

Background memo



**ASSIGN
BUSTER**

P3GM P3GM establishes unique municipal entities where it offers innovation, expertise and new resources for the transit lines and city streets. Such occurs when P3GM invests in technologies and dynamic media, which facilitates in the streamlining of asset management and triggering the attainment of a sparking positive environmental, social and economic vitality. In this, P3GM ensures that it offers smart lighting, digital kiosks and displays, Wi-Fi (hotspot or municipal video) and smart parking.

Through the provision of these solutions, P3GM ensures that it fulfils the “SEE” vision that offers social, economic and environmental developmental to municipalities. Key essential benefits of the social include PSAs, Wi-Fi installation, non-profit advertising, installation of the video and rapid flow of information. The economic benefits entail commerce boost, cash flow, innovative economy and budget relief while the environmental benefits are beautification, public transit enticement and energy efficient technologies. The company also focuses on aligning its priorities and creating opportunities where it uses technology and media to help local governments and municipalities to target their assets for pro-longed public and private partnerships. These ensure that cities have alignment that supports private investment, skilled management, open financial funding and emphasis on technological innovation, which ensures economic, social and environmental vibrancy of the city life.

P3GM has a model that aids in providing the funding, which is essential for capital investment in the area of technology. Such includes upfront cash investment, municipality returns, capital expenditures and fair return of the P3GM investment, as well as the ongoing services. Further, the company ensures that the operations are simplified and have the potential of attaining

the desired strength for their success to be realized in the social environment. Such includes enhancement of the innovation culture, which facilitates in the development of new technologies, which are essential for the community.

The management team of P3GM includes municipal officers who comprehend the essence of managing operating contractors and diversity of assets. Such includes providing power to the public-private partnerships, which aim at attaining a positive change. Thus, the company has an enhanced “SEE” vision, which is vital for the business growth, social development and attainment of sustainable innovation. In this, municipal assets are the key catalysts for the attainment of progress and ensuring that higher levels of effectiveness are attained.

Works Cited

P3GM. P3GM Home. Web. 4 June 2014.