

# Revenue Enhancement Implementation

# What is a successful project?



# How do we get there?

Set reasonable expectations

1. Does the project fit the mission?
2. Does the visitor want it?
3. What is your timeline?
4. What barriers do you have to overcome?
5. Who will be part of your team?

# Take the next step

Have a sound methodology

1. Make an honest assessment of all project costs
2. Develop a P&L
3. Be realistic in your ROI
4. Fully vet the costs again with a team of experts

# Keep going

## List the Requirements

1. What is your timeline to get this done?
2. What permits do you need?
3. What services will you require?
4. How will you monitor your project?
5. What are the ongoing costs?
6. How will you overcome adversities?
7. How will you monitor the project once installed?
8. Oh Yeah, What did the public actually want again?

# Don't hurt yourself when you start to run...

Ensure you have the resources and support

1. Have your team together before you begin
2. Enter the project in PID so it can be vetted by others
3. Will you need Service Center support?
4. Do you need local community support?

# Home Stretch

## Expect worst case

Don't set your sights on positive expectations. Think about worst case scenarios.

1. Expect goofs, mistakes, and failures
2. Have a plan
3. Have your team made up of experts, believers, and naysayers

# Automated Pay Parking Machines with Phone App

- Set reasonable expectations
- Have a sound methodology
- List the requirements
- Ensure you have the resources
- Expect conflict, goofs, and failure and identify the issues



# Questions

If you have questions regarding the content in this presentation, please reach out to Brian Ketterer at [brian.ketterer@parks.ca.gov](mailto:brian.ketterer@parks.ca.gov).