



## Proposal for City of Hyattsville

|                            |                         |                          |          |
|----------------------------|-------------------------|--------------------------|----------|
| <b>Proposal Date:</b>      | 2/20/24                 | <b>Proposal Expires:</b> | 3/20/24  |
| <b>Service Start Date:</b> | Continuation of Service | <b>Service End Date:</b> | 12/31/24 |

**Location(s):** 5 locations at Hyattsville Parks

**For:** Hyattsville City Council

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### About Throne Labs

We are an innovative company that has developed a smart public restroom and a turnkey service model that 1) offers fast and flexible placement, 2) enables efficient data-informed operations, 3) reduces issues with tech-enabled user accountability; 4) delights users with a clean and enjoyable public restroom experience, and 5) is committed to access & equity.

#### *Fast & Flexible Placement*

Throne's ADA bathroom provides the comfort and cleanliness of a really nice brick and mortar bathroom with the flexibility of a portable. The lovable Throne design delights users with porcelain fixtures, running water sink, flushing toilet, and touch-free experience, yet units are self-contained

and do not require any connection to water or sewer. The portable nature of Throne units eliminates capital costs, makes it fast and easy to deploy bathrooms, and allows customers to test different locations to optimize the network for maximum value to their residents, riders and visitors.

**Figure 1: Throne Bathroom Exterior and Interior Views**



### *Efficient Data-informed Operations*

Throne uses data to run efficient operations and keep Thrones available and sparkling. Each Throne has 21 internet-connected sensors that provide data and alerts on fresh water levels, power/solar charge, usage volume, duration of use, and more. Additionally, Throne collects real time cleanliness ratings from users to prioritize and dispatch cleaning and maintenance services.

We enable this efficiency by offering Throne's all-inclusive turnkey service, which requires no additional staff time or cost beyond the monthly rental and service price. All cleaning, consumables (i.e. paper goods, soap, water), waste collection, disposal, and maintenance are included. Throne's Operations team monitors smart sensors, cleanliness ratings and provides user support.

### *Tech-enabled User Accountability*

Every Throne use is tied to a unique User ID, whether the user enters via text message, app, or Throne Tap cards (for phoneless entry). The most common entry method is text message, but frequent users enjoy the Throne Bathroom Network App that helps them find and navigate to Thrones while also providing a real time cleanliness rating based on recent previous users.

When issues arise that indicate Throne's rules of use have been broken, Throne sends a warning to the User ID. If a User ID is repeatedly associated with uses during which rules are broken, Throne can restrict access for that User ID across the Throne network.

### *Clean & Delightful Experience*

The Throne experience has been designed to delight users. Throne uses cleanliness rating data to schedule and dispatch on-demand cleans to keep each Throne sparkling. When significant cleanliness issues arise, Thrones can be shut down remotely to spare additional users from the

“gross-out” effect public restroom misuse can create. Additionally, Throne has designed the overall experience to feel nice with fun interior designs, uplifting audio, and an overall feel that makes people feel special and more likely to take care of the shared resource.

### *Committed to Equity & Access*

Throne is committed to bathroom access and equity. Our ADA-compliant design exceeds Federal Standards and is certified to code. As we add features and functionality, we think about all users and how they will interact with the Throne experience, taking into consideration physical, digital, visual and audio interactions. We work with local partners to register would-be users who do not have reliable access to a phone with Throne Tap cards that support accountability while expanding access. Thrones in parks, business districts, and other family-oriented locations are equipped with baby changing stations, providing a clean and private spot to change a diaper. We are also a proud member of the Crohn's & Colitis Foundation's Open Restroom Movement which lists most public Thrones in the We Can't Wait App that provides a simple way to locate publicly accessible restrooms for those with increased need. Lastly, Throne has partnered with Egal to provide customers the option of providing free menstrual products. These are just some of the ways we take the stress out of going to the bathroom when people are away from home.

## Customer Specifics

The Thrones in Hyattsville will be initially placed in the following locations:

- Driskell Park (current)
- Hyatt Park (current)
- Heurich Park (current)
- 38th Street Park (current + 1 unit)

Hyattsville Throne Service includes:

- Delivery and pick-up of Throne unit
- All Thrones will include a baby changing station
- ADA ramp
- Hours of Operation will be 7am-10pm EST
- Throne tap card distribution program
- Monthly data report on usage trends

Hyattsville may choose to add additional services including:

- Free menstrual products in Thrones
- Relocation/move of Throne units

## Cost Proposal

Throne's monthly cost varies with use and service requirements and will be billed each month based on usage volume. Usage-based pricing allows Thrones to pass on savings at lower usage

locations and when usage is lower during colder seasons, while keeping a bathroom available for use when residents and visitors need it.

Based on historic use at Hyattsville Throne locations, we anticipate that the monthly cost of a Throne will be between \$3,750 - \$4,500/mo depending on the location and season (See *Appendix B: Hyattsville Estimated Costs* for full detail on estimate assumptions)

Since Hyattsville has been a great partner and is continuing service with Throne we are waiving the add-on for baby changing stations in all Thrones and including in the base rental price. We have included the option for Hyattsville to support menstrual equity and have Throne stock Thrones with menstrual products that are free to Throne users.

| <i>Item</i>                             | <i>Number</i>                 | <i>Unit</i>   | <i>Cost</i>      |
|---|-------------------------------|---------------|------------------|
| Five Thrones through Dec 31, 2024       | 53.5                          | Throne months | \$204,350        |
| Delivery & Pick-up                      | <i>included</i>               |               | \$0              |
| Monthly Usage and Cleanliness Data      | <i>included</i>               |               | \$0              |
| Baby Changing Station                   | <i>waived for Hyattsville</i> |               | \$0              |
| Free menstrual products in all Thrones  | 53.5                          | months        | \$2,675          |
| <i>Total with menstrual products</i>    |                               |               | \$207,025        |
| <b>Total without menstrual products</b> |                               |               | <b>\$204,350</b> |

## Appendix A: Throne Pricing Matrix

Standard Throne pricing consists of two components: 1) Fixed Infrastructure Fee and 2) Variable Monthly Usage-based Cost. The Fixed Infrastructure Fee covers the cost of the unit itself and an incremental contribution towards the operational infrastructure required to stand-up and manage the Throne network. The Variable Monthly Usage-based Cost is driven by average usage per day. There is no set-up fee or delivery fee unless optional add-ons are selected.

| Fixed Infrastructure     |        |         |       |
|--------------------------|--------|---------|-------|
| Item                     | Number | Cost    | Unit  |
| Fixed Infrastructure Fee | 1      | \$3,000 | month |

| Variable Monthly Usage-based |  |  |                       |       |
|------------------------------|--|--|-----------------------|-------|
| Ave Use /Day*                | Description  | Location Types   | Monthly Variable Cost | Unit  |
| <25                          | Intermittent use throughout the day or a mix of medium and low use days (often driven by weather)                | Passive parks, outdoor venues, <i>locations affected by weather</i> . Small to medium sized transit hubs with operator-only usage.   | \$750                 | month |
| <50                          |  |  | \$1500                | month |
| <75                          | Steady use throughout the day with one or two "peak" periods (often driven by commute hours or high weekend use) | Busy parks used for exercise/recreation, business districts without bathroom alternatives, high volume transit stops with public access, <i>locations not as affected by weather</i> . | \$2250                | month |
| <100                         |  |  | \$3000                | month |
| <125                         | Lines for much of the day, every day   | Super busy downtowns or tourist sites with event-level traffic nearly every day  | \$3,750               | month |
| 125+                         | Near constant use every day  | Highest traffic locations with a lack of other bathroom options in close vicinity  | \$4,500               | month |

\*The average use/day is calculated over the month-long billing period. While single day use can get higher usage tiers, few units exceed *an average* of the high use tiers over a month-long period.

| Optional Add-ons  |        |         |               |
|---|--------|---------|---------------|
| Item  | Number | Cost    | Unit          |
| Optional Baby Changing Station  | 1      | \$50    | month         |
| Free Menstrual Products ( <a href="#">Pads on a Roll</a> )              | 1      | \$50    | month         |
| Custom Exterior Wrap Design   | 1      | \$100   | hour          |
| Custom Exterior Wrap Print & Install                                    | 1      | \$5,100 | 1x per Throne |
| On-site Throne Relocation<br>(can be moved with forklift only)          | 1      | \$400   | Throne move   |
| Off-site Throne Relocation<br>(must be loaded on vehicle for transport) | 1      | \$700   | Throne move   |

## Appendix B: Hyattsville Estimated Cost

The below is an estimate of cost for Hyattsville based on previous Throne usage at the selected locations.

| Service Month          | # Thrones | Description   | Estimated Monthly Cost* |
|------------------------|-----------|---|-------------------------|
| February               | 4         | 4 Thrones at Tier 1 use levels.   | \$14,800                |
| March                  | 4.5       | 4 Thrones for full months, 1 Throne prorated for 1/2 of March. All Tier 1 use levels. | \$16,650                |
| April                  | 5         | 5 Thrones at Tier 1 use levels.   | \$18,500                |
| May                    | 5         | 3 Thrones at Tier 1 use, 2 at Tier 2 use levels.                                      | \$20,100                |
| June                   | 5         | 3 Thrones at Tier 1 use, 2 at Tier 2 use levels.                                      | \$20,100                |
| July                   | 5         | 3 Thrones at Tier 1 use, 2 at Tier 2 use levels.                                      | \$20,100                |
| August                 | 5         | 3 Thrones at Tier 1 use, 2 at Tier 2 use levels.                                      | \$20,100                |
| September              | 5         | 5 Thrones at Tier 1 use levels.   | \$18,500                |
| October                | 5         | 5 Thrones at Tier 1 use levels.   | \$18,500                |
| November               | 5         | 5 Thrones at Tier 1 use levels.   | \$18,500                |
| December               | 5         | 5 Thrones at Tier 1 use levels.   | \$18,500                |
| <b>ESTIMATED TOTAL</b> |           |   | <b>\$204,350</b>        |

## Appendix C: Service Expectations

| Service   | Commitment                                       |
|---|--|
| Delivery & Pick-up  | 3 hour window from agreed time                   |
| Pumping Frequency   | As needed<br>up to 1x a day                      |
| Cleaning Frequency (if initiated by Throne Labs)          | Approx every<br>30-50 uses or as rating requires |
| Cleaning Request Response Time (if initiated by customer) | Within 4 hours of reasonable Customer request**  |
| Maintenance Response Time                                 | Under 12 hours**                                 |
| Throne Replacement if required                            | Within 48 hours                                  |
| Usage trend data  | Provided monthly                                 |

\* Reduced cleaning response times for events may be achieved by adding a dedicated cleaner for an additional charge

\*\* Hour count pauses between 10pm and 7am unless otherwise negotiated

***Throne Labs shall use reasonable efforts to provide Customer with services materially as described above based on the Customer's rental type. Throne Labs may change these Service Expectations from time to time in its sole discretion. Throne Labs shall post all changes on Throne Labs' website. Such changes will become effective 14 days after they are posted. By continuing to use this service after the effective date of a change, you agree to be bound by the modified terms. Customer acknowledges that uncontrollable circumstances (such as traffic, weather conditions, etc.) may affect Throne Labs' ability to meet expectations, that Throne Labs shall not be liable for such delays, and that such delays shall not affect Customer's payment obligations hereunder.***

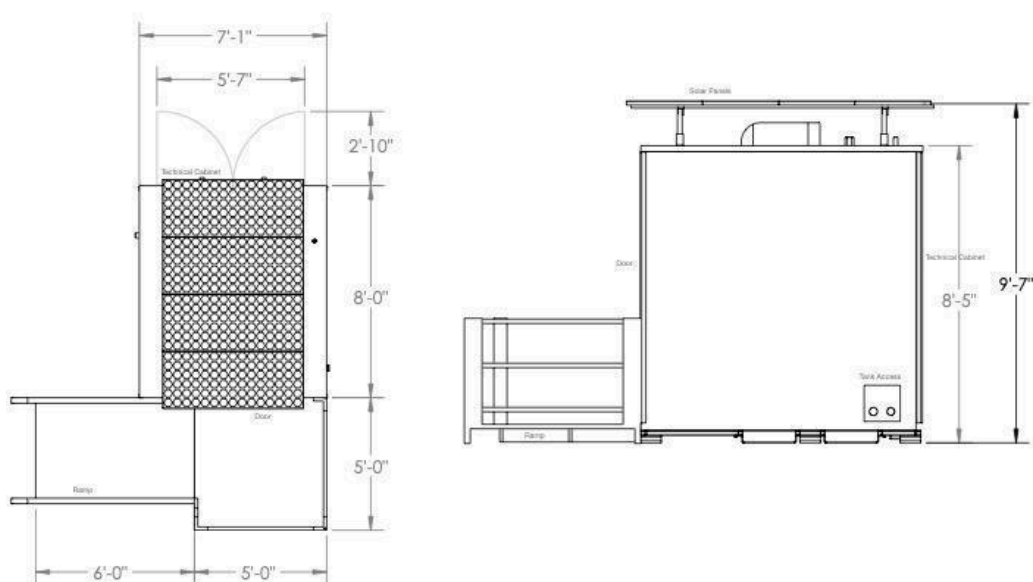
For customer support or to report an issue with your Throne during regular support hours (everyday 7am-10pm Eastern) text **(202)949-7079**.



## Appendix D: Placement Requirements

While Throne bathrooms can go *almost* anywhere, there are a few requirements and recommendations on placement. The unit measures approximately 7'x8'. If placed with a ramp (required to meet ADA criteria), Throne's standard ramp is 5'x11' and is attached to the front and can be oriented either to the right or left of the platform.

**Figure 2: ADA Throne Top & Side View w/ Measurements**



In addition to the physical space required, a Throne placement must be placed within 70 feet of a road or access point for Throne's sanitation truck. Placement location sun exposure from at least three directions or have the ability to plug-in (120V). During winter months, the Throne may need to be plugged in when temperatures drop below freezing for extended periods or be at risk of shut down.

Prior to delivery, the Throne Operations Team will schedule a site visit to assess and advise on placement and orientation.