

Strategic Partnership and Outcomes Proposal

City of Deadwood



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May 26, 2026

City of Deadwood

Dear Justin,

Thank you for the opportunity to discuss the City of Deadwood's current Fixed ALPR environment and the City's plans to modernize and improve its operational capabilities through a new Genetec Fixed ALPR deployment.

As discussed, the City's current environment has experienced ongoing support and reliability concerns that have limited operational consistency, responsiveness, and long-term confidence in the platform. While the existing infrastructure established a foundational ALPR capability, the environment has become increasingly difficult to support and maintain effectively.

The proposed Route1 Fixed ALPR modernization initiative is designed not simply as a technology replacement, but as a long-term operational improvement initiative that provides the city with:

- Modernized Genetec Fixed ALPR infrastructure
- Improved reliability and system performance
- Structured operational support and accountability
- Proactive maintenance and monitoring
- Real-time operational visibility through Route1 ABI
- Scalable long-term platform management

Rather than continuing within a reactive support model, Route1's Comprehensive+ Program introduces a structured operational framework focused on performance, accountability, and long-term sustainability.

Our objective is to help the City establish a stable, measurable, and supportable Fixed ALPR environment that aligns with both current operational needs and future growth.

Traditional support keeps systems online. Route1 helps ensure the operation performs.

We appreciate the opportunity to support the City of Deadwood through this modernization effort and look forward to continuing our partnership.



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Executive Summary

The City of Deadwood is seeking to modernize and stabilize its Fixed ALPR environment through deployment of a new Genetec-based platform designed to improve operational reliability, support responsiveness, and long-term system sustainability.

The proposed Route1 Fixed ALPR modernization initiative replaces the City's existing environment with a new Genetec AutoVu SharpV deployment supported through Route1's Comprehensive+ operational support program.

The project includes:

- Deployment and onboarding into the Route1 Comprehensive+ Program
- Proactive operational support and monitoring
- Preventive maintenance services
- Structured escalation and response management
- Included Genetec licensing and managed services
- Actionable Business Intelligence (ABI) operational visibility tools
- Fixed ALPR deployment, configuration, and implementation services
- Long-term operational support and system optimization

Beyond the technology deployment itself, the initiative establishes a structured operational support model focused on:

- Improved system reliability
- Faster issue resolution
- Preventive maintenance and monitoring
- Operational accountability
- Long-term platform sustainability
- Enhanced operational visibility and reporting

The inclusion of Route1's Comprehensive+ Program transitions the city from a reactive support structure to a proactively managed operational model designed to improve performance, reduce downtime exposure, and provide greater long-term operational consistency.

Additionally, Route1 ABI provides leadership with visibility into operational activity, utilization, and system performance through centralized dashboards and reporting tools that support more informed operational decision-making.

The total proposed investment for the Fixed ALPR modernization initiative is:

\$49,192.88

This investment provides the City of Deadwood with a modernized, supportable, and scalable Fixed ALPR platform positioned to support both current operational needs and future growth.

Operating Model & Responsibilities

To ensure long-term success, responsiveness, and accountability, Route1 recommends a clearly defined operating model that establishes ownership across all functional areas from the outset.

This structure is designed to eliminate ambiguity, streamline communication, improve response times, and ensure the City's parking and LPR program operates efficiently as it scales.

Guiding Principles

- Clear ownership of operational and support responsibilities
- Defined communication and escalation paths
- Rapid response for system and field issues
- Preservation of institutional control and governance
- Dedicated external expertise to extend internal capacity
- Continuous operational improvement through measurable performance
- Proposed Responsibility Model

Responsibility Model

City of Deadwood

The City retains ownership of strategic direction, policy governance, and stakeholder coordination, including:

- Parking policy, citation authority, and enforcement priorities
 - Institutional governance and privacy standards
 - Oversight of operational objectives
 - Coordination with internal departments and leadership teams
 - Budget planning and long-term program strategy
 - Final approval of policy and operational changes
-

Route1

Route1 serves as the dedicated operational partner for LPR systems and enforcement enablement, including:

- Full responsibility for LPR systems support, maintenance, and optimization
- Mobile and fixed system deployment, setup, and lifecycle management
- Day-to-day technical support and issue resolution
- Proactive system health monitoring
- Hardware replacement coordination and field service execution
- User management, configuration, and software administration
- Reporting, dashboards, operational analytics, and ABI Intelligence tools
- Training delivery and ongoing user enablement
- Continuous workflow improvement and enforcement optimization



Support & Escalation Structure

- City enforcement or parking staff submit requests directly to Route1
 - Route1 manages triage, communication, and resolution ownership
 - Priority issues are escalated immediately through defined channels
 - Strategic or policy-related items are coordinated with leadership
 - Regular review meetings maintain alignment and visibility
-

Outcome

This model allows City of Deadwood to retain strategic control while leveraging Route1 as a dedicated execution and support partner.

The result is greater accountability, faster response times, reduced internal burden, and a consistently high-performing enforcement operation.

Operational Performance Model

As parking and enforcement programs evolve, the primary challenge is no longer simply deploying technology. It is ensuring enforcement activity is consistently executed, measurable, and continuously improving.

Route1's Operational Performance Model is built to support this directly.

Execution + Performance, Not Just Support

Traditional support models focus on keeping systems online.

Route1's model goes further by ensuring the program is operationally effective.

Our responsibilities include:

- Maintaining system reliability and responsiveness
- Supporting daily enforcement execution
- Identifying gaps between system capability and field performance
- Improving workflows, routes, and productivity over time
- Ensuring the investment delivers measurable outcomes

Continuous Performance Measurement

As operations scale, leadership requires a clear understanding of performance.

Route1 helps establish ongoing measurement of:

- Where enforcement activity is occurring
- Where enforcement opportunities are being missed
- Productivity by shift, route, or officer
- Permit and parking compliance trends
- Citation trends and operational outcomes
- Utilization of deployed technology assets

This replaces fragmented manual tracking with a structured performance framework.

Operational Alignment

City of Deadwood may operate with shared goals while supporting distinct needs.

This model enables:

- Consistent enforcement standards across operations
- Shared reporting visibility
- Operational coordination without disrupting local workflows
- Scalable support across multiple departments or users



Gap Identification & Optimization

With measurable data in place, the operation can continuously improve by identifying:

- Coverage gaps or missed patrol zones
- Underutilized equipment or staffing hours
- Inefficient routes or workflows
- Training opportunities
- System configuration improvements

Route1 works alongside leadership to translate findings into action.

Continuous Improvement Framework

This is not a one-time implementation.

Route1 provides an ongoing framework to:

- Review performance regularly
- Adjust operational strategies as City of Deadwood needs evolve
- Refine workflows and reporting
- Improve user adoption and effectiveness
- Support growth without adding unnecessary administrative burden

Outcome

This model ensures:

- Enforcement activity is consistent and measurable
- Compliance improves over time
- Decisions are based on real performance data
- Resources are deployed more effectively
- Leadership has visibility into outcomes
- The city maintains control while increasing operational effectiveness

Actionable Business Intelligence (ABI) – The Strategic Differentiator

Unlike traditional transactional parking systems, ABI provides leadership-level intelligence across enforcement, compliance, utilization, and operational performance.

ABI focuses on outcomes.

Route1’s ABI platform transforms parking and enforcement data into intelligence leadership can use to make faster, smarter, and more defensible decisions.

ABI Provides:

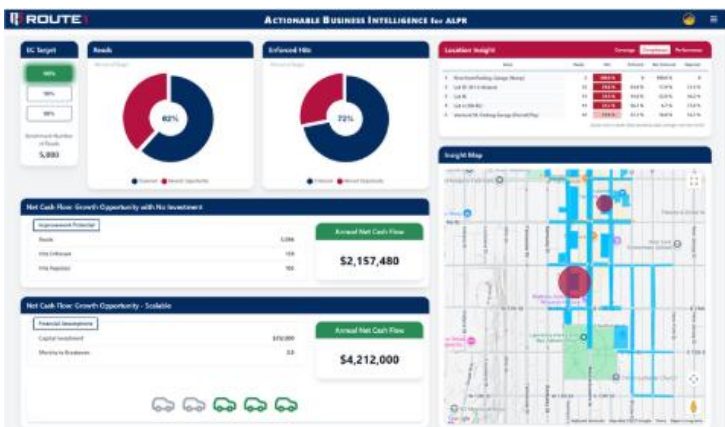
- Permit demand and utilization trends
- Citation activity and compliance reporting
- Patrol productivity by route, shift, or officer
- Zone-by-zone operational performance
- Revenue leakage identification
- Forecasting and planning visibility
- Executive dashboards for leadership
- Cross department benchmarking

Why This Matters

While legacy systems process activity, ABI helps leadership understand:

- What is working
- What is underperforming
- Where resources should be deployed
- Where policy changes may be needed
- How to improve outcomes over time

This creates a strategic advantage beyond traditional software support.





Comprehensive+ Program - From System Support to Managed Operations

Route1 delivers support through a Comprehensive+ model that combines system support, compliance enforcement, and operational accountability. This is the standard for all new Route1 deployments.

Route1 assumes accountability for how LPR programs are structured, measured, and improved over time.

What You Get

Foundation (what you expect):

- Hardware and software support
- Help desk and issue response
- Configuration and maintenance
- Preventative maintenance and PM support

Plus (what changes everything):

- ABI Dashboard and intelligence reporting
 - Defined performance targets and accountability
 - Ongoing compliance and governance oversight
 - Reporting on coverage, usage, and enforcement outcomes
 - Continuous operational adjustments to improve results
-

How It Works

Comprehensive+ operates as a shared model:

- Route1 defines and manages the operating structure and measurement
- Your team executes within that structure

Route1 is accountable for performance through process, measurement, and oversight.

Why It's Different

Traditional support keeps the system running. It does not ensure the program is operating effectively. Route1 does.

- Software providers give you tools
 - Route1 is accountable for how the operation performs
-

Outcome

- Improved enforcement coverage
 - Increased conversion of enforceable events into citations
 - Reduced variability across routes and performance
 - Consistent compliance and audit readiness
 - Reduced internal workload
-

Bottom Line

Comprehensive+ moves your LPR program from a supported system to a managed operation. For all new Route1 deployments, this is the required operating model.

Quote #2501 – Fixed ALPR Deployment with Route1 Comprehensive+ Program Overview

This quote outlines the implementation of Route1’s Comprehensive+ Program for the City of Deadwood for the proposed Fixed ALPR deployment.

This proposal is structured to deliver a dedicated operational support model that ensures system reliability, clear accountability, and measurable performance across the City’s enforcement operations.

Commercial Summary

Item	Description
Support Model	Comprehensive+ Program
Deployment Type	Fixed ALPR (Genetec AutoVu SharpV)
Camera Quantity	2 Fixed Cameras
Scope	Fixed ALPR deployment, configuration, and support
Total Investment	\$49,192.88

Why Route1

Route1 provides more than technical support—we deliver an operational framework purpose-built for municipal enforcement environments. Our approach ensures Deadwood’s ALPR program is not only functional, but consistently performing, measurable, and improving over time.

We focus on:

- Operational reliability across vehicles, hardware, and software
- Accountability through structured support and defined ownership
- Governance alignment with City enforcement policies and workflows
- Measurable outcomes that support data-driven decision making

This model enables the city to move beyond deployment and toward sustained, optimized enforcement operations.

Note: This Quote is good and valid for 15 days beyond the Quote Date.

Bill To Justin Lux City of Deadwood 108 Sherman Street Deadwood SD 57732 United States	Ship To Justin Lux City of Deadwood 108 Sherman Street Deadwood SD 57732 United States	TOTAL \$49,192.88 Expiration Date: 06/10/2026
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Terms	Expiration Date	PO #	Sales Rep	Shipping Method
Net 30	06/10/2026		Elton Crawford	

Project Description
 City of Deadwood - Replacing Motorola Fixed Cameras - Requires new Genetec AMS backend system

Engineering Services

1	Site Survey Design and Visit- On Site to determine camera quantity, placement, infrastructure requirements and availability and network connectivity requirements (up to five locations within 5 mile radius). Additional location trip charges may apply. Includes travel costs. Up to one day on site.	
1	Project management services - new LPR deployment (up to five Mobile LPR or one fixed garage).	
2	Installation services for one fixed LPR camera.	
1	Initial setup/ base configuration of Genetec Security Center (AMS) and base Permit Zone configuration (up to 50 lots). Base configuration includes PaybyPlate Sync integrations (up to 5 providers), Hotlist/Permit List Updater and mapping of up to 50 locations.	
1	Configuration of free flow single location. Including occupancy set up, permit configuration, time limit notices and automatic lot resets. This is a per garage or surface lot line item.	
1	Cost of technician to travel to provide on-site installation. This is a per trip charge; if technician is required to return to site for reasons outside of Route1's control, there will need to be additional trip charges.	
1	Remote training session on LPR Security Center software - Security Desk and Config Tool (approximately two hours, up to 10 participants).	
Subtotal:		\$15,950.00

Hardware and Software - Sensors and Data Acquisition

2	White AutoVu™ SharpV Camera Kit which includes: SharpV Dual motorized lenses (LPR and Context) with 850nm illuminator, mounting bracket and Sharp Camera Connection (24Vdc or PoE++ 802.3bt Type 3 required).	
1	Mapping License including data for North America	
1	AutoVu™ Managed Services Setup of Security Center.	
2	AU-K-HW- advanced swap warranty service upgrade from return and repair for first year of sale.	
2	Extended Warranty for SharpV with Advance Replacement coverage - 4 Years additional coverage. Does not include update to advanced replacement for year 1 (warranty cannot extend past 5th year after purchase).	
2	Route1 Consumables - Fixed	
2	Route1 Shipping	
Subtotal:		\$15,242.88

Support and Licenses

- 1 GSC AutoVu Managed Service 2.0 for one (1) year. Maximum of 1 year Hit retention (with images) and 1 year read retention (without images). See product description for limitations. Max five (5) concurrent Security Desk connections. Includes: AutoVu base, Security Center mapping, List Updater and Pay-by-Plate Single. Includes Genetec Advantage
- 1 Subscription for AutoVu Managed Service. Upgrade to Pay-by-Plate Multi for 1 year.
- 1 GSC AutoVu Managed Service 1 Free-Flow Lot Connection for one (1) year. Includes Read Image Retention for one (1) year.
- 2 GSC AutoVu Managed Service 1 Fixed Camera Connection for one (1) year.
- 1 Route1 Comprehensive+ Support - Base package for one year.
 - 1. One, one-day on-site preventive maintenance visits per annum per standard end user account. A standard end user account includes up to and including two (2) fixed camera garage or lot facilities.
 - 2. Route1's Actionable Business Intelligence software tool.
 - 3. The annual Genetec software licensing cost(s) will now be included in the Route1 Support Plan price.
 - 4. Guaranteed 24 hour or less response time for help desk issues.
- 1 Route1 Comprehensive Support - one Level A Parking - up to three fixed cameras, one parking rule.

Subtotal: \$18,000.00

Total before Tax \$49,192.88

Tax \$0.00

Total \$49,192.88

The below Terms of Sale are an integral part of this quote. In order for this quote to be effective, the attached Terms of Sale must be agreed to.

Customer Authorizing Party Signature: _____

Date of Signature: _____



Route1 Team Contact Information

Route1 is prepared to execute immediately upon alignment of procurement path and scope.

Our focus is straightforward: ensuring municipal enforcement operations are consistently performing, measurable, and improving over time. We look forward to moving forward together.

For any questions, coordination, or next steps, please connect with our team below:

Executive Leadership

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Chief of Staff and Special Projects

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Appendix B On-Site Maintenance Checks and Services

Hardware, Software and Equipment Summary:

- ✓ Confirm & Document Customer and Vehicle Information
- ✓ Confirm & Document Serial Numbers and Current Installed Hardware and Software
- ✓ Confirm & Document In-Vehicle Computing Solution, including Computer Type, Modem Type and Docking Station
- ✓ Confirm & Document Modem Antenna Present and Connected via embedded or external cellular device
- ✓ Conduct and Record Inventory of all ALPR Hardware and Serial Numbers present
- ✓ Confirm & Document Patroller Software version

Maintenance Checks (each vehicle):

- ✓ Capture pictures of current state of all main ALPR equipment components
- ✓ Document Serial Numbers
- ✓ Confirm & Update Windows to current version; apply all available updates
- ✓ Update necessary Drivers on computer
- ✓ Confirm & Install necessary Patroller Software updates
- ✓ Update SharpOS Firmware
- ✓ Check ALPR Mounting Hardware & Docking Station
- ✓ Check Camera Cabling for secureness and exposure; correct as needed
- ✓ Check Camera cable condition; identify any issues
- ✓ Check Cameras mounting; repair if needed
- ✓ Check AUX Tire Cameras if present; repair if needed
- ✓ Check all wire runs and fuseable links
- ✓ Check condition of connectors, pinched points and ignition points; repair as needed
- ✓ Check all entry points including all seals, grommets, silicone, etc.; repair as needed
- ✓ Check to ensure that power adapter to in vehicle computing has light on
- ✓ Check Sharp Portal Configuration and make sure it aligns with Route1
- ✓ Computing Hardware powered and connected
- ✓ ALPR Hardware powered and connected
- ✓ ALPR Cameras are aligned to Genetec specifications
- ✓ ALPR Cameras showing on correct side as installed in Patroller Software
- ✓ Internet functional and connected
- ✓ Validate that Trunk unit timer is set to shut down after 30 minutes
- ✓ Adapter setting working and matches needed settings
- ✓ Patroller configured per standards
- ✓ Date and Time are correct on computer and within Patroller software
- ✓ Permit zones loading to Patroller (if utilized)
- ✓ Overtime zones loading to Patroller (if utilized)
- ✓ Hotlists loading to Patroller (if utilized)
- ✓ PaybyPlate functional (no errors)
- ✓ Camera Icon is Green in Patroller
- ✓ GPS Antenna Icon is Green in Software
- ✓ Globe Icon is Green in Software (server connected)
- ✓ PlateLink configured and registered (if utilized)
- ✓ Odometry calibrated properly and functional condition
- ✓ Offload function configured and tested

Appendix B (Continued) On-Site Maintenance Checks and Services

On-Site Testing (each vehicle):

- ✓ Turn on vehicle and power on all hardware for 30 minutes
- ✓ Drive vehicle and ensure proper capturing of license plates and camera alignment
- ✓ Evaluate internet connectivity and functionality
- ✓ Reads and Hits have proper date and time
- ✓ Overtime rules tested and hits generate as they should based on selected rules (is Patroller providing expected results?)
- ✓ Permit Hits occur per rule specified
- ✓ GPS stays connected during test drive
- ✓ Cameras stay connected during test drive
- ✓ Platelink functions and send Reads to Cloud and able to pull down Reads from Cloud (if utilized)
- ✓ Odometry functioning as required
- ✓ Offload completed and successful
- ✓ Evaluate if Patroller and ALPR system turns off per Trunk Unit Timer settings setup (30min, 15min, less)