detection (overstays, paid, and no parking), and guided enforcement with real-time integrated violation feed to T2 enforcement handhelds (in progress)
- o 60 managed spaces - three (3) DMS Signs
- o Client since 2025

K. FEE PROPOSAL

Please see CONFIDENTIAL / PROPRIETARY information section for pricing details.

And note that Cleverciti is presenting two pricing models for hardware costs for the City to choose their desired option.

Option 1A – Solution as a Service (SaaS) proposal - where Cleverciti owns (maintains and upgrades) the signage hardware.

Option 1B – Capex proposal - where City of Hollywood owns the signage hardware with an optional warranty for all hardware that starts in Year 2 with a minimum 3-year manufacturer's warranty on all equipment.

All other fees (one-time and recurring) are identical for both fee options.